

**COURSE DATA****Data Subject**

Code	35113
Name	Operational management
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	3	Second term
1926 - Double Degree Program Tourism and BMA	Faculty of Economics	3	Second term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	14 - Business management I	Obligatory
1926 - Double Degree Program Tourism and BMA	4 - Asignaturas de tercer curso	Obligatory

Coordination

Name	Department
CAMARENA GIL, EMILIO	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

The Management of Operations introduces the subject to the company and its environment in the first course of the Tourism degree. It is a compulsory training subject of 6 ECTS credits and is taken in the second semester of the third year of the Degree of Tourism.

The Operations Department focuses its analysis on the set of activities that create value by transforming inputs into products (goods or services) available for use. Tourism services are intangible and the production function may be less obvious, however, as with tangible products, the operations necessary for the efficient and efficient delivery of these services must be planned, organized and controlled.

Concretely, it is essential to know how to generate value for the client through the provision of tourism services and the organization and management of resources: people, infrastructure and suppliers and what the work of the Director of Operations. It must be taken into account that the operations function is one of the functions of the company that entails higher costs, so a proper Operations Management provides a



great opportunity for the company to improve its profitability and also the quality of its service and, As a result, the experience and satisfaction of its customers.

Thus, this subject is intended to give the student a complete vision of the Operations Department, especially in service companies and the tourism sector. In order to achieve this, the student is expected to become aware of the most important strategic and operational decisions to be taken in the context of operations, conditioned by the nature and characteristics of the sector, and which can participate in the Decisions with the use of a set of support tools.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

It is advisable to have taken and approved the subjects of the Degree of Tourism "The company and its environment" and "Strategic Direction" of the second course

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1317 - Degree in Tourism

- Be able to apply knowledge to work in a professional manner and have competences for preparing and defending arguments and for solving problems within the field of study.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Know the operating procedures in the area of accommodation.
- Know the operating procedures in the area of catering.
- Know the operating procedures in the area of intermediation companies.
- Demonstrate motivation for quality.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

Know the terminology and basic elements of the Directorate of Operations in Tourism.

Describes how customer value is generated through and identifies components

Knows the resources (inputs) of the productive process and explains its main characteristics and functions

Identifies the strategic and operational management of operations

Identifies the management of processes linked to the productive process of providing services

It values the importance of innovation and knows the main tools of innovation management

It assumes an ethical behavior in the development of professional activity.

It uses databases and other sources of information for analysis.

It exhibits and publicly defends the results of work and research in a professional manner.

Presents written reports on studies and research



DESCRIPTION OF CONTENTS

1. Operations

- 1.1. Production and management of operations
- 1.2. Operations strategy
- 1.3. Objectives and decisions of the Operations Management
- 1.4. Value generation in the turist sector
- 1.5. Trends and future challenges

2. Project Management

- 2.1. Project management and its phases
- 2.2. Programming techniques and project control

3. Design and product development

- 3.1. Concept and decisions about the product (goods and services supply)
- 3.2. Design process and services development
- 3.3. Design techniques and services development
- 3.4. Design for the sostenibility

4. Operations process

- 4.1. Types of productive processes strategies
- 4.2. Processes design in service companies
- 4.3. Process technology
- 4.4. Processes redesign and production for the sustainability

5. Capacity, phisical distribution and locations of the facilities

- 5.1. Dimension concept, capacity and ocupation
- 5.2. Facilities distribution methods
- 5.3. Facilities distribution in service companies
- 5.4. Company location: decisions and processes
- 5.5. On-line companies location
- 5.6. Quantitative methods for location decisions

**6. Supply chain management**

- 6.1. Supply chain
- 6.2. Decisions and dilemmas on the supply chain
- 6.3. Purchasing and suppliers management
- 6.4. Problems and opportunities of the supply chain
- 6.5. Logistics and distribution management
- 6.6. Ethical and sustainable management in the supply chain

7. Inventory management

- 7.1. The role of inventory in the supply chain
- 7.2. Inventory models and costs
- 7.3. Inventory models with dependent demand
- 7.4. JIT Inventory

8. Long and short term planning

- 8.1. Capacity
- 8.2. Long term planning of the productive capacity
- 8.3. Process of planification
- 8.4. Capacity and management capacity in the service sector
- 8.5. Revenue management

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	2,00	0
Development of individual work	15,00	0
Study and independent work	30,00	0
Readings supplementary material	8,00	0
Preparation of evaluation activities	20,00	0
Preparation of practical classes and problem	15,00	0
TOTAL	150,00	



TEACHING METHODOLOGY

For theory sessions, we opted for the expository methods, while for the practices we intend the individual resolution of exercises, as well as to enhance the collective work through the resolution of cases. The conclusions of the activities and cases will be discussed and presented in class.

The follow-up of the subject will require the study of the basic bibliography that will be recommended at the beginning of each topic. In some cases, the bibliography may be supplemented with supporting material (readings, press releases, statistics, etc.).

EVALUATION

Synthesis test: 70%

The written test can combine both objective tests (test) and the development of exercises and it will be necessary to obtain a 4 out of 10 in each part of the exam. The questions can refer to both theoretical and practical contents. Preferably questions will be asked that require the student to relate various concepts of the subject. The exam will be held on the official date that the Faculty of Economics qualifies for it within the academic calendar of the course.

Continuous evaluation: 30%

In this part will evaluate the student's progress in acquiring the specific skills or competences, generic skills and social skills proposed in this teaching program.

Throughout the course, the teacher will ask the students to deliver exercises and case studies that will be done individually and / or in groups. Likewise, participation in the different proposed activities will be assessed. The teacher will provide periodic information, both individually and as a group, of the progress made by the students, as well as the points that must be improved and the qualification of the activities carried out so far.

The final score will be the result of the weighted sum of the marks obtained in the synthesis exam (provided that at least five points out of ten are obtained) and in the continuous assessment.

Continuous assessment activities, given their nature and their development in the classroom, are **not recoverable**, and it is not possible to design an alternative test that evaluates the acquisition of learning outcomes in the second call, which should be known by The student, and thus will be communicated to him at the beginning of the course, in accordance with the regulations of the University of Valencia approved by the Governing Council on May 30, 2017 (ACGUV 108/2017).



REFERENCES

Basic

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- BAYÓN, M. y MARTÍN, I (2004): Operaciones y procesos de producción en el sector turístico. Síntesis, Madrid.
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- Cabrera, C. (2015): El Celler de Can Roca: añadiendo valor en empresas de servicios. Libbooks, Barcelona.
- Moscoso, P. y Lago, A. (2016): Gestión de operaciones para Directivos, McGraw Hill, Madrid
- Tidd, J y Bessant, J. (2013). Managing innovation. Wiley, Chichester.
- Iborra, M., Dasí, A., Dolz, C. y Ferrer, C. (2010). Fundamentos de Dirección de Empresas. Paraninfo, Madrid.
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Additional

- ALONSO ALMEIDA, M.; BARCOS REDIN, L. y MARTÍN CASTILLA, J.I. (2006): Gestión de la calidad de los procesos turísticos. Síntesis, Madrid.
- CERRA, J., DORADO, J. A., ESTEPA, D. y GARCÍA, P. E. (1999): Gestión de producción de alojamientos y restauración, Síntesis, Madrid.
- CUERVO, A. (Director) (2001): Introducción a la administración de empresas, Cívitas, Madrid.
- CHASE, R. B., AQUILANO, N. J. y JACOBS, F. R. (2000): Dirección y Administración de la Producción y de las Operaciones: manufactura y servicios, McGraw-Hill, México.
- DAVIS, M. M., AQUILANO, N. J. y CHASE, R. B. (2001): Fundamentos de Dirección de Operaciones, McGraw-Hill, Madrid.
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- SANGÜESA, M.; MATEO, R. e ILZARBE, L. (2006): Teoría y Práctica de la Calidad. Ediciones Paraninfo. S.A., Madrid.
- VOGELER, C. y HERNÁNDEZ, E. (2000): El mercado turístico. Estructura, operaciones y procesos de producción, Centro de Estudios Ramón Areces, Madrid.
- MIRANDA, F.J., RUBIO,S y CHAMORRO, A. (2014): Dirección de operaciones. Casos prácticos y recursos didácticos. Paraninfo, Madrid.
- Muñoz, F. y Rodrigo,B. (2003): Dirección de operaciones en alojamiento y restauración. Universitas Internacional. Madrid.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

1. CONTENT

Content remains the same.

2. WORKLOAD AND TEACHING PLANNING

Workload and teaching planning remain the same

3. TEACHING METHODS

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

4. ASSESSMENT

Increase the weight of the evaluation continues up to 70%.

FIRST CALL

The continuous evaluation will be carried out from the preparation and presentation of individual works, carrying out projects, as well as through participation in face-to-face sessions.

There will be a final test that will weigh 30% of the total mark. This test will be carried out according to the conditions indicated by the competent authorities and may include test questions, essay questions and / or the analysis of mini cases.



The student's final grade will be the result of the weighted sum of the marks obtained in the final exam and in the continuous assessment. To pass the course it will be mandatory to obtain a minimum grade of 4 out of 10 in the final exam. Otherwise, the maximum grade that students can obtain will be 4.5.

The minimum grade to pass the course is 5 out of 10 once weighted the grades from final exam and the continuous assessment.

SECOND CALL

Both parts, both the continuous assessment and the final exam will be recoverable on second call.

5. BIBLIOGRAPHY

Bibliography remains the same.