



COURSE DATA

Data Subject

Code	35113
Name	Operational management
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	3	Second term
1926 - Double Degree Program Tourism & 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 & BMA	4 - Asignaturas de tercer curso	Obligatory

Coordination

Name	Department
SIMON MOYA, VIRGINIA	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. 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 product development
- 3.3. Design techniques and product 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. Layout and locations of the facilities

- 5.1. Concept, types and methods of layout
- 5.2. Company location: decisions and processes
- 5.3. On-line companies location
- 5.4. Quantitative methods for location decisions



6. Long and short term planning

- 6.1. Capacity
- 6.2. Long term planning of the productive capacity
- 6.3. Process of planification
- 6.4. Capacity and management capacity in the service sector

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. Supply chain management

- 8.1. Supply chain
- 8.2. Decisions and dilemmas on the supply chain
- 8.3. Purchasing and suppliers management
- 8.4. Problems and opportunities of the supply chain
- 8.5. Logistics and distribution management
- 8.6. Ethical and sustainable management in the supply chain

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



Through the course, strategic, tactic and operative content will be teach. And further, the student will develop and present the case analysis, readings and activities proposed.

Support materials will be published in the virtual classroom and, after each of the chapters or once we finalized two chapters, we will realize in the classroom and in the regular sessions time a continuous assessment prove.

EVALUATION

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.

Synthesis test: 70%

The synthesis test will be realized at the official date that Economics Faculty establish. It will be structured in two parts, an objective written test and the development of activities; in any case, the questions may be both theoretical and practical and preferably, they will ask the relation of concepts by the Student.

The minimal score to pass the exam will be 5 out of 10 and the minimum score in each of the parts will be 4 out of 10. In case the Student do not obtain the minimum score in any of the parts, the maximum score will be 4,5.

In case to not pass the synthesis test, the maximum score will be the result of weighting the obtained score by 0,7, without adding the score of the continuous assessment.

Continuous assessment: 30%

The 30% of the rest of the score belongs to the continuous assessment and the participation in the different activities proposed, both in theoretical sessions as in the practical ones. Throughout the course the professor will ask the students the delivery and/or presentation of practical cases and activities that will be realized individually and/or in group, as well as the realization of objective tests.

The continuous assessment will be recoverable in a 60% at the second call exam; the recovery of the continuous assessment will be at the official date and will consists of an additional test which goal the checking that the student has acquired the knowledge and skills tested during the continuous assessment, according to the Universitat de València norm approved by the Consell de Govern on May, 30 2017 (ACGUV 108/2017).



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Basic

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Additional

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- SANGÜESA, M.; MATEO, R. e ILZARBE, L. (2006): Teoría y Práctica de la Calidad. Ediciones Paraninfo. S.A., Madrid.
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