

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2016-2017

## Teaching guide

Area: Business II: Business Organization

Subject: Business Economics

Period: Semester 2

Lecturers:

Dr. Juan Pedro Aznar Alarcón

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MODULE: BUSINESS FOUNDATIONS

AREA: BUSINESS II: BUSINESS ORGANIZATION

SUBJECT: BUSINESS ECONOMICS

CODE: BA2EMP-II

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 2

CREDITS: 6 ECTS

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## 1. Subject objectives

The course and its content touches on the professional fields related to business activities focusing on the touristic sector. It provides with definitions, concepts and key economy issues linked to business for a comprehensive understanding of the real world.

The main objective of this course is to familiarize students with the different disciplines of Business Economics and particularly those related to production and operation analysis and the organization of a company.

This introductory overview will be developed further on other specific courses such as Human Resources and Marketing.

## 2. Competencies developed

### Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

### General

G09 - Sensitivity and intercultural awareness: understands and interprets the influence of culture on the values and behaviours of individuals and organizations.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

G12 - Development of Organizational Culture: understands the relationships and lines of action within the organization.

### **Specific**

E01 - Understand and analyze the economic dimension of tourism

E05 - Identify and manage areas and tourist destinations in accordance with the principles of sustainability.

E13 - Lead and manage the various types of tourism organizations.

### **3. Content**

Session 1: Unit 1: The tourism business. 1.1. Introduction to business economics.

Session 2: 1.2. A business: concept, elements, functions, kinds and environment 1.3. Quality management.

Session 3: 1.3. Quality management.

Session 4: Unit 2. Costs of a tourism business. 2.1. The production function 2.2. Concept of cost.

Session 5: 2.3. The costs function 2.4. Costs analysis.

Session 6: 2.5 The break-even point.

Session 7: Costs of a tourism business: Practice.

Session 8: Unit 3. The location and dimension of a tourism business. 3.1. Location decisions 3.2. Determining the location.

Session 9: 3.3. Location models.

Session 10: 3.4. Agglomeration economies 3.5. The dimension of a business.

Session 11: The location and dimension of a tourism business: Practice.

Session 12: Unit 4. The tourism production subsystem. 4.1. The production system. 4.2 Production features of service business .

Session 13: 4.3 Production goals 4.4. Production decisions .

Session 14: The tourism production subsystem: Practice.

Session 15: Partial Exam.

Session 16: 4.5. Programming production.

Session 17: Unit 5. The provisioning subsystem. 5.1. Provisioning functions.

Session 18: 5.2. Inventory management 5.3. Inventory costs.

Session 19: 5.4. Changes in the level of inventory 5.5. Inventory control.

Session 20: The provisioning subsystem: Practice (1).

Session 21: The provisioning subsystem: Practice (2).

Session 22: Unit 6. The commercial subsystem 6.1. Research and market segmentation.

Session 23: 6.2. The marketing mix.

Session 24: The commercial subsystem: Practice.

Session 25: Unit 7. The financial subsystem 7.1. Financial functions 7.2. Financing subsystem.

Session 26: 7.3. Investment subsystem 7.4. Investment analysis methods.

Session 27: The financial subsystem: Practice (1).

Session 28: The financial subsystem: Practice (2).

## 4. Teaching methodology

**Plenary Lectures.** Each topic would be introduced by the professor: The lectures would be open to debat with students, to discuss the current situation of firms in the touristic market. Theoretical concepts will be discussed using real examples from firms, and anytime it is possible firms that are operating in the touristic sector.

**Practical Exercises.** The syllabus contain many technical tools that business managers have to apply: inventory systems valuation, the finding of the break-even point, valuation of investments, finding the rate of return and basic marketing analysis. So almost each week students would be doing exercises in class and at home to learnt from practice how to apply these techniques.

**Supervised Projects.** Students are going to be asked to develop his own firm. In groups of 3 they would be responsible of deciding the location, analyzing the cost structure, finding the optimal marketing strategy and finding the business profitability in a 3 years scenario.

## 5. Assessment activities

### **Regular examination call**

#### **• Partial Exam 1 (Mar, 22/2017)**

Partial exam (Individual - 30%)

Evaluated competences: G9, G11, G12, E1, E5, E13, B1, B2, B3

#### **• Continuous assessment: exercises and problems in class (May, 12/2017)**

Academic Work (Individual - 15%)

Evaluated competences: G9, G11, G12, E1, E5, B1, B2, B3, B4, B5

#### **• Final Exam / Partial Exam 2 (May, 22/2017)**

Final exam (Individual - 30%)

Evaluated competences: G9, G11, G12, E1, E5, E13, B1, B2, B3

- **This project would be in groups of a maximum of 3 students. They will develop a project to run a touristic business: They have to do some research about location, to analyze the cost structure, to find the break-even point, to do a forecast for profit and loss ( 3 years period), to decide the best marketing strategy. Students will produce a video explaining their decisions and the projects selected would be presented in front of the class.**

Supervised project (Group - 25%)

Evaluated competences: G9, G11, G12, E1, E5, B1, B2, B3, B4

To pass the subject:

At least a 4 in the mid term to not be examined again of units 1 to 4 in the final exam.

At least 4 in the project.

At least 5 in the final exam

### **Resit examination call**

- **Exercises and problems (Jul, 04/2017)**

Academic Work (Individual - 20%)

Evaluated competences: G9, G11, G12, E1, E5, B1, B2, B3, B4, B5

- **Final Exam (Jul, 04/2017)**

Final exam (Individual - 80%)

Evaluated competences: G9, G11, G12, E1, E5, E13, B1, B2, B3

Students that do not pass the course in the ordinary call must do the final exam including all units. To pass the course:

- The mark must be equal to or greater than 5/10 points.
- The mark of each part (theory and practice) must exceed 30% of each part.

The final exam weights a 70% of the final grade.

The marks obtained in the ordinary call corresponding to the case study and the exercises in class are held. However, it will be required to get at least a 3/10 of each. If this is not the case:

- An additional list of exercises will be required and/or
- A new case study, to be made individually and with a maximum mark of 7/10.

### **Repeating students without attendance: regular examination call**

- **Case study linked to a tourism business. Application of the concepts in Block 2.**

Case analysis (Individual - 15%)

Evaluated competences: G9, G11, G12, E1, E5, B1, B2, B3, B4

- **Exercises and problems**

Academic Work (Individual - 15%)

Evaluated competences: G9, G11, G12, E1, E5, B1, B2, B3, B4, B5

- **Final Exam**

Final exam (Individual - 70%)

Evaluated competences: G9, G11, G12, E1, E5, E13, B1, B2, B3

The Final exam consists of two parts: theory and practice . It is required to obtain a mark equal to or greater than 5/10 points to pass the course, and a mark of each part equal or greater to 30%.

To pass the course it is necessary to obtain a grade equal or larger to 3/10 in the case study and the dossier of exercises.

### **Repeating students without attendance: resit examination call**

- **Case study linked to a tourism business. Application of the concepts in Block 2.**

Case analysis (Individual - 15%)

Evaluated competences: G9, G11, G12, E1, E5, B1, B2, B3, B4

- **Exercises and problems**

Academic Work (Individual - 15%)

Evaluated competences: G9, G11, G12, E1, E5, B1, B2, B3, B4, B5

- **Final exam**

Final exam (Individual - 70%)

Evaluated competences: G9, G11, G12, E1, E5, E13, B1, B2, B3

The marks obtained in ordinary call in the analysis of cases and the Dossier of exercises are held.

The final exam consists in two parts: Theory and practice. To pass the course:

- The mark must be equal or greater than 5/10 points.

- The mark of each part must exceed 30% of each part.

### **Follow-up meetings**

Week 3 (Feb, 17/2017), 15:15-16:15

Week 7 (Mar, 15/2017), 15:15-16:15

Week 13 (May, 05/2017), 15:15-16:15

## **6. Bibliography**

### **Mandatory readings**

Nahmias, S. (2008) Production and Operations Analysis. Ed. McGraw-Hill / Irwin Series Operations and Decision Sciences; 6 edition See chapters/pages1-7

### **Recommended readings**

Martín-Rojo, I. (2009) Dirección y gestión de empresas del sector turístico. Madrid: Ed. Pirámide See chapters/pages1-7

Salary surveys. Michael Page. Available at: <http://www.michaelpage.com>

<http://www.ine.es/>

## **7. Lecturer/s**

**Dr. Juan Pedro Aznar Alarcón** (Head lecturer) - [pedro.aznar@htsi.url.edu](mailto:pedro.aznar@htsi.url.edu)

Contact hour: Monday 15.00-16.00. Please, send an e mail previous to the meeting

Degree in Economics. Universitat de Barcelona

PhD in Economics and Business Administration, Malaga University

Aznar Alarcón, J., Buil Fabregà, M. & Galiana, J. (2016). Competencias emprendedoras y su relación con el perfil académico: ¿tienen los estudiantes de ingeniería más competencias emprendedoras que los que provienen de las ciencias sociales? . DYNA management, 91. DOI: <http://dx.doi.org/10.6036/7774>

Aznar Alarcón, J. & Sayeras Maspera, J. (2015). The financial and economic performance of hotels in spanish beach tourist destinations. Athens Journal of Tourism, 2 (3), pp. 141-152.

Aznar Alarcón, J. & Bagur, L. (Forthcoming). Impacto de la calidad del servicio en la competitividad y rentabilidad: el sector hotelero en la Costa Catalana. Intangible Capital, 11. DOI: [dx.doi.org/10.3926/ic.693](http://dx.doi.org/10.3926/ic.693)

Aznar Alarcón, J., Rocafort Nicolau , A. & Gay de Liébana Saludas, J. M. (2015). Lecciones de la crisis financiera para la política económica: austeridad, crecimiento y retos de futuro. Tribuna Plural. La Revista Científica , 2 (Monografico 2 3/2015), pp. 45-87.

## 8. Observations

- \* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.
- \* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.
- \* Classes will begin on time and students will not be admitted to class after 5 minutes from the starting time.