Code - Course	064218 – Leadership and entrepreneurial development in the tourism industry		
Type	Compulsory	Year	4th
Thematic Area	Business Organization and Human Resources Management	Credits	6 ECTS
Teacher in charge of the course		Jesús Molina	
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

Good management means mastering skills that help the optimization of decision-making processes to be able to solve problems effectively; such skills include being able to identify pros and cons in decision-making and assessing possible side-effects in the fastest and most efficient way; other skills are for instance being able to face a negotiation process effectively while maintaining the right climate.

Business executives must have excellent academic training but also very defined skills to motivate employees. In this sense, this course aims to work on competencies such as assertiveness and emotional intelligence in a way that allows students to manage teams better and gives them a competitive edge when applying for a managerial position.

Additionally, the subject provides students with the necessary tools to develop their entrepreneurship and intra-entrepreneurship skills as a mechanism for personal and professional development.

BASIC SKILLS

BS04- Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS02- Analyze the economic aspect of tourism at the international level.

GS03- Understand the global tourism system and the evolutionary nature of its components' characteristics.

SPECIFIC SKILLS

SS15- Plan, organize, manage, and control different types of tourism organizations.

LEARNING OBJECTIVES

1. Understand the importance of managerial skills for the direction, organization and leadership of teams in companies and tourism organizations.
2. Develop an entrepreneurship project where the scientific methodologies of tourism research are applied, which help the formulation and implementation of competitive strategies.
3. Carry out entrepreneurial projects taking into account their economic-financial component of tourism organizations.
4. Develop the entrepreneurship project using information and communication technologies.

ACADEMIC CONTENTS

1. The communication within the company. Communicate the project

    1.1. Oral communication in the company
    1.2. Written communication in the company
    1.3. How to synthesize the communication to be transmitted
    1.4. Efficient presentations

2. Entrepreneurs and pro activity

    2.1. Entrepreneurship: create a company or an attitude for professional and business life?
    2.2. Entrepreneurship: Business idea, entrepreneur profile
    2.3. Intrapreneurship: Entrepreneurship in their own position.
    2.4. Entrepreneurship cases

3. Entrepreneurship and effective negotiation

    3.1. The ideal negotiator
    3.2. Information as a basis of power
    3.3. Time as a skill
    3.4. Strategy and tactics
    3.5. The style of trading
    3.6. Stages in the negotiating process

4. Topic Motivation strategies Labor performance

    4.1. Individual and behavior
    4.2. The influence of emotions at work
    4.3. Emotional intelligence
    4.4. Stress and occupational health. Burnout & Engagement
    4.5. Basic concepts of work behavior
    4.6. Decision making and problem solving

5. Leadership skills and management tools

    5.1. Difference between boss and leader
    5.2. Leader skills
    5.3. Leadership techniques
    5.4. Management styles
    5.5 Analysis of the worker's level of development
    5.6. Management skills training

6. Entrepreneurship and Management of Work Teams

    6.1. Difference between groups and teams
    6.2. The importance of the team
    6.3. Phases of equipment development
    6.4. Teamwork skills
    6.5. Group leadership functions
    6.6. Conflict management

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Work behaviour case study	Individual	10%	15%	Week 10
Leaders vs. managers	Group/Individual	15%	15%	Week 13
Business Plan	Group/Individual	17%	20%	Week 7
Negotiation	Individual	8%	10%	Week 8
Class participation	Individual	10%	0%	Week 15
Final Exam	Individual	40%	40%	Exam Week
Total		**100%**	**100%**	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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