

Foundation Year Programme INTRODUCTION TO BUSINESS

Course contact hours: 45

Recommended credits: 6 ECTS – 3 US

Objectives

In this course teaches students about the company from a managerial point of view. The course will focus on the following aspects

Learn about the concept, components and types of companies.

Study the role of management in a company

Learn aspects of business strategy developed from strategic analysis (both internal and external)

Learn the strategic typologies (both at competitive and corporate level).

Requirements

B2 level of English

Learning outcomes

General:

- Develop capacities and strategies for independent learning, including active responsibility for the learning process, developing the ability to self-assess, progress, and manage time
- Improve teamwork skills by adopting a collaborative methodology to complete assignments, projects, and presentations.
- Adapt to working in an international context, understanding the intercultural structure of the class / group and consequently, developing empathy.
- Critically assess the skills and approaches required in different contexts.
- Use different media to support learning, communication, and presentation skills.
- Incorporate feedback and evaluations from teachers and peers to improve learning.

Specific:

- Understand the fundamental aspects of a company and the role of management, with special emphasis on companies related to tourism.
- Learn and understand the concepts and techniques related to the strategic direction of the company and its application in the tourist sector.
- Entrepreneurship and innovation. To foster the entrepreneurial spirit of the students, the entrepreneurial orientation will be discussed within the framework of managerial function and business strategy.

Contents

1. The company.
 - 1.1. Business concept.
 - 1.2. Components and functions of the company.
 - 1.3. Types of company. Tourist companies. Assessing value and profits of the company.
2. The role of Management.
 - 2.1. The notion and types of management.
 - 2.2. The main managerial tasks
 - 2.3. Essential management tasks. Businessmen/women.
3. Company strategy.
 - 3.1. The notion and components of strategy.
 - 3.2. Different levels of strategy.
 - 3.3. The strategy formulation process.
4. Internal analysis.
 - 4.1. Functional analysis and strategic profile.
 - 4.2. The value chain.
 - 4.3. Analysis of resources and capacities.
5. Analysis of the environment.
 - 5.1. Analysis of the general environment.
 - 5.2. Analysis of the specific environment.
 - 5.3. Current trends in the tourist sector. Case study on the application of Porter's five forces in the tourist sector.
6. Competitive strategies.
 - 6.1. Nature and sources of competitive advantage.
 - 6.2. Generic competitive strategies.

- 6.3. Strategies based on the life cycle of the sector.
- 7. Corporate strategies.
 - 7.1. Directions of strategic development.
 - 7.2. Diversification and vertical integration strategies.
 - 7.3. Internationalization and cooperation strategies.

Teaching methodology

The course is based on the following methodologies:

a) Methodology of the theoretical part of the subject:

Face-to-face explanations in traditional class format of the different topics of the program. Classes are taught using audiovisuals (viewing of a video to reinforce the theory, PowerPoint presentations, etc.)

b) Methodology of the practical part of the subject:

Completion and presentation in class of tasks (although some are completed outside class time) and practical cases, both individual and in teams, related to theoretical explanations. In addition, projects will be prepared on some of the programme's topics and be presented in class. Both the tasks and project work will be handed in for evaluation in paper or digital format.

Assessment criteria

- 15% Completion and explanation of tasks both in individual and team cases
- 25% Carrying out teamwork
- 50% Activities and tests on course content
- 10% Self-Assessment Activities

Bibliography

GRANT, RM (2006): Strategic direction. Concepts, techniques and applications. Editorial Civitas, Madrid.

MARTÍN ROJO, I. (2020): Direction and management of companies in the tourism sector. 6th edition. Pyramid Editions, Madrid.

NAVAS, JE and GUERRAS, LA (2007): The strategic direction of the company. Theory and applications. Editorial Civitas, Madrid.