



Centre adscrit



# SYLLABUS

## Bachelor's Degree in Tourism

Code-Course	064218 - Leadership and entrepreneurial development in the tourism industry				
Year	4º	Credits	6 cr ECTS		
Thematic Area	Business Organization and Human Resources Management		Course Type	Compulsory Subject	
In-class hours	48 hours	Teacher-led learning hours	48 hours	Individual work hours	54 hours

### BRIEF COURSE DESCRIPTION

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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

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

### GENERAL SKILLS

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SS02- Analyze the economic aspect of tourism at the international level.

SS03- Understand the global tourism system and the evolutionary nature of its **components' characteristics**.



### SPECIFIC SKILLS

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

### ACADEMIC CONTENTS

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1. The communication within the company. Communicate the project.
2. Entrepreneurs and pro activity
3. Entrepreneurship and effective negotiation
4. Motivation strategies Labor performance
5. Leadership skills and management tools
6. Entrepreneurship and Management of Work Teams

### LEARNING METHODOLOGY

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The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

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

### ASSESSMENT SYSTEM

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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.

## REFERENCES

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