

Code - Course	<b>064218. Leadership &amp; Entrepreneurial Development in the Tourism Industry</b>		
Thematic Area	Organizational Strategy	Year	Fourth
Course Type	Compulsory	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

### BRIEF COURSE DESCRIPTION

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It is widely known that companies in general, but above all, the tourism-related companies are characterized by a distinct component of interpersonal relations and for this reason it is essential to know in depth how valuable human capital is in this type of organizations.

It is important to know that a tourism company is an inclusive system with the society around it, where individuals with different needs have to relate, align with the company's policies and at the same time, they have to become cohesive human groups in order to achieve certain goals for the common good; all this without forgetting that the company must undertake social commitment and responsibility along with their specific policies.

For this reason it must be pointed out that successful companies are the ones which recruit the most competent managers, those who know the tourism company's reality and are able to manage their human teams.

This course provides the necessary managing strategies to make sure that students can manage efficiently the people they are responsible for as a means to ensure the expected levels of efficacy, quality and performance outcomes. A special emphasis will be given to the development of essential skills and competencies like motivation, communication, leadership systems, decision-making, etc., as well as others more specific like presentation techniques, which is a crucial technique for team-building and for the transmission of ideas in general, both at internal and external levels.

Another objective set by the course is to foster students' entrepreneurial spirit by means of a thorough analysis of the subject matter as well as an evaluative analysis of the sector, environment, opportunities and challenges, so continuous work and self-assessment of the entrepreneurial spirit profile will be regularly carried out.

The course will be developed having in mind the competencies the students need to acquire and master by the inclusion of specific methods throughout the learning process such as role-playing, tutorial sessions, individual and group work, discussions and written presentations. The course offers an international insight of contents and competencies to facilitate students' international projection.

### 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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GS02- Have business vision.

GS03-Have initiative and an entrepreneurial spirit.

### ACADEMIC CONTENTS

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1. Business communication. Communicating the project.
2. Entrepreneurs and proactiveness.
3. Problem analysis and decision-making. Entrepreneurship and proactiveness.
4. Efficient negotiation.
5. Motivation strategies. Job performance.
6. Leadership skills and management tools.
7. Work team management.

### LEARNING METHODOLOGY

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The learning methodologies for the course include a wide range of different actions in order to respond to the students' need for the acquisition of the key competencies set for the subject and which imply the development of a number of capacities related to the learning of processes and applicability of skills in the business environment by means of the following methods:

- Lectures
- Explanatory lessons
- Guided discussions
- Case studies
- Simulation

### ASSESSMENT SYSTEM

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The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

**Continuous Assessment** consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

**Single Assessment** consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	60 %	60 %
Individual Written Final Exam	40 %	40 %

### **Review and Reassessment of the Course**

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

### REFERENCES

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Garcia Carbonell, Roberto (2006): *Presentaciones efectivas en público*. Madrid. Ed. EDAF

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