

VNIVERSITAT ID VALÈNCIA

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Facultat d'Economia

**LICENCIATURA
/DIPLOMATURA EN:
Tourism**

**PROGRAM OF THE SUBJECT
Tourist Business Starting-Up**

ACADEMIC YEAR 2009-10

SUBJECT: *OPTIONAL*
YEAR: *THIRD*



1.- INITIAL DATA OF IDENTIFICATION

Subject	Tourist Business Starting-Up
Character	<i>Optional</i>
Degree	<i>Diplomatura of Tourism</i>
Cycle/year/semester	<i>1º cycle /3º year/ 2º four-month period</i>
Department	<i>Dirección de Empresas Juan José Renau Piqueras</i> www.uv.es/diremp
Teachers	<i>Coordinator: M^a del Carmen Saorín Iborra</i> <i>Office: C-10, first floor (Economy Faculty)</i> <i>e-mail: carmen.saorin@uv.es</i>
	<i>José Manuel Comeche Martínez</i> <i>Office: C-1, first floor (Economy Faculty)</i> <i>e-mail: Jose.M.Comeche@uv.es</i>
Timetables and rooms	<i>Group WD (Spanish)</i> <i>Wednesday 16.30h to 17.30h (Room S-502)</i> <i>Thursday 19.30h to 21.30h (Room S-505)</i> <i>International Group (English)</i> <i>Monday 17.30h to 20.30h (Room S-505)</i>
Tutorial timetables	www.uv.es/diremp
Exam dates	www.uv.es/economia

2.- PRESENTATION

Tourist Business Starting-Up is an optional subject of the third year in the Tourism degree. It provides a vision of the entrepreneur problematic focusing on the basic aspects in the generation, assessment and selection of business ideas. It analyses the content of the business project to develop by entrepreneurs. Thus, all the plans that configurate the project are analysed in depth emphasising the essential issues for the correct implementation of the business idea.

Taking into account the basic concepts provided in the theoretical classes, students should work in teams making decisions as entrepreneurs and elaborate their own business project.

The business project is based on aspects of different nature (strategic, organizational, commercial, financing...). Hence, to achieve the established goals in this subject, it is recommended to have approved the *troncal* subjects of the degree. This subject integrates the basic knowledge of the Tourism degree trying to enable the student to start-up his/her own business with success.

3.- FORMATIVE GOALS

The goals to achieve in this subject can be classified in three levels: formative, skills and competencies.

In the formative level, the general goal is to enable the student to understand and learn the essential issues to succeed as an entrepreneur and, consequently, start-up a business. Thus, the basic concepts related to the development of the business project are provided distinguishing the different plans that configurate it. Furthermore, all the essential issues in each plan to allow the success of the project implementation were explained.

With that goal, the formative content is structured in four units:

Unit 1 (The entrepreneur and the businesses starting-up), with introductory character, allows the students to know the *entrepreneurship* reality analysing reasons and factors to succeed and fail.

Unit 2 (The birth and selection of the idea) focuses on the coming-up of business ideas and their potential viability.

Unit 3 (The business plan), analyses the key issues of the business Project success. And *unit 4 (The business plan content)* focuses on the study of the different plans that configurate the business project.

Secondly, this subject tries that students develop some skills to apply the knowledge learned. In particular, understanding basic concepts related to the entrepreneur reality and the business project content are desired. Furthermore, students should be capable to elaborate their own business project and analyse their viability.

Finally, some general competencies should be developed by students:

- To obtain, analyse and summarise the information
- Criticism

- To make up decisions
- Oral and writing communication
- To work in teams
- To develop and manage projects
- To provide original and creative ideas and solutions

4.- METHODOLOGY

A combination of methods will be used. At the beginning of the course, they were explained clearly to the students.

1.- Theoretical classes

They last around one hour (weekly). In them, the magisterial lesson in its participative modality will be used. Consequently, the interaction among students and between them and the teacher will be enabled.

Slices followed in the explanations will be provided to students from the *Aula Virtual* (<http://pizarra.uv.es>) as a layout of the contents. Students have to prepare their own learning material from checking the recommended references and the notes taken during the classes.

2.- Practical classes

They last around one hour and a half (weekly). Students, working in teams, will develop their own business project applying the knowledge provided in the theoretical classes. They will search the information required for its development and its viability analysis from different sources (written ones, internet...). The business project will be given to the teacher and presented in class at the end of the course.

5.- CONTENT (UNITS)

Unit 1 The entrepreneur and the businesses starting-up

- 1.1. The entrepreneur: qualities and requirements
- 1.2. Essential requirements for the business success
- 1.3. Main reasons for the business failure
- 1.4. The activity access forms
- 1.5. The business starting-up process: general layout

Unit 2 The birth and selection of the idea

- 2.1. The idea
- 2.2. How can the ideas come up?
- 2.3. The process of the idea selection
- 2.4. The development of ideas
- 2.5. The contrasting process of ideas

Unit 3 The business plan

- 3.1. The business plan concept
- 3.2. The business plan characteristics
- 3.3. The business plan advantages
- 3.4. The business plan structure

Unit 4 The business plan content

- 4.1. Summary
- 4.2. Environment analysis
- 4.3. The Marketing plan
- 4.4. The Operations plan
- 4.5. The Organization and HR plan
- 4.6. The implementation planning
- 4.7. The Economic and Financial plan

6.- PLANNING

WEEK	THEORETICAL CLASS	PRACTICAL CLASS
1	Presentation of methodology Unit 1	Searching business ideas
2	Unit 2	Searching business ideas and analysis of the potential viability
3	Unit 3	Searching business ideas and analysis of the potential viability
4	Unit 4.2	Selection of the business idea and development of the business project
5	Unit 4.3.	Development of the business project
6	Unit 4.4 and 4.5.	Development of the business project
7	Unit 4.6 and 4.7	Development of the business project
8	Unit 4.7	Development of the business project
9	Development of the business project	
10	Development of the business project	
11	Development of the business project	
12	Development of the business project	
13	Presentation of projects	
14	Presentation of projects	

7.- ASSESSMENT PROCESS

Learning assessment will be undertaken over the theoretical and practical contents of the subject. It will cover a formative function (feedback to improve the teaching-learning process) as well as a summing-up function (assess the level of knowledge achieved). Hence, three parts are distinguished in the assessment process:

- Part A (continuous assessment): the participation in class and the development of activities demanded by teachers if necessary.
- Part B (practical summing-up assessment): the own business Project and its presentation.
- Part C (theoretical-practical summing-up assessment): it will consist on a written theoretical-practical exam.

Parts A and B represent the 70% of the final mark and the part C the 30%. To pass the subject is required to get at least 5 points over 10 in the assessment of parts A and B.

8.- REFERENCES

Basic References

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- González Domínguez, F. J. (2000): *Creación de empresas. Guía para el desarrollo de iniciativas empresariales*. Pirámide, Madrid.
- Veciana, J.M. (2005): *Creación de empresas. Un enfoque gerencial*. Colección Estudios Económicos, nº 33, La Caixa, Servicios de Estudios, Barcelona. (Edición electrónica en internet disponible: www.estudios.lacaixa.es).

Complementary References

- Albert Piñole, I. (1999): *Gestión, Productos y Servicios de las Agencias de Viajes*. Centro de Estudios Ramón Areces, Madrid.
- Amat, O. Et. al. (1996): *Emprender con éxito*. Gestión 2000, Barcelona
- Amat Salas, O. (1993): *Contabilidad y Finanzas de Hoteles*. EADA Gestión. Barcelona
- Bigné, E. Et al. (2000): *Marketing de destinos Turísticos. Análisis y estrategias de desarrollo*. ESIC, Madrid.
- Barros Puga, M. (2000): *Cómo crear su propia empresa. Tramites, contratos, impuestos, obligaciones*. Pirámide, Madrid.
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- González, L. y Talón, P. (2003): *Dirección hotelera. Operaciones y procesos*. Síntesis, Madrid.
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- Mestres Soler, J. (1999): *Técnicas de Gestión y Dirección Hotelera*. Gestión 2000, Barcelona.
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