

**COURSE DATA****DATA SUBJECT**

Code: 35099
Name: Companies and their setting
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Business	BASIC

COORDINATION

DOLZ DOLZ CONSUELO

SUMMARY

Companies and their environment is a basic training subject, taught in the second term of the first year of the Degree in Tourism. It comprises six ECTS credits, and is part of the Business Organization area.

To respond to the demands of the Degree, a curriculum is proposed that provides students with the basic knowledge necessary to understand the operation of companies and to initiate them in their management, and that enables them to study the subjects, both compulsory and optional, of higher courses.

This subject aims to analyze and understand companies considering them from a broad perspective, which allows us to conceive them as a technical and economic unit, as a socio-political unit and as a decision unit. Thus, their conception as a technical and economic unit is linked to the approach that companies have in subjects related to areas such as Economic Analysis, Accounting, Finance or Quantitative Methods (Mathematics and Statistics). Their conception as a socio-political unit entails the need to establish mechanisms that facilitate coordination and consensus among the different groups that come together in companies. Their conception as a decision unit implies the need to direct, plan, organize and control the different people that are part of them and the activities to be carried out to obtain the objectives that have been established. This conception is more present in the subjects of areas such as Business Organization.



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No previous knowledge requirements.

COMPETENCES / LEARNING OUTCOMES

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Demonstrate motivation for quality.

Know the operating procedures in the area of accommodation.

Know the operating procedures in the area of catering.

Know the operating procedures in the area of intermediation companies.

Lead and manage the different types of tourism entities.

DESCRIPTION OF CONTENTS

1. FIRMS AND BUSINESS MANAGEMENT

- 1.1. Firms: concept and components
- 1.2. Business management
- 1.3. The business organization as a system
- 1.4. Types of companies

2. BUSINESSMAN/WOMAN, TOP MANAGEMENT TEAM AND CORPORATE GOVERNANCE

- 2.1. Concepts of ownership and management
- 2.2. Management: roles and levels
- 2.3. The top management team



2.4. Corporate governance

3. THE BUSINESS ENVIRONMENT

- 3.1. Definition of environment and delimitation of the value system
- 3.2. General environment
- 3.3. Competitive environment
- 3.4. Types of environments
- 3.5. Introduction to corporate social responsibility (CSR)

4. BUSINESS DEVELOPMENT

- 4.1. Business creation and value proposition
- 4.2. The business model: concept and components
- 4.3. The life cycle of companies: modalities and directions of development, crisis or exit options

5. THE MANAGERIAL FUNCTION

- 5.1. Objectives: Design of the objectives system: mission, general and operative objectives
- 5.2. Decision making: process, elements and types.
- 5.3. Planning, organization, and control
- 5.4. Management and Leadership. Ethical and Globally Responsible Leadership

6.PRIMARY ACTIVITIES FOR VALUE GENERATION

- 6.1. Logistics and supply chain management
- 6.2. Operations management
- 6.3. Commercial and marketing management



7. SUPPORT ACTIVITIES FOR VALUE GENERATION

- 7.1. Human resource management
- 7.2. Financial management
- 7.3. Quality and innovation management

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	35,00
Independent study and work	55,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

Within the teaching-learning process of the subject *Companies and their setting*, different teaching methods will be used. On the one hand, expositive didactic forms for theory lessons, although other teaching methods will be used as well - didactic forms of participation - that seek the involvement of students in the teaching-learning process. This second type of methods favors the interaction between the teacher and students as well as between students themselves, and are adequate for the development of generic competences. The methodology will be the following:



THEORY LESSONS: Combination of brainstorming with master classes to introduce new contents. On the one hand, by using brainstorming, we pretend students link new knowledge to their previous knowledge, on the other hand master classes allow us to consolidate the new knowledge. So, it facilitates a significant learning experience and gives students a more active role in the teaching-learning process, allowing them to become more autonomous.

For each unit, the teacher will facilitate students (through Moodle) a schema-guide and the references that will allow them to study and to build their own study materials. Through this procedure we want students to develop the next generic competencies: critical thinking skills, ability to search and analyze information, self-learning skills and ability to use new information technologies.

PRACTICAL LESSONS: These allow students to put into practice the knowledge acquired in theoretical classes and to demonstrate their ability to work in groups and their interpersonal communication skills. It is also intended that these sessions contribute to improving the students' ability to organise and plan their work. Normally, the development of the practical classes will use the case method as a fundamental method, with the resolution, firstly, individually and then in groups. Other teaching methods will also be used, such as the analysis and discussion of readings in class or role-playing. In addition, video will be used for the presentation of some practices.

In order to develop some of the generic and specific competences established above, teamwork will be carried out. Students will analyse and synthesize information from different sources (interviews, database analysis, press articles, direct observation, books, etc.) (i) they will work on written communication (ii) through the presentation of written reports (iii) and oral communication (iv) through the oral presentation of their conclusions using methods and exhibition supports. Likewise, the ability to work cooperatively in a team will be relevant for good performance.

LANGUAGE: The subject is taught in each group in the language officially indicated in the Academic Year Offer for that group. Similarly, the exams and subject materials will be delivered in that language.

USE OF ARTIFICIAL INTELLIGENCE. The use of Artificial Intelligence, and any other similar type of tool, will be allowed to be applied, both to classroom and autonomous work, as long as the student incorporates a declaration of responsible use into these tasks, indicating, in each case, how it has been used, the source and the parts of the work affected.

EVALUATION

The evaluation will be carried out on the total contents of the subject. The evaluation must fulfill a summative function -accreditation of the level of training obtained- and a training function -mechanism of feedback that improves the teaching-learning process-. The summative function will be fulfilled with the final evaluation that allows assigning an official grade. The training function will be carried out through continuous evaluation.

The subject of Companies and their environment will be evaluated from the consideration of the following aspects:

FIRST CALL.



Synthesis test (60% of the final grade). The main function of the synthesis test is to evaluate the achievement of the training objectives. This test can combine both multiple choice or written answers. In any case, the questions can refer to both theoretical and practical content. Preferably, questions will be asked in a way that requires the student to relate various concepts of the subject in addition to considering its practical application. The exam will be held on the official date that the Faculty of Economics will enable for it within the academic calendar of the course.

Continuous evaluation (40% of the final grade). This part will evaluate the evolution of the student in the acquisition of the generic and specific competences mentioned above.

The evaluation will be carried out by preparing and presenting individual and teamwork, carrying out projects, as well as by participating in face-to-face sessions. Teachers may also take theoretical or theoretical-practical tests, through test questions, development or individual practices periodically throughout the course.

Non-recoverable activities of the continuous evaluation will be considered all those that require teamwork or oral presentations. The weight of these non-recoverable activities will be 50% of the value of the continuous assessment, that is, 20% of the final grade for the course.

Following the article 6.9. of the assessment and qualification norms of the University of Valencia, the practice-oriented lectures are of compulsory attendance. It will be considered that a student has accomplished with this obligation if he/she attends at least 80% of the hours of the practice-oriented lectures and has properly justified the lack of attendance to the rest of the lectures. In the case of not attending 80% of these hours, the grade of the continuous evaluation will be zero in the first call. The part of this grade that corresponds to "recoverable continuous assessment" may be recovered in the second call by means of an additional test.

The student's final grade will be the result of the weighted sum of the marks obtained in the synthesis test (60%) and in the continuous evaluation (40%).

To pass the course, the students must (Otherwise, the maximum grade that students can obtain will be 4.00):

¿ achieve a grade of 50% or more (i.e. at least 3 out of 6) in the synthesis test (exam)

¿ achieve a minimum grade of out of 5 in the final qualification (final exam + continuous evaluation)

SECOND CALL

In the second call, the students will be able to recover the parts considered recoverable that have not been overcome in the first call.

- Every student taking the exam of the second call will answer a synthesis test of a theoretical or theoretical-practical nature with a value of 6 points. Students will have the option of doing an additional



exercise with a value of 2 points that will substitute the individual grade (recoverable) of the continuous evaluation.

- The final grade of these students will be the weighted sum of the grade obtained in the synthesis test (60%), the additional exercise or the individual grade of the continuous evaluation (20%) and the grade obtained in the non-recoverable activities (20%).

The conditions to pass the course on second call are:

- achieve a final grade of 50% or more (at least 3 out of 6) in the synthesis test.
- obtain a minimum grade of 5 out of 10 in the final qualification (final exam + continuous evaluation).

The normative of the University of Valencia about evaluation and qualification can be found here (in valencian): https://www.uv.es/graus/normatives/2017_108_Reglament_avaluacio_qualificacio.pdf

REFERENCES

- Casanueva, C y Gallego, M.A. (2016): Empresas y organizaciones turísticas. 3ª Edición. Ediciones Pirámide. Madrid.
- Iborra, M., Dasí, A., Dolz C. y Ferrer, C. (2014): Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas. Ed. Thomson, Madrid
- Martín de Castro, G.; Montoro Sánchez, M.A. y Díez Vial, I. (2016): Fundamentos de administración de empresas. 3ª Edición. Thomson-Reuters: Civitas. Cizur Menor Navarra.
- Martín Rojo, I. (2020). Dirección y Gestión de Empresas del sector turístico. 6ª edición. Ed Pirámide, Madrid.



- El profesorado podrá recomendar referencias complementarias durante el curso.