COURSE DATA

DATA SUBJECT

Code: 42982
Name: Strategy and organisational design
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2135 - Master's Degree in Tourism Management and Planning	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2135 - Master's Degree in Tourism Management and Planning	Tourism business strategy	ELECTIVES

COORDINATION

MAS TUR ALICIA

SUMMARY

The Strategy and Organizational Design in Tourism Companies course aims to introduce students to the area of ¿¿strategic management that focuses on the implementation of business strategy. That is, the area of ¿¿strategic design or organizational structure of the company and its relationship to strategy, strategic planning and control systems, and human resource management.

Within organizational design, special attention will be paid to aspects related to design variables (jobs, coordination, and decentralization), contingency factors (size, environment, technology, and power), and types of organizational structures.

In the planning and control systems section, the concepts, characteristics, and different types of these systems used by organizations are analyzed. Information and communication systems are also studied.

Within the human resource management section, the different types of human resource policies in companies are studied, namely selection and recruitment, training and indoctrination, and motivation.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

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

COMPETENCES / LEARNING OUTCOMES

2135 - Master's Degree in Tourism Management and Planning

Capacidad de dirección de departamentos de empresas turísticas.

Conocer las costumbres y prácticas del sector en su vertiente nacional e internacional, así como las peculiaridades inherentes a las diferentes áreas económicas.

Entender y adaptarse a las particularidades culturales de cada mercado turístico.

DESCRIPTION OF CONTENTS

1. Strategy Implementation

1.1. Planning and Control Systems

1.2. Information Systems in the Company

1.3. Communication Systems in the Company

2. Organizational Design

2.1. Organizational Structure

2.2. Design Variables

2.3. Coordination Mechanisms

2.4. Types of Organizational Structures

3. Strategy-Structure Relationship

3.1. Contingency Factors

3.2. Strategy-Structure Fit

4. Human Resources Management

4.1. The Human Factor as a Strategic Resource in the Company

4.2. People and Organizational Behavior

4.3. Organization of People

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	25,00
Seminar	15,00
Total hours	**40,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	35,00
Independent study and work	30,00
Preparation of lessons	5,00
Preparation for assessment activities	10,00
Resolution of case studies	5,00
Total hours	**85,00**

TEACHING METHODOLOGY

The teaching methodology will be based on the case study method, meaning we will draw conclusions that will address theoretical aspects of the subject through the study and resolution of practical cases from real companies in the tourism sector. We will also feature seminars taught by industry professionals. These seminars will include an open question period at the end of the seminars, with the aim of addressing any questions they may have regarding the case presented by the professional.

EVALUATION

SE1 - Written and/or oral exams, consisting of one or more exams that will include both theoretical and/or theoretical-practical questions and/or problems. At least one exam will be given at the end of the semester, which will account for 40% of the grade.

SE2 - Assessment of practical activities based on the completion of assignments/reports and/or oral presentations. Students will submit a report on their resolution the week following the completion of each practical case, which will account for 40% of the final grade for the course.

SE3 - Continuous assessment of each student, based on regular attendance at classes and in-person activities, participation, and the student's level of involvement in the teaching-learning process.

The professor will individually monitor each student's participation in class. This will account for 20% of the final grade.

REFERENCES

- Johnson,G., Scholes, K., Whittington, R.(2006) : Dirección Estratégica, Prentice-Hall, Madrid.

- Laudon, K.C. y Laudon, J.P. (2002): Sistemas de Información Gerenciales, Prentice Hall, México.

- Albizu, E. y Landeta, J. (2011): Dirección Estratégica de los Recusos Humanos. Teoría y Práctica, Pirámide, Madrid.