



FACULTY OF COMMERCE & TOURISM
COMPLUTENSE UNIVERSITY
OF MADRID

BACHELOR'S DEGREE IN TOURISM			
Department: Business Organization and Marketing			
Subject: Tourism Business Creation		Code: 800035	Character: Optional
Level: Undergraduate	Year: 4th	Semester: 2º	Credits ECTS: 6
Coordinator: See list of Coordinators			
Objectives: <ul style="list-style-type: none">- Encourage entrepreneurship- Train the student in the process of creation and start-up of a company			

Capabilities:

General Skills:

GS1: Achieve communication skills, interpersonal cooperation and teamwork with the objective of working properly with all the agents which operate in the commercial function

GS2: - Know and understand different cultural realities to establish contacts in order to develop international markets and, even, globally of the countries involved and adapt the different commercial strategies both to the consumer and to the society where it operates

GS3: Understand and apply the mechanisms and techniques of planning, information analysis negotiation, simulation, decision and control in the commercial relationship based on the commercial strategy of the company.

GS4: Develop the conceptual and operational capacities of future managers and commercial managers.

GS5: Know how to behave with a responsible attitude to markets and consumers in order to implement the strategies and techniques that are learned with the necessary care by the professional ethics and respect for the market and society in general.

GS6: Learning to learn, for instance, how, when, where ... new personal developments are necessary (for example, rhetoric, presentations, teamwork and human resources management).

Specific Skills:

SS1: Know how analyze the different variables to make decisions in domestic and foreign trade, in order to analyze critically the trade policies promoted and implemented by countries in the course of history.

SS2: Be able to distinguish the elements of the company from a system perspective to know about its organization and the interrelation of the elements, as well as the creation of new companies, in order to identify the key factors and be able to intervene to achieve the maximum efficiency and effectiveness of the organization applying the principles of social responsibility.

SS3: Know how to manage the sales force in an organization and apply the basic principles of this subject in the management of efficient and responsible commercial teams, that is, respecting the basic principles of gender equality and opportunities, in order to apply negotiation and persuasion techniques and, in this way, to be able to achieve satisfactory commercial agreements.

SS4: Understand the importance of purchasing and inventory management as well as, the quality management of products and services, in order to rise the traceability objectives for customers and suppliers, under a clear social commitment.

SS5: Know how to apply in a responsible way the different forms of commercial communication between companies and individuals to understand the scope and significance of the phenomenon of commercial communication in its various manifestations: advertising, sales promotion, public relations, communication through Internet and other TICs.

SS6: Efficiently learn to manage products and / or services in order to implement innovation and development strategies that allow the company to place a more attractive offer for consumers on the market, always respecting the principles of social responsibility.

SS7: Understand the functions of distribution and logistics and its role as an intermediary in commercial, as well as efficient planning of distribution channels to deliver products / services to consumers, either through traditional stores or using information and communications technology (Internet, mobile phone ...)

SS8: Know how to approach and analyze various competitive situations where the company is wanting to operate abroad for effective implementation in an international trade operation.

Pre-requirements:

No special requirements are required. Basic knowledge about management of companies and their different functional areas (marketing, operations, organization and human resources, accounting and finance ...)

Contents (Syllabus):

CHAPTER 1. INTRODUCTION 1.1. Entrepreneurial mentality 1.2. Implications of the creation of companies for the economy and society 1.3. Entrepreneur's environment 1.4. Characteristics of the entrepreneur

CHAPTER 2. THE BUSINESS OPPORTUNITY 2.1. Creativity and innovation 2.2. Sources of opportunities 2.3. The value proposition 2.4. Client and need

CHAPTER 3. THE MODEL AND THE BUSINESS PLAN 3.1. Business model: components 3.2. Types of business models 3.3. Hypothesis contrast 3.4. Business plan

CHAPTER 4. THE STRATEGY 4.1. Mission, vision and business objectives 4.2. Competitive analysis 4.3. Competitive advantage 4.4. Growth and exit plans

CHAPTER 5. MARKETING 5.1. Strategic marketing 5.2. Conversion funnel 5.3. Key metrics by steps 5.4. Calculation of estimated sales

CHAPTER 6. OPERATIONS 6.1. Objectives of operations 6.2. Minimum viable product 6.3. Internal process and value chain 6.4. Capacity, dimension, location and lay-out

CHAPTER 7. FINANCE 7.1. Investments 7.2. Sources of financing by stages 7.3. Financial Statements 7.4. Essential Ratios

CHAPTER 8. SETTING UP 8.1. Legal form 8.2. Organization chart and schedule 8.3. Human capital 8.4. Leadership and Direction

BASIC BIBLIOGRAPHY

• Osterwalder, A.; Pigneur, Yves (2012): Business Model Generation. Grupo Planeta, Deusto, Barcelona. • Ries Eric (2012): The lean startup, Deusto, Madrid.

COMPLEMENTARY BIBLIOGRAPHY

• Gómez Gras, J.M.; Fuentes Fuentes, M.M.; Batista Canino, R.M.; • HernándezMogollón, R. (2012): Manual de casos sobre creación de empresas en España, McGraw-Hill, Madrid. • González, F.J. (2012): Creación de empresas. Guía del emprendedor, 4ª edición, Ediciones Pirámide, Madrid. • Kawasaki, G. (2008): El arte de empezar, www.ilustrae.com. • Martín deCastro, G.; Díez Vial, I; Montoro Sánchez, M.A. (2012): Fundamentos de administración de empresas, Civitas, Madrid.

Teaching activities (credits - ECTS)

% with respect to total credits:

- Theoretical classes: 20%
- Practical classes: 10%
- Group tutorials: 10%
- Group works: 25%
- Study hours: 30%
- TOTAL: 100%

Assessment criteria:

A continuous evaluation process will be carried out. The final qualification will be obtained through the following weights:

- Preparation, presentation and defense of a business plan: 40%
- Other practical activities and active participation in the classes: 20%
- Final exam: 40%

For final evaluation it will be necessary to attend at least 80% of the classes and get more than 50 points out of 100.

Language: English

Further information: