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| *COURSE DESCRIPTION* | | | | | | | | | | | | |
| **Course instructor** | | | Lluís Prats, Ph.D., Associate Professors, Uniersity of Girona | | | | | | | | | | |
| Name of the course | | | **Strategic Management** | | | | | | | | | | |
| Study programme | | | **Master in Sustainable Outdoor Hospitality Management** | | | | | | | | | | |
| Status of the course | | | Compulsory | | | | | | | | | | |
| Year of study | | | Year 2, Semester 3 | | | | | | | | | | |
| ECTS credits and manner of instruction | | | ECTS credits | | | | 3 | | | | | | |
| Number of class hours (L+E+S) | | | | 30 (15+0+15) | | | | | | |
|  | | | | | | | | | | | | | |
| *1. Course objectives* | | | | | | | | | | | | | |
| The main objective of the subject is to understand the basic competences to have a responsibility position in a hospitality company or institution and innovate when facing challenges in a globalised, complex and changing environment. This subject includes topics, such as: the aim and importance of strategic management, business-level strategies, the main elements of corporate strategy, etc. A holistic approach is adopted to understand the strategy content, contexts and processes. | | | | | | | | | | | | | |
| *2. Course enrolment requirements* | | | | | | | | | | | | | |
| None. | | | | | | | | | | | | | |
| *3. Expected learning outcomes* | | | | | | | | | | | | |
| * Prepare documents and be able to communicate them orally or in writing in English and using the latest technologies available. * Adapt the use and selection of information and communication technology innovations to the field of work and research objectives. * Use the necessary and specific tools to analyze the tourist reality and its context. . | | | | | | | | | | | | |
| *4. Course content* | | | | | | | | | | | | |
| 1. Importance and relevance of strategic management  2. H&T context and evaluate characteristics and types of H&T organizations.  3. Influence of an organization’s internal environment on strategy formation and implementation.  4. Business-level strategies that are critical for a firm’s success in its product-service market domains.  5. Corporate strategy and its main elements in H&T organizations. It discusses how different corporate strategies could add value internationally. | | | | | | | | | | | | |
| *5. Manner of instruction* | | | | lectures  seminars and workshops  exercises  distance learning  fieldwork | | | individual assignments  multimedia and network  laboratories  mentorship  other Case study | | | | | |
| *6. Comments* | | | | **-** | | | | | | | | |
| *7. Student responsibilities* | | | | | | | | | | | | |
| Independent work and group work, attend classes | | | | | | | | | | | | |
| *8. Monitoring of student work* | | | | | | | | | | | | |
| Class attendance | *1* | Class participation | | |  | Seminar paper | |  | | Experimental work | |  |
| Written exam | *0,5* | Oral exam | | |  | Essay | | *0,5* | | Research | |  |
| Project |  | Continuous assessment | | | *0,6* | Report | |  | | Practical work | |  |
| Portfolio |  | Case study | | | *0,4* |  | |  | |  | |  |
| *9.Assessment of learning outcomes in class and at the final exam (procedure and examples)* | | | | | | | | | | | | |
| The assessment of the student will be based on the following criteria:  1.- Presentations of different assignments and papers related with the foreseen topics: 35% of the grade  2 In class or virtual presentation of the project / final work: 30% of the grade  3.- Final Project paper / Group work: 35% of the grade. | | | | | | | | | | | | |
| *10. Mandatory literature (at the time of submission of study programme proposal)* | | | | | | | | | | | | |
| * Juan Ramon Mestres Soler (2003). (2003). *Técnicas de gestion y dirección hotelera . Gestin 2000 SA. Catàleg*. Gestin 2000 SA. . * Jesus Felipe Gallego (2011). *Gestión de Hoteles 1era*. Parafino. * Lluis Mesalles Canals (2010). *Hotel Control*. Laertes. * Kasavana & Brooks (1998). *Managing front office Operations*. Educational Institute American Hotel & Motel Association. . | | | | | | | | | | | | |
| *11. Optional/additional literature (at the time of submission of the study programme proposal)* | | | | | | | | | | | | |
| * DAVID K. H AYES & ALLISHA A. MILLER. (2011). *Revenue Management for the Hospitality Industry*. John Wiley & Sons, Inc.. | | | | | | | | | | | | |
| *12. Number of assigned reading copies in relation to the number of students currently attending the course* | | | | | | | | | | | | |
| *Title* | | | | | | | | | *Number of copies* | | *Number of students* | |
| * Juan Ramon Mestres Soler (2003). (2003). *Técnicas de gestion y dirección hotelera . Gestin 2000 SA. Catàleg*. Gestin 2000 SA. . | | | | | | | | | *Available online* | | *30* | |
| * Jesus Felipe Gallego (2011). *Gestión de Hoteles 1era*. Parafino. | | | | | | | | | *Available online* | | *30* | |
| * Lluis Mesalles Canals (2010). *Hotel Control*. Laertes. | | | | | | | | | *Available online* | | *30* | |
| * Kasavana & Brooks (1998). *Managing front office Operations*. Educational Institute American Hotel & Motel Association. . | | | | | | | | | *Available online* | | *30* | |
| *13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences* | | | | | | | | | | | | |
| The quality of the programme and the performance of the teaching process will be evaluated in accordance with the general act of University of Girona and quality assessment procedure of Master of Sustainable Outdoor Hospitality Management. | | | | | | | | | | | | |