



Academic year	2017-18
Subject	11472 - Family Businesses in the Tourism Sector
Group	Group 1, 2S
Syllabus	B
Language	English

## Subject

<b>Name</b>	11472 - Family Businesses in the Tourism Sector
<b>Credits</b>	0.72 in-class (18 hours) 2.28 distance (57 hours) 3 total (75 hours).
<b>Group</b>	Group 1, 2S (Campus Extens)
<b>Period</b>	Second semester
<b>Language</b>	English

## Lecturers

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office
Lluís Bru Martínez <a href="mailto:lluís.bru@uib.es">lluís.bru@uib.es</a>	17:00	18:00	Wednesday	11/09/2017	01/06/2018	Db108 (cita prèvia per email)
	17:00	18:00	Monday	12/02/2018	31/05/2018	db108 (cita prèvia per email)
Rafel Crespi Cladera <a href="mailto:rafel.crespi@uib.es">rafel.crespi@uib.es</a>	12:00	13:00	Monday	11/09/2017	30/06/2018	DB_105 . Cita prèvia per email Aula Digital
Maria Vanessa Díaz Moriana <a href="mailto:vanessa.diaz@uib.es">vanessa.diaz@uib.es</a>	15:00	16:00	Tuesday	11/09/2017	27/02/2018	DB125- Cita previa per e-mail

## Context

This course analyses the relevance of family firms in the tourism industry and the management issues that specifically accrue in these firms.

## Requirements

There are no special requirements in this course.

## Skills

### Specific

- \* [CE12] Being able to strategically manage tourism organizations, including both external factors (threats and opportunities) and internal resources and capabilities of the tourism firm..





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- \* [CE14] Learn the internal operational structure of the different management areas of tourism firm (operations, finance, sales and distribution, human resources, etc.) as well as their stakeholder management (interactions, conflicts, etc.), to lead to a sustainable competitive advantage from its integration into the strategic management..

### Generic

- \* [CG1] Know how to find, process and analyze information concerning the tourism sector from different sources..
- \* [CG2] Know how to work in a team and deal with problematic situations in a collaborative way..

### Transversal

- \* [CT1] Capacity for analysis and synthesis..
- \* [CT3] Oral and written communication in English..

### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: [http://estudis.uib.cat/master/comp\\_basiques/](http://estudis.uib.cat/master/comp_basiques/)

## Content

The course analyses the relevance, characteristics and management problems of family firms in the touristic industry.

### Theme content

1. Family firms in the tourism sector
  - 1.1. Definition of family firm
  - 1.2. The relevance of family businesses in the tourism activity
2. Economic characteristics of the family firm
  - 2.1. The agency relationship in family firms
  - 2.2. Growth, finance and diversification
  - 2.3. Innovation and entrepreneurship
3. Governance in the family firm
  - 3.1. Governance of the relationship between the firm and its family owners
  - 3.2. The succession process
  - 3.3. Whether and how to incorporate professional managers in a family firm

## Teaching methodology

### In-class work activities



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Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Lectures	Large group (G)	Presentation of the concepts developed at class and its theoretical domain. The student will have access to lecture notes and basic textbooks to gain a deeper insight on the theoretical issues discussed during class.	7
Practical classes	Workshops	Medium group (M)	The students will assess their own achievement on the theoretical lectures by applying their knowledge on exercise and problem solving. The exercises will simulate real-life situations, and the decision making process to design and manage an organization. The exercises could be demanded to be solved individually or in groups, depending on their challenge.  Afterwards, students must will extract and gather together the main conclusions to homogenize and consolidate the knowledge. The homogenization process will also help to develop the ability to analyze and communicate the relevant information about the problem.	7
Assessment	Final exam	Large group (G)	Official examination. The evaluation will assess the knowledge of concepts, theories and their applications. The exam will last no more than 2 hours.	2
Assessment	Individual evaluation	Large group (G)	Students should test their knowledge of the first part of the course. The exam will last no more than 2 hours.	2

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

### Distance education work activities

Modality	Name	Description	Hours
Group or individual self-study	Exercises	Students, individually or in small groups, must prepare and solve the exercises and case studies discussed in theoretical and practical classes.	57

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

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### Final exam

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Modality	Assessment
Technique	Objective tests ( <b>retrievable</b> )
Description	Official examination. The evaluation will assess the knowledge of concepts, theories and their applications. The exam will last no more than 2 hours.
Assessment criteria	The final exam includes all materials involved during class, readings, discussions, exercises, and mid-term exam.  <ol style="list-style-type: none"><li>1. Student must achieve at least a mark of 5 out of 10 at the final exam.</li><li>2. Student must achieve at least a mark of 5 out of 10 at the global grading.</li></ol>

Final grade percentage: 50%

### Individual evaluation

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Modality	Assessment
Technique	Objective tests ( <b>non-retrievable</b> )
Description	Students should test their knowledge of the first part of the course. The exam will last no more than 2 hours.
Assessment criteria	There will be an individual evaluation along the classes. It will count 20% on the final grade.

Final grade percentage: 20%

### Exercises

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Modality	Group or individual self-study
Technique	Objective tests ( <b>non-retrievable</b> )
Description	Students, individually or in small groups, must prepare and solve the exercises and case studies discussed in theoretical and practical classes.
Assessment criteria	Along the course, students will present (as a digital file and possibly working in small teams of two or three students) a set of exercises or a case study. It will count 30% on the final grade.

Final grade percentage: 30%

### Resources, bibliography and additional documentation

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There is not a single text book but a collection of lecture notes, several complementary readings, and other materials. The professor will upload several working material on the Campus Extens' course web page.

