

Teaching guide

IDENTIFICATION DETAILS

Degree:	Gastronomy		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	BUSINESS ORGANIZATION AND MANAGEMENT		
Type:	Basic Training	ECTS credits:	6
Year:	1	Code:	1401
Teaching period:	First semester		
Area:	Company		
Module:	Basic training		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Definition of the concept of the socio-economic environment and of the entrepreneur and their evolution over time. Definition of business environment and its analysis. Definition and description of the functional areas of a company. Definition, description and operation of the functional systems of a company. Definition, description and operation of the key functional areas of a company: operations management and marketing and sales management.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop the skill of responsible, critical, reflective, analytical and synthetic thought.

To develop creativity and enterprising spirit in search of added value.

To develop habits of oral and written communication in order to convey one's attitudes and feelings.

To adopt a personal and institutional ethical commitment in the workplace.

To assume and be familiar with the principles of performing management duties at department, project and company level in the hotel and catering sectors.

To be able to apply the theory and knowledge acquired to real situations and practical actions.

To analyse and summarise the main ideas and contents of all types of texts, discover their theories and the issues they pose and critically judge their form and contents in terms of both the texts and the underlying rhetoric.

To consider the activities related to the profession from an international viewpoint and develop attitudes of interest, respect and dialogue with other nationalities, cultures and religions in search of the truth.

To adopt an attitude of intellectual eagerness, scientific interest and the search for knowledge and truth in all professional and personal undertakings.

Specific skills

To identify with the mission of the University, of the company and of personal projects

To develop inter-personal and group communication skills and understand the process of their application in the company and among its workforce, in general and functional management, departments and projects in the sector.

To be familiar with and know how to inter-relate all functional areas of the company.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours