

Teaching guide

IDENTIFICATION DETAILS

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|--------------------------------------|-------------------------------------|---------------|------|
| Degree: | Gastronomy | | |
| Field of Knowledge: | Social and Legal Science | | |
| Faculty/School: | Law, Business and Governance | | |
| Course: | COMMERCIAL AND SALES MANAGEMENT | | |
| Type: | Compulsory | ECTS credits: | 6 |
| Year: | 3 | Code: | 1459 |
| Teaching period: | Fifth semester | | |
| Area: | Hotel and restaurant administration | | |
| Module: | Discipline | | |
| Teaching type: | Classroom-based | | |
| Language: | Spanish | | |
| Total number of student study hours: | 150 | | |

SUBJECT DESCRIPTION

The commercial function is vital for the company, generating the income necessary to meet the business goals and performing important tasks such as building relationships with customers (distributors) and negotiating to reach agreements beneficial to both parties.

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 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.

Specific skills

To always consider the customer as the raison d'être of the company.

An ability to organise the commercial and promotional activities of the company, seeking quality as a customer's right and as a competitive advantage of marketing.

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 |