



UNIVERSIDAD DE SONORA
Center Regional Unit
Economic and Administrative Science Division
ACCOUNTING DEPARTMENT
Bachelor of Tourism

Course: Seminar of tourism business cases			Ident: (SCHOLAR)
Pre-requirement: N/A		Sub-sequent: N/A	
Credits: 6	Mode: Semi-attendance	Week hours: 3	Course hours: 48
Teaching-learning mode: course		Service Department: Accounting Department	
Formation core: Professional			
Specific competencies to develop:			
Competency 2 – Plans and designs tourism projects attending the diagnosis of social problems			
Competency 3 – Manages resources and assesses tourism projects from an integral diagnosis			

Introduction:

Tourism marketing will provide the student with the tools to satisfy the client through the design of strategies offering market value.

Unit I will study the importance of marketing in tourism and its main elements, being able to identify the factors affecting the enterprise as to its operation with respect to customer attention .

Unit II contributes knowledge concerning the tourism market, from the tourism supply and demand standpoint.

Unit III will deal with communication as the main subject; it is aimed toward analyzing the processes and advantages of marketing integrated communication to communicate value to clients.

Thematic unit IV will analyze consumer behavior and the factors impacting purchasing behavior.

Unit V will describe the elements of a marketing plan, including the design of client oriented strategies.

Purpose:

The course is part of the professional core; it is given within the first five semesters, as an elective course. This course is aimed to provide students with case solving as a tool for applying the competencies obtained in real situations.

General Objective:

To apply, through case solving, the management knowledge for making decisions on the executive management of tourism enterprises in a globalized environment.

Specific Objectives:

1. To identify the importance of case analysis and solution to face the challenges of decision making.
2. He will practice, within the national and international environment, the activities of the tourism Enterprise planning process, and also the organizational phase through case solving.
3. He will be able to identify and understand management, leadership and strategic management function for the efficient management of actions and situations in decision making throughout the administrative process, by applying practical cases. Aplicará el proceso de evaluación y control en las actividades integrales de la empresa, apoyado en la solución de casos prácticos.
4. He will apply the and control process of the integral activities of the Enterprise, based on the solution of practical cases
5. He will resolve, based on the knowledge and abilities obtained, the integral solution to practical cases of tourism enterprises within the national and international environment.

Competency units:**Competency unit I. The importance of the use of practical cases in the consistent and balanced development in decision making.**

- a. Importance of practical case analysis and solution
- b. Importance of the development of abilities, skills, and attitudes in applying knowledge to be able to face the challenges within the business environment with respect to decision making

Competency unit II. Planning and organization of tourism enterprises.

- a. The planning process and the organizational theory
- b. Practical case of planning and organization in operating areas of the Enterprise.

Competency unit III. Leadership, business management and strategic administration.

- a. Proactive leadership
- b. Management function in the administrative process
- c. Strategic administration in tourism enterprises.
- d. Practical case of management and leadership and implementation of strategies in tourism enterprises.

<p>Competency unit IV. Assessment and control of tourism enterprises.</p> <p>a. Assessment and control process.</p> <p>b. Practical case of assessment and control</p> <p>c. Integrator practical case associated to the success of the entire administrative activities of the tourism Enterprise..</p>									
<p>Evaluation: general criteria for course accreditation:</p> <ul style="list-style-type: none"> The course evaluation shall comprise the following items: <table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">Participation</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Presentation and papers</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Evaluation of case solution (3)</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Presentation of the integrator case solution (submitted the last week)</td> <td style="text-align: right;">30%</td> </tr> </table> 		Participation	20%	Presentation and papers	20%	Evaluation of case solution (3)	30%	Presentation of the integrator case solution (submitted the last week)	30%
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<p>Desirable academic qualifications of the course instructor:</p> <p>Academic master degree or major of Regional Development or equivalent to the study field of the course, with proven two year minimum experience and professional development in areas similar to this course. A minimum two year higher education teaching experience.</p> <p>Professional formation and/or degree in an equivalent area, teaching experience in these issues.</p> <p>Verify the professor formation process requested by the Institution</p> <p>Conduct an interdisciplinary approach.</p> <p>Two year teaching experience</p> <p>For the professor to be programmed and made responsible of teaching this course, he shall have full command of the topics described in the course description, in both English and Spanish.</p>									
Bibliography	Type (basic or supplementary)								
Hitt, M., Ireland, D., Hoskisson, R. y Sacristán, M. (2008). <i>Administración estratégica: competitividad y globalización: conceptos y casos</i> . (7° Ed.). México: Cengage Learning.	Basic								
Thompson, A., Peteraf, M., Gamble, J., Strickland III, A. y Jain, A. (2013). <i>Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases</i> . (19/e). McGraw-Hill Education.	Basic								
Amorós, E., Díaz, D. León, C. (2007). <i>Toma de decisiones para negocios: casos prácticos. Edición electrónica gratuita</i> . Recuperado del internet http://www.eumed.net/libros-gratis/2007a/261/index.htm el 14 de Marzo del 2015.	Supplementary								
Talavera, M., Bermúdez, R., Huerta, F. y Martínez, M. (2013). <i>Tres casos de estudio de turismo y servicio al cliente</i> . Recuperado del internet el 15 de Marzo del 2015. http://www.gestiopolis.com/marketing-2/3-casos-estudio-turismo-servicio-cliente.htm	Supplementary								

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
He will identify the importance of case analysis and solution	Presentation by the professor encouraging participation and text reading by the student.	3	Participation
WEEK 2			
He will understand the importance of developing abilities, skills and attitudes in case solving	Presentation by the professor and student participation.	1	Participation
The student will understand the importance of applying such knowledge for decision purposes.	Presentation by the professor and student participation.	2	Participation
WEEK 3			
He will understand the process planning of tourism enterprises.	Presentation by team members prior research on the topic. Participation of the for feedback purposes.	3	Presentation and papers
WEEK 4			
He will apply the process planning for case solving.	Participation of the professor in case solving, encouraging student participation.	3	Reading ,participation and papers.
WEEK 5			
Assessment of the solution in the case of planning.	Assessment application	1	Evaluation
He will understand the organization process in tourism enterprises.	Exposición de alumnos en equipos previa investigación con el tema. Participación del docente para retroalimentación.	2	Participation
WEEK 6			
He will apply the organization process in case solving	Presentation by team members prior research on the topic. Participation of the for feedback purposes.	2	Participation
He will understand the Management and leadership process.	Presentation by team members prior research on the topic. Participation of the for feedback purposes.	1	Research outcomes. Presentation
WEEK 7			
He will understand the Management and leadership process, and strategic planning.	Presentation by the professor and student participation prior research of the topic.	3	Participation and paper presentation
WEEK 8			
He will strengthen knowledge of strategic planning.	Student presentation of the topic and feedback by the professor.	2	Paper presentation.
He will apply the management process in case solving.	Participation of the professor in case solving, encouraging student participation.	1	Presentation

WEEK 9			
He will apply the strategic planning and administration role in solving a case.	Participation of the professor in case solving, encouraging student participation.	3	Case solving
WEEK 10			
Assessment of case solving with respect to management, leadership and strategic planning.	Assessment application	1	Evaluation
He will understand the topic of assessment and tourism business control.	Presentation by the professor and student participation prior research of the topic.	2 horas	Participation and presentation
WEEK 11			
He will understand the topic of assessment and tourism business control	Presentation by the professor and student participation prior research of the topic.	1	Participation and presentation
He will apply the topic of assessment and tourism business control in case solving.	Participation of the professor in case solving, encouraging student participation.	2	participation
WEEK 12			
He will apply the topic of assessment and tourism business control in case solving	Participation of the professor in case solving, encouraging student participation.	3	participation
WEEK 13			
Explain and define the rules of the last course evaluation	Presentation by the professor	1	Participation and presentation
Apply the topics studied in the course with respect to a practical case.	Review and tutorship by the professor	2	Final paper
WEEK 14			
Apply the topics studied in the course with respect to a practical case.	Review and tutorship by the professor	3	Trabajo final
WEEK 15			
Presentation of the final practicum	Presentation of case study	3	Power Point presentation, final paper
WEEK 16			
Presentation of the final practicum	Presentation of case study	3	Power Point presentation, final paper