Universidad Zaragoza

Academic Year/course: 2021/22

61939 - Management of Cultural and Environmental Companies

Syllabus Information

Academic Year: 2021/22
Subject: 61939 - Management of Cultural and Environmental Companies
Faculty / School: 228 - Facultad de Empresa y Gestión Pública
Degree: 471 - Master's in Tourism Management and Planning
ECTS: 6.0
Year: 1
Semester: First semester
Subject Type: Compulsory
Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process designed for this subject is as follows:

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In the teaching-learning process of "Management of cultural and natural environment enterprise

teaching methods will be used. Expositive teaching will be used for the theoretical classes,
although other teaching methods that seek the involvement of the student in
the teaching-learning process can be used. This second type of methods favors the interaction

teacher and student and between students themselves.
Support will be made available to the students in the Moodle platform.
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4.2. Learning tasks

The course includes the following learning tasks:

1: Theory sessions: to present the contents of the course.
2: Practice sessions: Students can implement the acquired knowledge in the theory sessions and demonstrate the ability to work in group, and interpersonal communication skills. They are based on the use of the case method and the solving of exercises. Other teaching methods can be used too, such as analysis and discussion of readings in class.
3: Individual and group mentoring sessions: They will be held at the office, and will allow more direct and personalized support to explain students doubts about the course's content, guiding them in the study and solving of exercises or proposed cases.

4.3. Syllabus

Unit 1. Introduction to cultural and natural environment enterprises.

Unit 2. Strategic management.

Unit 3. Operations management.

Unit 4. Human resources management.

Unit 5. Management process.

4.4. Course planning and calendar

- Theory sessions: sessions of 2.5 hours per week, 0.8 credits
- Practice sessions: Sessions of 2.5 hours per week, 0.8 credits
- Assessment tests (oral presentations, exams): 7.5 hours, 0.3 credits
- Attendance to group tutorials: 2.5 hours, 0.1 credits
- Autonomous work: includes preparation of evidence (100 hours)
- Readings: recommended literature