

| Updated On | 2024/02/22 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|------|-------|-----------------------------|---|----|---|---|----|----|--|--|---|----|----|---|----|---|---|----|----|---|-----|---|------|---|---|---|---|---|---|---|
| Curricular Year / Period | 2023/24 / S2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course | Tourism | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Curricular Unit | Management of Tourism Companies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Language(s) of Instruction | Português | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ECTS/tempo de trabalho (horas) | <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td>5</td> <td>125</td> <td>0</td> <td>52.5</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <p style="font-size: small; margin-top: 5px;">T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p> | ECTS | Total | Horas de contacto semestral | | | | | | | | | T | TP | PL | S | TC | E | O | OT | EC | 5 | 125 | 0 | 52.5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ECTS | Total | | | Horas de contacto semestral | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | T | TP | PL | S | TC | E | O | OT | EC | | | | | | | | | | | | | | | | | | | | | | |
| 5 | 125 | 0 | 52.5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | | | | | | | | | | | | | | | | |
| Teacher in charge (GDPR consent) <small>[complete name, email]</small> | Eva Maria Marques Milheiro / eva@ippportalegre.pt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other teachers (GDPR consent) <small>[complete name, email]</small> | Ana Maria Marques Balão / ana.balao@ippportalegre.pt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small> | Not applicable. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small> | <p>It is intended to provide contact with some of the principles and theories of management, applying them to the tourism sector.</p> <p>The curricular unit aims to provide the students with a set of knowledge:</p> <ul style="list-style-type: none"> - Know management concepts; - Identify the various levels of management and the main tasks of managers; - Visualize the company as a social organization with its own characteristics - Understand the concept of open system and its application to business, particularizing the external environment that affects tourism enterprises - Analyze the role of the mission as a basic and permanent purpose of the company; - Analyze the main theories on the motivation of people based on needs and their satisfaction; - Reflect on how managers act in order to motivate their employees; - Describe the communication process; - Reflect on the effect of technology on the effectiveness of business communications, particularly in tourism companies; - Understand the role of quality in services, particularly in companies that provide tourism services. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sustainable Development Goals |  | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Syllabus | <ol style="list-style-type: none"> 1. Management and its role <ol style="list-style-type: none"> 1.1 Concepts, functions and levels of management 1.2 Beginnings and management theories 1.3 The role of the manager and his/her main skills 2. The company and its environment <ol style="list-style-type: none"> 2.1 Concepts and objectives 2.2 The company and its resources 2.3 The company and its environment <ol style="list-style-type: none"> 2.3.1. the company as a social organization 2.3.2. The company as an open system 3. The planning and the decision process <ol style="list-style-type: none"> 3.1 Concept of planning | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | |
|--|--|
| | <p>3.2 Mission and objectives 3.3 Types of plans 3.4. strategic planning 3.5. SWOT analysis 3.6. product life cycle 3.7. BCG Matrix 4. Motivation 4.1 Basic theories of human nature 4.2 Theory of needs 5. Communication 5.1 Communication channels 5.2 ICT effects 6. Quality management 6.1 The concept of quality, sustainability and certification 6.2 Enterprises and sustainability 6.3. Certification</p> |
| <p>Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small></p> | <p>1 - Teaching methodologies The classes will favour a dynamic that will appeal to the participation of students in the process, either through theoretical exposition (expositive-dialogical method); critical analysis and discussion of selected cases that exemplify concepts, methods, techniques and procedures presented (teaching by the discovery); and either through the proposal and orientation of resolution of practical exercises aiming the consolidation of the subjects taught taking into account the general and specific objectives and the development of the critical analysis capacity. The classes will follow the syllabus and will be based essentially on the teaching of basic knowledge and stimulus to critical reflection on the subjects offered, and the analysis of case studies will be conducted and supported by the teacher.</p> <p>2 - Period assessment Period assessment 1 Test 50% Practical exercises 20% reports 30% participation 5%</p> <p>3 - Examination assesement Examination assesement Exam-100%</p> |
| <p>Bibliography</p> | <p>1 - Main Bibliography Carvalho, J. (2014). Gestão de Empresas Princípios Fundamentais. Lisboa: Edições Sílabo. Costa, H. (2010). Criação e gestão de micro-empresas e pequenos negócios (9ªed.). Lisboa: Lidel. Ferreira, M., Reis, N., Santos, J. & Marques, T. (2011). Gestão Empresarial. Lisboa: Lidel. Firmino, M. (2010). Gestão das Organizações: conceitos e tendências actuais.Lisboa: Escolar Editora. Lisboa, J., Coelho, A., Coelho, F. & Almeida, F. (2011). Introdução à gestão de organizações (3ªed.). Porto: Grupo Editorial Vida Económica. McDonald, J. (1994). A gestão da qualidade total com sucesso. Lisboa: Editorial Presença. Milheiro, E. (2006). A informação turística e as tecnologias da informação e comunicação: o caso português. Lisboa: ITP. Reis, F. e Silva, M. (2012). Princípios de Gestão. Lisboa: Edições Sílabo. Robalo, J. C. (2016). Gestão de Empresas. Princípios Fundamentais (4ªed.). Lisboa: Edições Sílabo. Saraiva, M. & Rolo, A. (2009). Qualidade e inovação: principais implicações nas organizações portuguesas. In Saraiva, M. & Teixeira, A. (coord.), TMQ Qualidade: Gestão da Qualidade numa perspetiva multi e interdisciplinar, pp.95-121. Lisboa: Edições Sílabo. Serra, J. (2008). As tecnologias de informação e comunicação no turismo: a emergência do e-tourism. Economia e Sociologia, 86, 33-42. Teixeira, S. (2013). Gestão das Organizações (3ªed.). Lisboa: Escolar Editora.</p> <p>2 - Complementary Bibliography</p> |

Curricular Unit Form

(Document waiting approval
from Course Commission)

Special Situations

[Students with special status]

1 - Period assessment - Students with special status

Assessment elements will be tailored to the needs of students with special status.
The appreciation of the evaluation parameters will be identical to that of the other students

2 - Examination assessment - Students with special status

In times of scheduled examination.