



Course Information					
Code:	GHO62021	Course:	PLANEAMIENTO Y GESTIÓN ESTRATÉGICA EN HOTELERÍA		
Coordination Area / Program:	FAC. HTG HOTELERIA				Mode: A distancia
Credits: 03	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 96
	H.Teoría	0	48	48	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2024-02	Start date and end of period: del 19/08/2024 al 08/12/2024				
Career: ADMINISTRACIÓN HOTELERA - ARTE CULINARIO - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA					

Course Pre-requisites		
Code	Course - Credits	Career
FC-AD-IBS NEGLIDCOM	NEGOCIACIÓN Y LIDERAZGO COMERCIAL	ARTE CULINARIO
FC-AD-HOS GSTCONHO	GESTIÓN CONTABLE HOTELERA	GEST-INNOV-GASTRON
FC-AD-HOT ADMOPESE	ADMINISTRACIÓN DE OPERACIONES EN SERVICIOS	ADM. HOTELERA
FC-HOT ADMOPESE	ADMINISTRACIÓN DE OPERACIONES EN SERVICIOS	ADM. HOTELERA

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
MIRANDA AVILES, KAREM VIVIANA	KMIRANDAA@USIL.EDU.PE		

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
Planning and Strategic Management in Hospitality, is a course that belongs to the training area of ¿¿specialty studies, of a theoretical nature and contributes to the development of competencies in strategic plans, communication skills in services and, leadership and teams. It includes the development of the following thematic axes: plans, strategies and main management skills that include critical thinking, innovation, flexibility, adaptability, giving value to the companies in which they work and to society in a sustainable way, allowing them to work in a global economy and integrated. The creditable product is a final work and exhibition where they will develop a strategic plan in a company in the sector.

Professional and/or General Competencies

Career/Program	Acronym/Name of the Competition	Competition level	Expected learning
HOSPITALITY MANAGEMENT	CP1: Strategic plans	N3 Develops and integrates a core set of business skills necessary to successfully operate hospitality and tourism establishments.	<ul style="list-style-type: none"> Analyzes the needs and trends of the market and the company, taking into account the nature of the company. Identifies and applies business skills to successfully operate a company.
	CP3: Communication Skills in Services	N3 Develops aptitudes in	<ul style="list-style-type: none"> Identifies communication skills for good management considering the nature of the

	communication skills necessary for hotel and tourism management.	interest groups. • Develops correct communication to achieve good leadership. • Leads teams in multicultural environments and contexts in service companies. • Performs teamwork taking into account its importance for the development of the company.
CP5: Leadership and Teams	N3 Evaluates the leadership principles necessary in the diverse and global hospitality and tourism industry.	

General Course Result	Unit Result
At the end of the course, the student designs the management plan for the development of individuals within an organization, considering concepts, principles, tools, and procedures, with ethics and responsibility.	1. At the end of the unit, the student plans the development of a strategy for a company in the sector, examining the critical resources and capabilities of it and its competitors to predict their future strategies, with commitment.
	2. At the end of the unit, the student manages strategies that drive change in the hotel industry, considering the analysis of how companies formulate, implement and evaluate strategies, with consistent reasoning.
	3. At the end of the unit, the student develops managerial skills for problem solving, considering critical thinking and evaluating the effectiveness of commercial results in hotel organizations, with ethics and responsibility.

Development of activities		
Unit Result 1: <i>At the end of the unit, the student plans the development of a strategy for a company in the sector, examining the critical resources and capabilities of it and its competitors to predict their future strategies, with commitment.</i>		
Session 1: <i>At the end of the session, the student identifies the concepts, considering the review of strategy applications in the sector, with responsibility.</i>		Semana 1 a 3
Learning Activities	Contents	Evidence
Understands business models through a discussion of strategies. Applies strategic direction to a variety of hospitality industry businesses through a business case.	Introduction to Strategy. Strategy in the hospitality and services sector. The Strategic Management Process. Strategic Management	Team work. · Case 1. · Presentation of case N°
Session 2: <i>At the end of the session, the student understands the strategic management process, considering the implications it encompasses in order to build an organization efficiently.</i>		Semana 4 a 6
Learning Activities	Contents	Evidence
Analyzes a company in the sector through PESTEL analysis. Analyzes a company in the sector through information collected from the broad and operational environment.	The wide environment. · The operating environment. · Environmental Assessment and its impact on business strategy. Environmental Assessment/Internal Environment: Identify Distinctive Competencies	· Team work. · Qualified practice
Unit Result 2: <i>At the end of the unit, the student manages strategies that drive change in the hotel industry, considering the analysis of how companies formulate, implement and evaluate strategies, with consistent reasoning.</i>		
Session 3: <i>At the end of the session, the student understands how proper analysis of the broad and operational environment can help identify opportunities or threats, responsibly</i>		Semana 7 a 8
Learning Activities	Contents	Evidence

Analyzes the resources that a company needs to operate through the video of the Creation of McDonald's. · Differentiates the relationship between leadership and management of organizational capabilities, through the McDonald's video.	Organizational resources. · Organizational Capabilities. · Leadership. · Knowledge-based resources.	Case 2. · Team work.
Session 4: <i>At the end of the session, the student manages how to take advantage of opportunities and overcome threats, with consistent reasoning.</i>		Semana 9 a 11
Learning Activities	Contents	Evidence
Identifies the growth strategies that organizations pursue through the digital tool Kahoot. · Analyzes the commercial strategies of a business, through a debate.	Corporate and business strategies. · Strategies at a functional level.	Qualified practice 2. · Team work.
Unit Result 3: <i>At the end of the unit, the student develops managerial skills for problem solving, considering critical thinking and evaluating the effectiveness of commercial results in hotel organizations, with ethics and responsibility.</i>		
Session 5: <i>At the end of the unit, the student develops managerial skills for problem solving, considering critical thinking and evaluating the effectiveness of commercial results in hotel organizations, with ethics and responsibility.</i>		Semana 12 a 16
Learning Activities	Contents	Evidence
Analyzes the resources a company needs to operate and manage effectively, through a class discussion. · Understand the relationship between leadership and the management of organizational capabilities, through a video of influential leaders worldwide.	Competitive advantage. · Creation of basic competencias.	Qualified practice 3. · Creditable product.

Methodology
The course will be developed based on the following methodologies: The course will be developed based on the following methodologies: Collaborative learning, content learning, participatory learning, Flipped classroom. The indicated methodologies will be used to develop the course in distance mode.

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Continuous Assessment	70%			
Casos	30%			
Caso 1	50%		Semana 3	No
Caso 2	50%		Semana 7	No
Evaluaciones	40%			
Evaluación 1	30%		Semana 4	No
Evaluación 2	35%		Semana 9	No
Evaluación 3	35%		Semana 12	No
Talleres	30%		Semana 15	No

Final Exam	30%	Producto acreditable.	Semana 16	No
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Attendance Policy	
Total Percentage Absences Permitted	30%
<p>Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).</p> <p>In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.</p>	

Basic Required Reading
<p>[1] Olsen, Michael D. (2014). <i>Strategic management in the hospitality industry</i> /. (3rd ed.). Pearson.,</p> <p>[2] Enz, Cathy A., (2010). <i>Hospitality strategic management : concepts and cases</i> /. (2nd ed.). John Wiley & sons.,</p> <p>[3] Morosini, Piero (2010). <i>Las siete llaves de la imaginación</i> /. LID.,</p>

References Supplementary
[1] Organización Mundial del Turismo (2001). <i>Código ético mundial para el turismo</i> /. OMT.,

Prepared by:	Approved by:	Validated by:
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Date: 14/07/2024	Date: 19/07/2024	Date: 14/08/2024