

1. OVERVIEW

Course	Sustainability and Environmental Management
Degree	Bachelor's Degree in International Tourism and Leisure Companies Management
Faculty	Social Sciences
Year	3º
ECTS	6
Type	Compulsory
Language(s)	English
Study mode	On-campus
Semester	First semester

2. PRESENTATION

Considering the well-rounded profile that the student is expected to possess by the time the degree has ended, this subject prepares students to understand and apply environmental management both within a natural environment and business environment.

We are currently living in a time of great competitive pressure in the markets and growing awareness of the magnitude of the sustainable and environmental problems facing our society. Considering that industrial processes depend on the raw material available to nature which in turn actively contributes to the negative impact on natural resources, the type of relationship established to date between the environment and businesses is unsustainable.

The fact that industrial processes depend on the environment is already an important and simple reason to preserve it. A myriad of economists and business managers support the idea that industrial activities generate employment and wealth for society and that this is the fundamental and only corporate social responsibility that the company has. But, is the model of economic development fulfilling its purposes? Evaluation is necessary.

Sustainable development is, therefore, a plausible solution for growth that is focused on the connection of social, economic and environmental interests. Its objectives are not based on the importance of one aspect over another. In other words, social aspects, environmental aspects and economic aspects are dependent on one another.

Under the assumption of sustainable development, it is perfectly understood that the way in which an industrial activity is fulfilled requires processes that do not undermine the resources on which they depend. Thus, the movement towards the creation of more sustainable production processes becomes a crucial part of the challenges for the Management of companies.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB1: CB1 - Students demonstrate their ability to possess and understand knowledge in an area of study that starts in general secondary education, and supported by advanced textbooks, also includes some aspects that implies that their knowledge has come from their field of study.
- CB2: Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through learning how to elaborate and defend their arguments and resolve problems within their area of study.
- CB3: Students possess the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical
- CB4: Students can transmit information, ideas, problems, and solutions to an expert and nonexpert audience.

Cross-curricular skills (CT, by their acronym in Spanish)

- CT4: Ability to analyse and synthesise: to be able to break down complex situations into their constituent parts; also evaluate other alternatives and perspectives to find the best solutions. The act of synthesising seeks to reduce complexity in order to better understand tasks and / or solve problems.
- CT7: Ethical values awareness: Ability to think and act according to universal principles that are based on the value of the human being but also entailing a commitment to certain social values.
- CT12: Critical thinking: Ability to analyse ideas, phenomena or situations from different perspectives and approach them with rigour and argued objectivity, and not from intuition.
- CT13: Problem-solving: To be able to find solutions to complex situations or confusing questions with no predefined answer, and/or added difficulty that prevents goal achievement.
- CT16: Decision making: Ability to make a choice between alternatives or existing ways to effectively solve different situations or problems.

Specific skills (CE, by their acronym in Spanish):

- CE1: Ability to understand and apply knowledge of strategic direction and basic tools for the operation of tourism and leisure companies. These being, analysis, planning, organisation, communication, execution, management and control.
- CE3: Ability to identify and apply new trends in the administration of tourism and leisure companies (leadership ability for people management, knowledge management, innovation management, etc.) that allow you to achieve greater professional development and business success in the industry, nationally and internationally.
- CE4: Ability to assess and apply social responsibility principles in the company, paying particular attention to environmental management, aimed at complying with current legislation and as a source of opportunities, for the reinforcement of the image and the productive process in the tourism sector company.

- CE7: Ability to identify and apply innovation as a fundamental value for the management and administration of tourism companies: identify trends, lead projects, manage knowledge and quality, commit to internationality, understand and apply the concepts of social and environmental responsibility.
- CE8: Ability to master English at a professional level and have advanced knowledge of a second and third language.
- CE10: Ability to understand the dynamic and evolving nature of tourism and leisure.

Learning outcomes (RA, by their acronym in Spanish):

- LO1: To develop a sustainability plan that can be applied to a company or destination
- LO2: To understand concepts related to sustainable development from an economic, social and environmental point of view and their application in today's society

The following table shows the relationship between the skills developed during the course and the learning outcomes pursued:

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4. CONTENT

- Environmental management in the territorial and business sphere.
- Environmental legislation.
- Sustainable development.
- Sustainable and responsible tourism.

5. TEACHING-LEARNING METHODS

The types of teaching-learning methodologies used are indicated below:

- Case studies
- Collaborative learning
- Problem-based learning
- Lectures

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

On campus:

Learning activity	Number of hours
Class attendance and participation	62.5 h
Guided work (tutoring, feedback)	12.5 h
Self-guided study	37.5
Group work	25 h
Other activities	12.5 h
TOTAL	150 h

7. ASSESSMENT

Listed below are the assessment systems used and the weighting each one carries towards the final course grade:

Assessment system	Weighting
Knowledge test and final presentation (2 x 20%)	40%
Oral presentation (3 x 10%)	30%
Portfolio (exercises and practical works)	30%

When you access the course on the *Virtual Campus*, you'll find a description of the assessment activities you have to complete, as well as the deadline and assessment procedure for each one. All activities are presented in person.

7.1. Ordinary exam period

To pass the course in the ordinary exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

The final grade for the subject is calculated by taking into account the percentage weights of each of the categories (see table above). To pass the subject, the student must obtain a grade of 5 or higher in each category of the evaluation systems as seen in the course file, therefore, if one of these categories has not been passed, the subject will be evaluated with a maximum of 4, which may be lower if the average grade of the subject is lower. To pass the subject by applying the continuous evaluation criteria in the ordinary exam, the level of class attendance must be equal to or greater than 50%, with exception to a duly justified cause and approved by the coordinator of the subject prior to the end of the semester.

7.2. Extraordinary exam period (re-sits)

To pass the subject in an extraordinary exam, you must obtain an average grade equal to or greater than 5, bearing in mind that, if you do not successfully pass the subject in the ordinary exam, the grades of the activities carried out and passed will be saved for the extraordinary exam. However, in no case will they be taken into account for future exams.

8. TIMELINE

This timeline with due dates concerning assessed tasks in the course is indicated in this section:

Assessable tasks	Deadline
Knowledge tests and presentation	November (week 11) and January (Week 23)
Oral presentation (3)	October (Week 7), November (Week 12), December (Week 16)
Practical Works and exercises	November (week 8), January (week 20)

The schedule may be subject to modifications for logistical reasons relating to the activities. Students will be informed of any changes in due time.

9. BIBLIOGRAPHY

UNWTO (2005) A guide for policy makers. Making tourism more sustainable.
Available on: <https://www.e-unwto.org/doi/book/10.18111/9789284408214>

King, A. and Lenox, M. (2001). Does It Really Pay to Be Green? An empirical study of firm environmental and financial performance. *Journal of Industrial Ecology*. Vol 5, Nº1.

Sustainability Leaders Project. Meet world's leading sustainable tourism changemakers.
(2019) Taken from: <https://sustainability-leaders.com/category/sustainable-tourism-entrepreneursmanagers/>

Weaber, D. (2006). *Sustainable Tourism. Theory and practice*. Elsevier Butterworth-Heinemann. Taken from:
https://www.academia.edu/34445755/Sustainable_Tourism_Theory_and_practice

The virtual classroom will provide access to free online journals and official portals - academic and scientific - on different subjects, as well as materials (English and Spanish) composed of articles, book chapters, case studies, videos, websites and blogs, etc.

10. DIVERSITY AWARENESS UNIT

Students with special educational needs:

To ensure equal opportunities, curricular adaptations or adjustments for students with special educational needs will be outlined by the Diversity Awareness Unit (UAD, Spanish acronym). Diversity Awareness Unit).

As an essential requirement, students with special educational needs must obtain a report about the curricular adaptations/adjustments from the Diversity Awareness Unit by contacting unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. STUDENT SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our student satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the “surveys” area of your virtual campus or by email.

Your opinion is essential to improving the quality of the course.

Many thanks for taking part.