



ORGANIZACIÓN PROGRAMA : FACULTAD DE TURISMO Y FINANZAS

Octubre 2011

	Lunes 10	Martes 11	Miércoles 12	Jueves 13	Viernes 14
09:00-11:00	Francisco Liñán The Spanish Economy	Felix Velicia Estrategía de marca en España	Martín Día Hispanidad	Javier Quirós Zara-Indetex: a successful growing strategy story.	
11,30-13:00	Ignacio Rufino Business Planning/Models of Excellence	Borja Altamira Marketing Internacional.	Sanz		
13:30-15:30	almuerzo	almuerzo	almuerzo	almuerzo	
16:00- 18:00	Juan Fernández El sistema de distribución comercial en España	Carlos Ignacio Rufino Models of Excellence		Juan Valderas Sustainability and tourism initiatives.	Manuel

Los horarios también estarán sujetos a posibles cambios debidos al POD que se hará en Mayo 2011, y a las sugerencias que nos podáis transmitir.

The Spanish Economy

Lecturer: Francisco Liñán.

Prof. Francisco Liñán. Dept. Applied Economics I, University of Seville. Lecturer on Spanish Economy and Entrepreneurship

Spain is the 5th economy in the European Union, with a total GDP of €1000bn (\$1350bn). It is a high-income country with a GDP per capita of around \$ 30000 (PPP), similar to that of Italy. It is specially competitive in international tourism, with receipts higher than \$50bn, making it the 2nd country in the world by tourism-income receipts. Despite considerable isolation during the greatest part of the Twentieth Century, it is now a clearly open economy (member of the Euro area in the European Union), striving to compete internationally.

Spain has persistently shown higher levels of unemployment than its European neighbours. Additionally, despite high tourism income, it has persistently shown a significant current account deficit. Spain has received around 5 million immigrants in the last decade, raising the rate of foreigners in the population to nearly 13% (one of the highest in Europe).

The course will provide an overview of the most important characteristics of the present-day Spanish economy, its recent evolution and the consequences of this latter crisis. It will try to explain the rationale behind these recent trends, and the consequences of such imbalances.

BUSINESS PLANNING

Prof: José Ignacio Rufino. Dept. of Management and Marketing, Universidad de Sevilla. Lecturer on Business Setting-Up.

Organizations need for goal setting and performance control must be stated in a formal document which purposes are both internal and external to the company. The main goal of setting up a consistent set of strategic, marketing, organizational, human resources, operational, technological and financial plans is to drive the organization action in a planned and periodically controlled way, but a Business Plan should be useful for external purposes, such as getting financing and public subsidies or establishing alliances.

The course aims for providing the students with a methodology for developing a business plan and each of its sub-plans. The focus of the course is not to concentrate in Financial Planning, which is a core element of the business plan, but not its unique output, since it must be considered as the final set of elements in which the strategic, marketing, operational and other plans meet. Thus, strategy planning will be considered the basic plan out of which other goals and means depend on.

Practical situations are involved in the course, and some software solutions aid will be posed out as well, such a financial simulators.

The minimum duration of the course is 2 hours.

MODELS OF EXCELLENCE

Prof: José Ignacio Rufino. Dept. of Management and Marketing, Universidad de Sevilla. Lecturer on Quality Mangement.

Quality Management has experienced a continuous change process in its paradigms, focuses and tools. Since Quality Control stage to Excellence, Quality Management and Total Quality Managements were intermediate phases of an evolution linked to management practices and competition requirements evolution. The Excellence Model, such as Malcolm Baldrige in the USA, Deming in Japan and EFQM in Europe are dynamic examples of systemic and proactive tools to assess and continuously improve the companies and organizations practices, activities and outputs.

The curse aims for providing the students with the basic knowledge of the EFQM Model of Excellence, its benefits and structure, as well as its uses, marking, public awards and recognitions.

The minimum duration of the curse is 2 hours.

MARKETING INTERNACIONAL

Prof. Borja Sanz Altamira (borja@us.es). Dept. of Management and Marketing, Universidad de Sevilla.

El objetivo general de esta sesión es introducir a los estudiantes en las decisiones de marketing, desde una perspectiva global. Con este objetivo, vamos a instruir a los participantes en la aplicación de los conceptos básicos y técnicas de gestión de marketing en un entorno globalizado, a través de casos empresas españolas internacionales con intereses en Brasil.

Así, los estudiantes aprenderán: cómo el sistema de comercio internacional, los entornos económicos, político-legales y culturales afectan a las decisiones internacionales de la empresa, cuáles son los criterios clave para entrar en los mercados internacionales, y cómo las empresas adaptan sus políticas en el ámbito de los mercados internacionales.

EL SISTEMA DE DISTRIBUCIÓN COMERCIAL EN ESPAÑA

Prof. Juan Carlos Fernández Fernández (jcfer@us.es). Dept. of Management and Marketing, Universidad de Sevilla.

El gran valor del sistema de distribución comercial de España radica en que es uno de los sectores económicos más importante y de esencial peso en la economía del país.

En los últimos tiempos se caracterizado por un entorno muy dinámico, por una modernización debido a la incorporación de múltiples competidores nacionales y foráneos, una concentración con diversas fusiones y absorciones, la variación en la participación relativa de los diferentes modelos comerciales y

la distinción de las estrategias logísticas seguidas por los grandes grupos de distribución.

ESTRATEGIAS DE MARCA EN ESPAÑA

Félix A. Martín Velicia (Velicia@us.es)

Los activos intangibles y en especial la marca es uno de los principales instrumentos con los que cuentan las empresas para poder diferenciar sus productos del de sus competidores. Por tanto el valor de la marca es uno de los principales activos de las empresas, y deberán desarrollar estrategias para tratar de mantener y si es posible incrementar dicho valor.

A la mayor complejidad de los mercados y en especial a los cambios en los gustos de los consumidores hay que añadir la elevada competencia en los mismos, ya que concurren múltiples competidores tanto locales, como nacionales sin olvidar los internacionales, de manera que se hace necesaria para la gestión empresarial eficaz, la presencia de estos elementos intangibles capaces de diferenciar los productos y servicios ofrecidos por las empresas.

Estos mismos argumentos podemos aplicarlos a la imagen de marca de los países, la cual contribuyen a conformar, sin lugar a dudas, sus empresas, deportistas, políticos, escritores...

ZARA- INDITEX: A SUCCESSFUL GROWING STRATEGY STORY

Prof: Javier Quirós. Dept Dept. of Management and Marketing.

Spanish fashion chain Inditex, Zara's parent company, has become the world's largest clothing retailer in 2010. The first Zara store was opened in 1975, in A Coruña in Galicia. Rapid expansion followed across Spain during the 1980s, followed by the opening in 1988 of the first Zara store outside Spain. Currently it has eight store formats -Zara, Pull & Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Uterqüe - boasting 4.907 stores in 77 countries. The Inditex Group is made up of more than 100 companies operating in textile design, manufacturing and distribution.

The group's success and its unique business model, based on innovation and flexibility, have made Inditex one of the biggest fashion retailers in the world.

The success of this company is based on a new approach in the industry, a proper strategy at every three levels: corporate level, business unit level and functional or department level, making the most of its competitive advantages as well as achieving a high degree of implementation.

RURAL DEVELOPMENT PROGRAMMES IN ANDALUSIA, SUSTAINABILITY AND TOURISM INITIATIVES.

Prof: Juan Manuel Valderas Jaramillo (valderas@us.es). Dept. of Applied Economics I. Universidad de Sevilla.

The LEADER approach for the development of rural areas was launched in the 90's by the EU as an Community Initiative, placing the emphasis in the development of rural areas in a bottom-up approach where local stakeholders were part of the development process. After 20 years of implementation of Rural Development Programmes in Andalusia we will make a brief look-out of the outcomes and successes of this approach in Andalusia leading to an own endogenous rural development model.

The aim of the course is to give students an introduction to the LEADER approach, an endogenous development model applied in rural areas in the EU, traditionally with a productive structure highly dependent in agriculture. The synergies of this method, seeking the economic diversification of territories exploiting their endogenous strengths, and their extensions not only on the agricultural side, but in other sectoral policies such as tourism, agrifood

industry, cultural and territorial heritage, trying to mainstream these actions into an integrated and global process of development of territories will be studied, focusing in the experience of Andalusia.

Links of these actuaciones with tourism policies and tourism initiatives will also be introduced.