



Code-Course	061211 - Key skills in tourism business				
Year	1º	Credits	3 cr ECTS		
Thematic Area	Business Organization and Human Resources Management		Course Type	Compulsory Subject	
In-class hours	24 hours	Teacher-led learning hours	24 hours	Individual work hours	27 hours

BRIEF COURSE DESCRIPTION

This course aims to work on key competences from the perspective of self-knowledge, understanding this as a result of a reflection process that enables students to identify their strengths and weaknesses to be developed or reinforced throughout their degree studies as well as, practice and implement such self-knowledge in different subjects.

This subject aims at conveying to students the importance of mastering key skills for management and specifically, prepare them for those decisions that may affect their future.

Being able to communicate effectively, present a project professionally, manage self-motivation, among others, are key skills to excel at management.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS03- Have initiative and an entrepreneurial spirit.

GS04- Have a commitment to ethics.

SPECIFIC SKILLS

SS09- Understand and use information technology and information management systems in tourism.



ACADEMIC CONTENTS

- 1 LEADERSHIP
2. EMOTIONAL INTELLIGENCE
- 3 MANAGEMENT OF CHANGE
- 4 PLANNING STRATEGY
- 5 NEGOTIATION
- 6 MANAGEMENT OF HIGH PERFORMANCE TEAMS

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning
- Videos
- Group activities

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by



means of the assessment of all activities and in-person individual examination at the end of the course.

REFERENCES

Krupper V. Vender como craks

Libro de competencias clave en el coaching profesional “ ICF”

D. Goleman. Liderazgo

D. Goleman EL poder de la Inteligencia Emocional

R.Stegel. El Legado de Mandela

Covey,S. Los 7 hábitos de la gente altamente efectiva

Handy, Ch.La organización por dentro.

Lencioni, P. Las cinco disfunciones de un equipo.

Lencioni, P. Y tu... ¿trabajas en una empresa sana o tóxica?.