

**Master in Tourism Business Management**

Code - Course	590026 – Management Skills		
Course year	1	Credits	3 ECTS
Thematic Area	Tourism business administration and management	Course type	Compulsory
In-class hours	21 hours	Hours of individual work	54 hours

BRIEF COURSE DESCRIPTION

The educational system, both in its initial phase and in the university stage, does not deal with the development of managers, addressing in depth aspects such as the emotional, relational or self-knowledge.

On the other hand, the current moment of change known as VUCA environment due to its volatile, uncertain, complex and ambiguous nature. Nothing is similar to the past and we must consider this paradigm shift and its strong impact on the management of companies.

We are entering the “CO” era of collaboration, cooperation, sharing, co-responsibility, co-creation. With this course you can obtain a practical perspective and a real application in people management, to make the necessary changes for the success of team management and leadership.

The subject develops the most important skills and competencies both in the personal and managerial fields, from a practical and experiential perspective, achieving a balance between the theory of concepts, their practice and the reality of the world of people and current organizations.

BASIC SKILLS

- BS8. Students know how to apply the knowledge acquired and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study
- BS10. Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.



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GENERAL SKILLS

- GS1. Orient yourself to the business.
- GS2. Exercise leadership.
- GS5. Undertake innovative and creative projects.

SPECIFIC SKILLS

- SS8. Develop an effective negotiation process with suppliers.

ACADEMIC CONTENT

1. Communication: trust, environments and values, assertiveness.
2. Leadership: direction, purpose and meaning, personal talents, lead and serve.
3. Influence: empathy, negotiation, persuasion, inspiration, NLP .
4. Interpersonal: networking, coaching, personal branding.
5. Personal, emotional intelligence, change management, resilience, work-life balance, self- leadership and limiting beliefs.
6. Creativity: innovation, problem reduction, and critical thinking. The powerful question, stress management. Reaction vs action.
7. Professionals: organization, planning, work management, meeting management, oral presentations, continuous training, time management

LEARNING METHODOLOGY

The subject is based on work sessions, of a theoretical-practical nature, in which the various previously defined contents are dealt with. Case studies contribute to contextualize the



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concepts dealt with in each topic in which the participation of the students will be essential for the follow-up of the subjects.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Individual activity 1 (written tests, observation-based instruments)	50 %	100 %
Group activity (Work done by the student, paper instruments)	60 %	60 %

To pass the course it is an essential requirement to have obtained a minimum grade of "5"



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Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

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