



Centre adscrit



UNIVERSITAT DE  
BARCELONA

## SYLLABUS

### Master in Hotel management and Hospitality

Code - Course	580013 – Practicum in hotel specialization		
Course year	1	Credits	6 ECST
Thematic Area	Practicum	Course type	Optional
In-class hours	5 hours	Hours of individual work	145 hores

#### BRIEF COURSE DESCRIPTION

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Practicum objective is that students broaden their knowledge and acquire more experience in a tourism environment.

#### BASIC SKILLS

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BS6 – Students must have a thorough understanding knowledge that provides a base or opportunity for original development and / or application of ideas often in a research context.

BS7- Students should be able to apply the gained knowledge and their problem-solving skills to new or less known environments within a wider cross-disciplinary related framework.

BS8- Students should be able to integrate knowledge and meet the challenge posed by the complexity of formulating judgments based on information which, despite being incomplete or emulated, allows for the inclusion of reflections on the social and ethical responsibilities related to the application of their knowledge and judgment.

BS9- Students should be able to clearly and unambiguously communicate their conclusions as well as the knowledge and ultimate reasons supporting them to both specialized and non-specialized audiences.

BS10- Students should gain learning skills that allow them autonomous or self-directed lifelong learning.

#### GENERAL SKILLS

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GS1 – Business oriented.

GS2 – Teamwork.

GS3 – Have initiative and an entrepreneurial spirit.

GS4 – Exercise leadership.

GS5 - Apply communication technology for effective transmission of ideas, opinions, knowledge, etc.

GS6 – Identify, pose or solve a problem in a meaningful and creative manner, critically interpreting and evaluating the results obtained.

### SPECIFIC SKILLS

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SS1 – Design and implementing marketing strategies that respond to new emerging business opportunities in the sector.

SS2 – Coordinate and manage the marketing activity in restaurant businesses and hotel companies.

SS3 – Adapt the management style to the different context and situation of the companies.

SS4 – Optimize the economic and financial resources management in restaurant businesses and hotel companies.

SS5 – Assess investments and making decisions on new projects by means of managing and controlling associated risks.

SS6 – Define politics needed to achieve the results come out from the company's strategic analysis.

SS7 – Plan, coordinate and control the organizational processes and the service processes in all areas of management in hotel companies and restaurant businesses.

SS8 – Develop the digital skills needed to manage information in the area of business management.

### ACADEMIC CONTENT

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This subject consists of four main contents:



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- Building a professional identity.
- The role of a professional in hotel management.
- The specific skills of a professional in hotel management.
- Innovation in hotel management.

The contents shall be specified according to the reality of the companies where students do their internship.

The individualized internship program where duties and tasks to develop are specified is attached together with the educational collaboration agreement.

### LEARNING METHODOLOGY

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The learning strategies are focused on placing the students in a real professional environment where they will have the opportunity to carry out activities and important tasks where they do their internships. In this real context, students can develop the tourism profession's transversal and specific skills and applied them to non simulated situations.

The internship supervisors will guide and direct the students on the development of the internship program. The relationship between the students and their co-workers will allow them to develop teamwork skills and encourage their initiative.

An internship programme establishes all the skills and learning outcomes that need to be achieved by the students. At the end of their internship, the students will be asked to evaluate their experience in the company and the company will evaluate the student's performance. The university, through the E3 supervisor, is responsible monitoring every student and for the final evaluation of the student's internship.

### ASSESSMENT SYSTEM

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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
Tasks done by the student	60 %	40%
Final written exam	40 %	60%

### 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.

### REFERENCES

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