

Management and Communication Skills

Code: 101191
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OB	3	1

Contact

Name: María José Aguar Martínez
Email: MariaJose.Aguar@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Teachers

Raquel Herrera Ferrer

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

Through the contents of this course, students will be able to:

- Understand how to order and structure information in different media.
- Identify their strong and weak points as communicators.
- Apply their ability to analyze, reflect and summarize.
- Develop lines of argument and persuasion in their speeches.
- Understand, apply and develop key elements in teamwork.
- Adopt a hands-on approach on empathy, active listening and assertiveness.

Competences

- Behave ethically and adapt to different intercultural contexts.
- Critically interpret the context in which the tourism sector operates, from different perspectives deriving from theory, ideology and good practice.
- Develop a capacity for independent learning.
- Implement business communication techniques used by tourism organisations: internal, external and corporate.
- Self-assess the knowledge acquired.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Behave ethically and adapt to different intercultural contexts.
2. Develop a capacity for independent learning.
3. Self-assess the knowledge acquired.
4. Use communication techniques at all levels.
5. Use communication techniques to convey ideas about the state of the tourism sector.
6. Use the communication techniques associated with tourism entities.
7. Work in a team.

Content

I Expressing yourself: public speaking

- Presenting information: key points, secondary information, examples and anecdotes
- Rhetoric for public speaking
- The proper use of information and communication technologies
- Non-verbal communication

II Knowing the environment: corporate and media communication

- The 5 Ws of communication
- Knowing your audience
- Adapting to the channel

III Thriving in the environment: curricula, interviews, debates and meetings

- Tips and resources to prepare curriculums
- Tips and resources to prepare job interviews
- Professional meetings

IV Asserting yourself: the good leader

- Empathy and assertiveness
- Teamwork and managing teams
- Leadership and types of leadership

Methodology

a) Theoretical approach

The professor will provide theoretical explanations in a master class format to introduce and engage students in the topics illustrated through the contents of the subject, emphasizing the use of case studies. Visual, textual, and moving image references will be provided as well throughout these lectures.

b) Practical approach

The theoretical lectures will be followed and interspersed with debates and dialogues among students and with the professor. Short exercises and problem-based activities will also be devised so that students apply the knowledge acquired in each block. Subsequently, each learning block will be evaluated in either group or individual activities. Cooperative learning will be particularly encouraged for this approach.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			

Classroom	40	1.6	1, 4, 6, 5
Type: Supervised			
Learning by doing	14	0.56	1, 2, 4, 5
Resolution directed activities	6	0.24	2, 3
Tutoring	16	0.64	1, 2, 4
Type: Autonomous			
Elaboration works	56	2.24	1, 2, 7, 5

Assessment

- In order to pass this subject, and due to its practical nature which involves exercising verbal and non-verbal skills, students must both submit the activities (and present them orally when indicated) and take the final test. Should any student not be able to attend any of the presentations or follow some other ongoing activities, a meeting with the professor will be arranged in order to decide on extra activities to compensate for that. This evaluation system involves that Management and Communication Skills does not provide the option of taking only a final exam as a means to evaluate all the knowledge acquired throughout the subject.
- Students should have at least 5 points in the final test to pass this subject. If a student has more than 3.5 points in the final test, or less than 5, they should take the reevaluation exam. Please be reminded that the grade of the reevaluation exam amounts to 5 points. However, this grade will then be combined with that of the previous activities delivered to have the final and definitive grade of the subject.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Discussions-Forums	10%	2	0.08	1, 4, 7
Exams	50%	4	0.16	2, 4, 3
Oral presentations	40%	12	0.48	1, 2, 4, 7, 6, 5

Bibliography

RECOMMENDED BIBLIOGRAPHY

- Anderson, Chris (2016): TED's secret to great public speaking
- Andrews, Patricia (1999): Public speaking: connecting you and your audience. Boston: Houghton Mifflin
- Arroyo, Carlos; Garrido, Francisco José (1997): *Libro de estilo universitario*. Madrid: Acento
- Cervera Fantoni, Ángel Luis (2005): *Comunicación total*. Madrid: Esic
- Carnegie, Dale (1936): How to win friends and influence people. New York: Simon & Schuster
- Cockcroft, Robert (1992): Persuading people: an introduction to rhetoric. Hampshire; Macmillan Press
- Davis, Flora (1976): *La comunicación no verbal*. Madrid: Alianza
- *El libro práctico de la comunicación y las relaciones públicas (1997)*. Barcelona: Folio
- Foster, Clare & McCabe, Scott (2010): "Management Development Skills in the Hospitality and Tourism Sector: Needs and Issues from a Regional Perspective". Tourism & Hospitality Planning & Development, vol. 7, is. 4. Taylor & Francis Online
- Huber, Cheri (2002): *La primera impresión*. Barcelona: Océano

- James, Judi (1995): *El lenguaje corporal*. Barcelona: Paidós
- Knapp, Mark L. (1980): *La comunicación no verbal*. Barcelona: Paidós
- Lázaro Carreter, Fernando (1998): *El dardo en la palabra*. Barcelona: Galaxia Gutemberg
- *Libro de estilo El País* (1996). Madrid: El País
- McCabe, Scott (2008). *Marketing Communications in Tourism and Hospitality*. London: Routledge
- Motion, Judy (2016): *Social media and public relations: a guide for professionals*. London: Routledge.
- *Manual práctico. Expresión oral* (1998). Barcelona: Larousse
- *Manual práctico. Expresión escrita* (1998). Barcelona: Larousse
- Martínez, Margarita y Salvador, Maribel (2005). *Aprender a trabajar en equipo*. Barcelona: Paidós
- Montaner, Ramón (1998): *Manual del directivo eficaz*. Barcelona: Ediciones Gestión 2000
- Morgan, N. (2004), *Conquistando la audiencia*. Barcelona: Deusto
- Morales, Carlos Javier (2001): *Guía para hablar en público*. Madrid: Alianza
- Naisdat, Ivy (2004): *Hablar sin miedo*. Barcelona: Oniro
- Nguyen, Kenny; Murillo, Gus; Killeen, Robert y Jones, Luke (2017) *Presentaciones memorables. Crea experiències úniques que cautiven a tu audiència*. Empresa Activa
- Puchol, Luís (ed) (2005): *Nuevos casos en Dirección y Gestión de Recursos Humanos*. Madrid: Díaz de Santos
- Sebastián, Carmen (2001): *La comunicación emocional*. Madrid: Prentice Hall
- Sherer, Anita & Mössenlechner, Claudia (2009): "Key competencies of tourism graduates: the employer's point of view", *Journal of Teaching in Travel & Tourism*, vol. 9, iss. 3-4, pp. 266-287. Taylor & Francis Online 4 08.03.001
- Rev.: 02
- Serrano, Sebastià (2004): *El regalo de la comunicación*. Barcelona: Anagrama
- Urpí, Montse (2004): *Aprender comunicación no verbal*. Barcelona: Piados
- Verbeder, Rudolph F. (1999): *Comúnicate!*. Madrid: International Thomson Editores
- Whetten, David and Cameron, Kim (2015). *Developing Management Skills*, London: Pearson Education Limited

Collection of texts and articles prepared by the teacher