

**Communication and Management Strategies in Hotel Management Hem invertit els dos elements perquè el nom sigui més llegible**

Code: 103759  
ECTS Credits: 6

Degree	Type	Year	Semester
2502904 Hotel Management	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

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### Use of Languages

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

### Prerequisites

There are no prerequisites

### Objectives and Contextualisation

Through the contents of this subject, 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

- Analyse, summarise and evaluate information.
- Be able to self-evaluate knowledge acquired.
- Define and apply the policies and management of human resources for companies in the hotel and catering sector.
- Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
- Demonstrate knowledge and understanding of and apply standards of quality and sustainability in the process of company management in the hotel and catering sector.
- Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
- Develop a capacity for independent learning.
- Manage and organise time.
- Manage communication techniques at all levels.
- Manage techniques of internal and corporate communication in hotel and catering companies.

- Work in teams.

## Learning Outcomes

1. Acquire communication and conflict management skills.
2. Analyse, summarise and evaluate information.
3. Apply personal management techniques which promote good management through the application of internal information systems.
4. Be able to self-evaluate knowledge acquired.
5. Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
6. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
7. Develop a capacity for independent learning.
8. Manage and organise time.
9. Manage communication techniques at all levels.
10. Use communication techniques applicable in human resources management in hotel and catering companies.
11. Work in teams.

## 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.

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Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

### Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom	40	1.6	7, 9, 4
Type: Supervised			
Learning by doing	6	0.24	1, 6, 5, 10
Resolution directed activities	14	0.56	1, 5, 9, 8
Tutoring	16	0.64	7, 9, 8
Type: Autonomous			
Elaboration works	56	2.24	1, 2, 3, 7, 9, 8, 11

### 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
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Discussions-Forums	10%	2	0.08	1, 2, 3, 5, 7, 9, 8
Exams	50%	4	0.16	2, 8, 4
Oral presentations	40%	12	0.48	1, 2, 6, 11, 10

## Bibliography

### RECOMMENDED BIBLIOGRAPHY

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Collection of texts and articles prepared by the teacher

## Software

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