

Degree programme	Type	Course
Hotel Management	OP	4

Contact lecturer

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Prerequisites

There are no prerequisites

Group languages

You can consult this information at the [end](#) of the document.

Objectives

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

- Identifying strengths and weaknesses as a communicator
- Structuring information: synthesis, order and hierarchy
- Analyse the influence of social networks in the sector in order to promote a communication project.
- Develop the capacity for analysis, reflection and synthesis: the CV and the job interview
- Learn to practise empathy, active listening and assertiveness.
- Knowing and applying teamwork strategies.

Learning outcomes

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

Contents

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

Learning activities and methodology

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

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.

Language in which the subject is taught: Spanish

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.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Exams	40%	4	0.16	3, 5, 7
Discussions-Forums	20%	2	0.08	1, 2, 3, 6, 7, 9, 10
Oral presentations	40%	12	0.48	4, 7, 8, 9, 11

Continuous assessment of this subject:

a) A theoretical exam on current issues, as well as on the topics of the communicative and managerial field developed in class: 40% of the final mark.

b) Practical work proposed throughout the course and delivered within the established deadline: 40% of the final mark.

c) Attitude and active participation in dynamics, forums and sessions: 20%.

A minimum average mark of 5 out of 10 is required to pass the course.

1a) Re-evaluation of the continuous assessment

A re-evaluation is foreseen for students who, having failed the course, have obtained more than 3.5 in the exam.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

Single assessment of this subject:

a) An oral theory exam on current affairs, as well as topics in the field of communication and management: 40% of the final mark.

b) Completion of a communication project: 40% of the final mark.

c) Delivery of the weekly practices related to current events in the sector: 20%.

d) Reading and review of three monographs that the teacher will indicate on the established dates: 20% of the final mark.

In order to pass the course, a minimum average mark of 5 out of 10 must be obtained.

1a) Re-assessment: \"The recovery of the subject by single assessment will be the same as that of the rest of the students and in order to take the re-assessment it will be necessary for the student to have obtained at least a 3.5 in the set of evidence of which the single assessment consists\".

Note: partial or total plagiarism in any activity or project will imply the non-accreditation of the whole course.

This subject entirely prohibits the use of AI technologies in all its activities. Any submitted work that contains content generated using AI will be considered academic dishonesty; the corresponding grade will be awarded a zero, without the possibility of reassessment. In cases of greater infringement, more serious action may be taken.

Bibliography

RECOMMENDED BIBLIOGRAPHY

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 - Nguyen, Kenny; Murillo, Gus; Killeen, Robert y Jones, Luke (2017) *Presentaciones memorables. Crea experiències úniques que cautiven a tu audiència*. Empresa Activa
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 - Whetten, David and Cameron, Kim (2015). *Developing Management Skills*, London: Pearson Education Limited

Collection of texts and articles prepared by the teacher

Software

Mobile devices will be put away and kept on silent during class. The teacher will indicate when they may be used for teaching purposes.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	1	Spanish	second semester	morning-mixed