

Degree programme	Type	Course
Hotel Management	OB	3

Contact lecturer

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Teaching staff (external to UAB)

Es comptarà amb la col·laboració d'altres professionals de la indústria per inspirar als alumnes en la definició del seu objectiu professional.

Group languages

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

Prerequisites

There are no specific requirements for enrollment.

Objectives

- Select internships that meet their motivations and/or educational aspirations.
- Understand and plan all the requirements to overcome a selection process.
- Bring each student closer to the professional reality of the sector.
- Expand and apply the theoretical knowledge of the various aspects covered during the degree.
- Gain experience and understanding in the real professional world.
- Facilitate the development of professional skills, self-awareness, and self-management.
- Fulfill the educational cycle concept of internships.

Learning outcomes

1. Develop a capacity for independent learning.
2. Manage communication techniques at all levels.
3. Demonstrate responsible behaviour towards the environmental, social and cultural surroundings.
4. Manage and organise time.
5. Plan and manage activities based on quality and sustainability.
6. Be able to self-evaluate knowledge acquired.
7. Demonstrate ethical behaviour in social relations and the ability to adapt to different intercultural situations.
8. Be able to search efficiently for the necessary information.
9. Apply knowledge in practice.
10. Take decision in situations of uncertainty, solve problems and be able to evaluate and forecast the

- consequences of them in the short-, medium- and long term, especially the most immediate ones.
11. Demonstrate an orientation and culture of customer service.
 12. Demonstrate a business vision, identify clients' needs and progress towards possible changes in environment.
 13. Plan, organise and coordinate work teams creating synergies and knowing how to put yourself in the place of others when negotiating and managing conflicts.
 14. Demonstrate leadership abilities in the management of human resources in hotel and catering companies.
 15. Combine knowledge and skills to carry out the workplace functions in the hotel and catering sector in a professional manner.

Contents

The training begins with a self-awareness period in the classroom, aimed at defining students' professional interests and goals, fostering the development of competencies and guiding the focus of their future career path.

The practical component consists of a 250-hour training placement in a company within the accommodation, restaurant, events, or catering sector.

To earn the 12 ECTS credits, the course content includes the internship period, participation in classroom sessions, completion of subject-related activities, and attendance at various events and workshops organized throughout the academic year. Upon completing the internship, the student must submit the *Internship Memo Report* to the academic tutor and ensure that the company's internship supervisor completes and sends the performance evaluation to the university within the established deadline (see exam calendar). The student must also complete the internship evaluation survey.

The aim of the practical training is to gain insight into the organization, operation, and management of companies in the sector, in areas such as customer service, product or service organization and promotion, or back-office department management, among others. If necessary, the university will provide a wide selection of partner companies to ensure the achievement of the learning objectives. In this regard, among the mandatory activities and events required to pass the course, the *Setmana de la Professionalització* and the *Workshop-Trobada Universitat Empresa*, held every February, are particularly noteworthy.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Specific activities, events and in-class sessions attendance	10	0.4	1, 3, 6, 7, 8, 10, 13, 14
In-company practical training	250	10	1, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15
Internship memorandum report	10	0.4	3, 5, 6, 7, 8, 10, 12, 13, 15
Tutor sessions	10	0.4	4, 5, 6, 14, 15

The course will be delivered using three teaching methodologies:

- a) Self-assessment and self-analysis tasks, aimed at defining professional goals. Students will also be prepared to successfully navigate a selection process in all its stages.
- b) Independent work - After engaging with professionals from the sector, who will serve as references to

understand industry operations and professional profiles, students will be encouraged to work independently -with support from the tutor if needed- to define their career objectives.

c) Experiential learning - Practical training in a professional environment, properly supervised and mentored by an expert in the field chosen by the student, with academic oversight from the course tutor.

During the internship, each student must observe the organization's culture and values, and adhere to the work and personal conduct rules established by the host company. The internal internship regulations of the institution, as well as the instructions provided by the academic tutor, will also apply.

IMPORTANT: The use of mobile phones, tablets, laptops, or any other digital device in the classroom or at the workplace is strictly limited to the instructions explicitly given by the tutor (both from the institution and the host company). Unauthorized use of such devices may result in academic consequences in accordance with the regulatory framework of the institution and each organization.

Language: The vehicular language will be Catalan, while it will be adapted to the needs of each session.

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
Company tutor assessment	40%	5	0.2	1, 3, 5, 7, 8, 9, 10, 11, 12, 15
Specific activities, events and in-class sessions attendance	20%	10	0.4	1, 2, 4, 6, 7, 8, 9, 10, 13, 14
Internship memorandum report	40%	5	0.2	1, 2, 3, 9, 11, 12, 15

This subject does not consider the single assessment system.

The evaluation is based on the following components:

a) Attendance and participation in meetings, workshops, seminars, events, and activities organized by the Center, including those held during the Professionalization Week (such as the University-Industry Workshop). This component accounts for 20% of the final grade.

b) Monitoring of the internship and the evaluation report completed by the company tutor, which must be submitted no later than the official exam date (see exam calendar). This component represents 40% of the final grade.

c) Internship report written by the student, also to be submitted no later than the official exam date. This report constitutes the remaining 40% of the final grade.

Additional follow-up by the academic tutor with the student and/or the company tutor may be considered during

the internship period. The use of this support is encouraged, especially when facing challenges, as it promotes the development of key professional competencies.

The subject will be marked as Not Assessable if the student completes less than half of the assessment activities and/or does not attend the final exam, which consists of the tutor evaluation form and the memo report. All delivered before the exam date as per the instructions stated on the online campus.

Important:

- To pass the subject, students must pass all three components mentioned above.
- Students will be provided with the key course dates, which serve as official exam dates and are essential for eligibility for final evaluation.
- This subject allows the use of AI technologies exclusively linked to tasks specified by the tutor. The student must clearly (i) identify which parts have been generated using AI technology; (ii) specify the tools used; and (iii) include a critical reflection on how these have influenced the process and outcome of the activity. Lack of transparency regarding the use of AI in the assessed activity will be considered academic dishonesty; the corresponding grade may be lowered, or the work may even be awarded a zero. In cases of greater infringement, more serious action may be taken.

Bibliography

- Reed, J. (2019). *The 7 Second CV: How to Land the Interview*.
- Ryan, R. (2016). *60 Seconds and You're Hired*.
- Bueso, S. (2018). *El arte de pedir para conseguir tus objetivos*.
- Sigala, M. (2018). *Social Media in Travel, Tourism and Hospitality*.
- García, H. & Miralles, F. (2016). *Ikigai: Los secretos de Japón para una vida larga y feliz*.
- Valverde, A. (2016). *Host: La importancia de un buen servicio de sala*.
- Salomon, M. (2016). *The Heart of Hospitality*.
- Sweitzer, H.F. & King, M.A. (2013). *The Successful Internship*.
- Mullins, L.J. & Dossor, P. (2013). *Hospitality Management and Organisational Behaviour* (5th ed.).
- Kinni, T. (2011). *Be Our Guest: Perfecting the Art of Customer Service*.
- Knowles, T. (1998). *Hospitality Management: An Introduction* (2nd ed.).
- Goleman, D. (1995). *Emotional Intelligence*.
- Carnegie, D. (1936). *How to Win Friends and Influence People*.

Additional learning materials in digital format, as well as links to websites, will be provided via the Virtual Campus.

Software

There will be no specific programs required to follow the subject, other than the usual programs necessary to follow the courses throughout the Degree: Moodle and Microsoft Office Package.

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	Catalan	second semester	morning-mixed

