

Academic Year/course: 2023/24

63295 - Design of Learning Activities for Administration, Marketing, Tourism Management, Community Service and Job Orientation

Syllabus Information

Academic year: 2023/24

Subject: 63295 - Design of Learning Activities for Administration, Marketing, Tourism Management, Community Service and Job Orientation

Faculty / School: 107 - Facultad de Educación

Degree: 584 - Master's Degree in Teaching Compulsory Secondary Education

602 - University Master's Degree in Teaching, specializing in Administration, Marketing, Tourism, Services to the Community and FOL

ECTS: 8.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

Professional Training represents an integrated model of professional qualification based on competencies and prepares students for a professional activity, incorporating strategies to adapt to the changes that may occur in their productive environment

The aim of this subject is for students to acquire the ability to design, manage and develop learning activities in the subjects of the specialty and to develop the necessary environments and resources for the work and learning of the teaching of the modules of their professional families and apply them both in a teaching environment and in a selective process of access to the civil service. In this sense, the subject can indirectly contribute to Sustainable Development Goal 4: Quality education.

2. Learning results

In order to pass this subject, the following learning results must be demonstrated.

1. Analyse and understand the difficulties and specific characteristics posed by the learning of the modules of Administration, commerce, hospitality, community services and PLO in the three levels of professional qualification.
2. To know how to differentiate the skills and knowledge included in the subjects of Administration, commerce, hospitality, community services and PLO, in order to select and evaluate the most relevant strategies in the approach to their learning.
3. Design a minimum of 10 activities for learning the skills and knowledge deemed representative for the subjects of Administration, commerce, hospitality, community services and PLO.
4. Know how to design a Didactic Unit that contains all the sections and that takes specially into account the activities and their evaluation. Learn procedures for the adaptation of Didactic Units to e-learning or non-face-to-face teaching situations.
5. Develop the necessary resources for the creation of an activity repository designed with the help of tools extracted from the Internet.
6. Guide the learning process through the development of activities, using for its organization, collaborative work in small groups through wikis or forums.

3. Syllabus

-INTRODUCTION: Legal framework. Official exams and processes. didactics and microprogramming as the basis of the DU. Meta activities.

-ACTIVITIES AND THEIR DESIGN. Teaching activities and strategies. Strategies and design of activities.

-TYPES OF ACTIVITIES. Classroom, complementary and extracurricular activities.

-ACTIVITIES, METHODOLOGY AND RESOURCES. Strategies for exposition and writing. Group dynamics. Gamification, active methodologies, collaborative and cooperative work.

-THE DIDACTIC UNIT. Structure, content, writing and exposition.

-PRACTICE: Exhibition of Didactic Units and activities.

4. Academic activities

Presentation of contents along with examples using interaction methodology with the students. Active methodologies, individual or group work and presentations. Tutoring.

The attention through tutorials will be given at the times indicated by the teacher by appointment

Training outings may be organized within or outside the timetable. If these activities are done outside school hours, they will not be evaluable.

5. Assessment system

The student must demonstrate that they have achieved the expected learning results by means of the activities carried out during the term and submitted at the end of the term. In any case, as part of the evaluation, the teacher may request, at random, the oral defence of the test or assignment delivered in writing, for the verification of the grade.

In the month of May, upon returning from the Practicum, students will have to present the activities they have carried out or the unit of the module of their specialty, following for their design a model form that will have been provided and explained in class. It is intended that they contribute the knowledge acquired during the Practicum together with the knowledge learned in the classes.

- EVALUATION PROCEDURES:

Modality A: CONTINUOUS ASSESSMENT

A CONTINUOUS EVALUATION SYSTEM is established with the following sections:

1.- Portfolio/Classroom diary or content evaluation test

(25% of the final grade which will include class attendance in face-to-face situation).

The evaluation criterion is: to present an orderly sequencing of each of the class sessions indicating in each one the content taught, the main learning and a reflection. In addition to an overall reflection of at least 170 words.

2.- Complete design of a Didactic Unit of a PT module.

(50% of the final grade which will include active attendance to group presentations and the oral presentation of the work).

Elaboration of a complete and original Didactic Unit based on a Didactic

Didactics of a module of their specialty. Format: Length between 5-10 pages, excluding annexes and cover page, DIN A4 size, Arial/Arial Narrow, 12 point, line spacing between 1 and 1.2, justified and margins at 2.5 cm, indentation of 1 cm. Numbered pages and header.

It should include, as a minimum, the following sections:

0.- NAME OF THE DIDACTIC UNIT

1.- INTRODUCTION AND JUSTIFICATION

2.- DIDACTIC BLOCK TO WHICH IT BELONGS AND RELATIONSHIP WITH OTHERS

3.- LEARNING RESULTS AND MINIMUM CONTENT (concreteness in concepts, procedures and attitudes)

4.- DETAILED UNIT CONTENTS

5.- TEMPORALIZATION (Session details indicating what they are going to do each day, content, activities, specific methodology, duration, etc.)

6.- DIDACTIC METHODOLOGY IN THIS WORK UNIT

7.- DIDACTIC RESOURCES

8.- CLASSROOM ACTIVITIES (explained, detailed and argued)

9.- SUPPLEMENTARY ACTIVITY (If any)

10.- MEASURES TO ATTEND TO DIVERSITY (If necessary)

11.- EVALUATION (how they going to evaluate, what kind of exam, what kind of practices are they going to do?)

The evaluation criterion is: to present the Didactic Unit with the inclusion of all the correctly developed sections

3.- Didactic activities:

(25% of the grade to include active attendance at group presentations)

It will include the compilation of didactic activity cards elaborated by the students as well as the activities that will be proposed throughout the term. They will be designed by the students on one or several didactic units of the professional module, chosen by the teacher and uploaded in Moodle in which at least one activity of each of the following types will be specified : initial activities, development, application, reinforcement, extension, evaluation and attention to diversity. The student must prepare ten worksheets, of which they must submit three and present at least one of them in class, as well as the development of the activities proposed by the teacher throughout the term.

The submitted worksheets must include the corrections indicated by the teacher.

The evaluation criterion is: to present three activities designed to include all the correctly developed sections and the application annexes.

Format: Length: between 1-3 DIN A4 for each card, and between 2-5 for each proposed activity, Times New Roman, Arial or Arial Narrow 12 p, 1.1 spacing, text justified. Indentation of one cm left and right and 3 cm margins. Numbered pages and with header.

4.- Objective test: (20% of the grade)

There will be an objective test on the contents of the subject by means of digital applications at the end of the subject.

The evaluation criteria and levels of demand will be based on the following rubrics:

Rubric for evaluation and grading of activities and didactic units:

1. Its structure is clear and orderly and responds to the content of a microprogramming. 2 p
2. It is flexible, adaptable to the diversity of students and real classroom situations 1 p
3. Adequate layout, design, presentation and visual aesthetics of the document 1 p
4. Applies the contents, explanations and indications of the class and the materials 1 p
5. It is original in the implementation of activities with innovative contributions 2 p
6. It contains all the sections indicated in the data sheet and they are correctly developed 2 P
7. Uses impeccable writing and a vocabulary and register appropriate to academic papers 1

Daily class evaluation rubric:

1. Its structure is clear and orderly and responds to the proposed model. 1 p
2. Contains a detailed description of the contents and methodology used in each class 2 p
3. Makes coherent reflections related to the explained contents 4 p
4. Adequate layout, design, presentation and visual aesthetics of the document 1 p
7. Uses an impeccable writing style and a vocabulary and register appropriate for academic papers 2

Spelling, writing and presentation: The wording must be impeccable and academic, spelling, vocabulary and formal presentation will be taken into account.

Plagiarism: Fraud or total or partial plagiarism in any of the assessment tests will result in not passing the subject and achieving the minimum grade, in addition to the disciplinary sanctions that the university decides for these cases. Any student may be called to tutoring to defend all or part of any of

the evaluation tests submitted, whether individual or group in order to ensure original authorship and participation in all of them. The work will be reworked with Unicheck.

Deadline for delivery: The logbook is to be submitted within the first week of the first year

Practicum II in Moodle. The activities and the Didactic Unit will be delivered within one week after the end of the period of classes after returning from Practicum II in the Moodle space. Submissions by mail or on paper will not be accepted. Dates will be posted on the platform in good time.

Modality B: GLOBAL TEST

For students who do not attend class or do not pass the continuous evaluation, a global test system is established, the date of which will be published by the University, and the grade must be notified three days prior to the date of the test.

Written exam with 3 essay questions (2 questions in which the student will have to write an answer around a DIN A4 and another one in which they will have to define relevant concepts of the subject provided in class, or exposed in the Moodle materials, regarding definitions, regulations, programming pedagogy, terminology, with examples in each one related to the student's specialty.

(Weighting: 25% of the essay questions and 50% of the questions)

Creation of one or two activities, of the type indicated, on a didactic unit of their specialty that will be indicated to them in the exam. (25% of the question) For this part of the test they should be supported by a PT textbook, the Didactic Unit elaborated to be handed in and an Order of a PT degree:

Summary of continuous and global evaluation grids.

CONTINUOUS ASSESSMENT			GLOBAL ASSESSMENT		
DAILY/TEST	UNIT DID.	ACTIVITIES	ISSUES	QUESTIONS	ACTIVITIES
25%	50%	25%	25%	50%	25%

WEIGHTING in CE: practical EC [(25% +50% +25% +25%) x 80%] + (objective test x 20%)

The second and subsequent calls, including the fifth and sixth, will be held on the same terms as the proposed global test.

Finally, it must be taken into account that the Rules of Coexistence of the University of Zaragoza will be applicable to the of Coexistence of the University of Saragossa will be applicable to irregularities committed in the evaluation tests by means of academic fraud, as well as the application of Article 30 of the Of the Regulations of the Norms of Evaluation of Learning in relation to irregular practices other than other than academic fraud.