

Academic Year/course: 2023/24

63296 - Innovation and Classroom Research in Administration, Marketing, Tourism Management, Community Service and Job Orientation

Syllabus Information

Academic year: 2023/24

Subject: 63296 - Innovation and Classroom Research in 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: 4.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

The subject seeks the acquisition of the concepts, criteria and instruments necessary to analyse and participate in processes of teaching innovation and educational research in their specialty, with the purpose of continuous improvement of the teaching activity. These approaches are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030, so that the acquisition of the learning results of the subject provide training and competence to contribute to some extent to their achievement.

2. Learning results

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

1. Recognize, describe and evaluate innovative teaching proposals in the field of the corresponding specialty, identifying the theoretical assumptions to which they respond and the problems related to teaching and learning that they attempt to solve.
2. Explain the most important approaches and methodologies to evaluate the educational activity in all its aspects and apply some of the most consolidated evaluation instruments to concrete teaching-learning situations.
3. Differentiate the different paradigms of educational research in the corresponding specialty and use them to evaluate research articles
4. Know and effectively use bibliographic and documentary resources related to educational innovation and research.

3. Syllabus

1. Innovation and educational research in administration, marketing, tourism, community services and PLO.
2. Innovation, evaluation and research as improvement processes.
3. Current lines of innovation and research in PT specialties.
4. Methodologies and basic techniques of educational research and evaluation.
5. Design of research, innovation and evaluation projects.
6. Criteria and methods for the evaluation of programming and teaching practice.

4. Academic activities

The teaching methodologies used in the subject are as follows:

- Expository sessions.
- Active learning methodologies.
- Work elaboration.
- Oral presentation and discussion of papers.
- Pedagogical activities outside the classroom (they are evaluable if they are within school hours).
- Tutoring. The tutorials will be held in person or telematically, also the follow-up will be carried out via email and the Moodle platform of the University of Zaragoza.

Schedule of face-to-face sessions and presentation of papers: Please consult for updated schedules and dates <https://estudios.unizar.es/estudio/ver?id=659> The dates of the most important assignments and milestones of the subject will be presented in class and can be consulted in the Moodle platform of the subject .

5. Assessment system

Types of tests, evaluation criteria and levels of requirement

The evaluation system of this subject will develop evaluation procedures and criteria following the approaches of **continuous evaluation and global evaluation**.

Continuous assessment:

In order to be eligible for continuous evaluation, students must participate in 80% of the methodologies and activities scheduled for the subject in the classroom, and submit all the tasks and assignments indicated in the subject available at Anillo Digital Docente. The procedures, instruments and criteria for continuous evaluation will be the following:

1. Individual student portfolio (30% of the final grade). Evaluation of the portfolio made by the student, following these indications and criteria: it must reflect and deepen the most relevant theories, models and principles , attaching bibliographical and normative references, necessary for the deepening, cases and examples of its application and a critical analysis made by the student. In their evaluation, students must demonstrate knowledge of concepts, theories and models, ability to interrelate and critically analyse these concepts.
2. Individual research and innovation project (The sum of the report and presentation and defence 50% of the final grade). An innovation and research work, of a relevant aspect, related to the contents of the subject that will be agreed with the responsible faculty. Report (30% of the final grade). The project report evaluation will follow these criteria: Justification and objectives, theoretical framework , research design, design and implementation of the innovation, study population, field work, results, analysis and conclusions of the results, structure of the work, quality of the documentation, spelling and presentation, clarity in the objectives and contents presented, coherence between the goals and the resources and relationship between all the points of the work. Presentation and defence (20% of the final grade), presentation and oral defence of the Research Project with the following criteria: clarity of the presentation, ability to motivate the rest of the classmates to debate, active participation in the debate, ability to defend and argue their own ideas
3. Individual written test (20% of the final grade). Evaluation of a written exercise following these criteria: the student must demonstrate their knowledge of the various concepts, theories and models, their ability to interrelate and critically analyse these concepts.

The final grade will require that the student has obtained at least 50% of the grade in each of the evaluation activities or instruments. The grade of the continuous evaluation will be communicated at least three days prior to the date of the global test. 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.

Global test and second call:

Students may request a single evaluation from the teacher at the beginning of the term. Students who do not pass the continuous evaluation or who would like to improve their grade will also take this single evaluation , prevailing, in any case, the best of the grades obtained. The procedures, instruments and single or global evaluation criteria will be as follows:

1. Written exam (50% of the final grade). Written exam of 5 essay questions. Evaluation criteria: clarity, precision and knowledge of the various concepts, theories and models, and their ability to interrelate and critically analyse the concepts.
2. Elaboration of a research project or personal innovation and oral presentation and defence (50% of the final grade). An innovation and research work, of a relevant aspect, related to the contents of the subject that will be agreed with the responsible faculty. Report (30% of the final grade). The project report evaluation will follow these criteria: Justification and objectives, theoretical framework , research design, design and implementation of the innovation, study population, field work, results, analysis and conclusions of the results, structure of the work, quality of the documentation, spelling and presentation, clarity in the objectives and contents presented, coherence between the goals and the resources and relationship between all the points of the work. Presentation and defence (20% of the final grade), presentation and oral defence of the project according to the following criteria: Clarity of presentation, ability to motivate debate with the teacher, active participation in the debate, ability to defend and argue their own ideas.

The final grade will require that the student has obtained at least 50% of the grade in each of the evaluation activities or instruments.

Fifth and sixth calls

In the event that a 5th or 6th summons is necessary, a global test will be carried out in the same terms as described above, and the correction procedure established by the University of Zaragoza will be followed.

Finally, it must be taken into account that the Rules of Coexistence of the University of Saragossa will be applied to 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 Learning Assessment Standards Regulations regarding irregular practices other than academic fraud.