

61946 - Managerial Skills

Syllabus Information

Academic year: 2024/25

Subject: 61946 - Managerial Skills

Faculty / School: 228 - Facultad de Empresa y Gestión Pública

Degree: 471 - Master's in Tourism Management and Planning

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

The general objective of the subject is for students to become familiar with the main strategies and skills of management and leadership in tourism organizations today. It includes, among other aspects, the importance of personal development in order to be a good leader and achieve personal, group and organizational goals.

2. Learning results

The student, in order to pass this subject, must demonstrate the following results:

- To know the essential management skills for the proper development of tourism organizations.
- To have sufficient cognitive resources to use the various communication and leadership techniques.
- To discover the importance of each key management skill to achieve professional success.
- To master each key management skill understanding its logic and interaction in the world of organizations, to learn the techniques and tools for its successful application.
- To master the new concepts of leadership and coaching.
- To be able to work in a team, listen empathetically, convey messages assertively and be the master of their own professional and personal development.
- To be able to apply knowledge to practice.

3. Syllabus

THEMATIC BLOCK I: Leadership, Values and Ethics in Tourism Organisations

- 1.1. Ethical and transformational leadership in tourism
- 1.2. Leadership and innovation in tourism organisations
- 1.3. Conflict management and work climate in organisations
- 1.4. Main models of tourism leadership

THEMATIC BLOCK II. Tourism coaching

- 2.1. Understanding the socio-cultural context of tourism organisations 2.2.
- 2.2. Development of intercultural communication skills
- 2.3. Keys to tourism coaching
- 2.4. Main tourism coaching practices

THEMATIC BLOCK III: Development of Management Skills in tourism

- 2.1. Towards inspirational and motivational leadership
- 2.2. Focusing on culture and relationships
- 2.3. Adaptability and strategic thinking
- 2.4. Real-life examples of Management Skills in tourism

4. Academic activities

Theoretical lectures: 15 hours

Practical classes: 15 hours

Solving of case studies: 10 hours

Reading of an article and presentation through a poster: 10 hours

Tutorials: 5 hours

5. Assessment system

CONTINUOUS EVALUATION

Two phases:

A) Global exam (theoretical-practical assumption based on the topics of the syllabus of the subject and on the exercises carried out).

B) Performance of activities and their evaluation:

25% Class attendance (active participation in the theoretical presentation and the practical exercises).

30% Reading and review of an article. Reading of an article and production of a poster.

30% Study of two cases, done outside and presented in class.

15% Participation in two guest lectures

For those who are unable to attend classes in person, it is noted that 25% of class attendance and 15% of the presentation 15% of class attendance and 15% of presentation will be compensated with an essay on the subject of the course. Likewise, the public presentation of the resolution of the two case studies will be carried out on-line and, where appropriate, the teaching staff will hold a personal interview with each of the students.

SIMPLE SYSTEM

This is a global final exam that will include the development of a theoretical-practical case based on the subject of the course and the practices carried out.

Each of the two parts that make up this evaluation system will be assessed from 1 to 10. The final grade

The final mark of the overall test will be obtained from the weighted average of the marks of the theoretical test, 70%, and of the exercise, 30%, although in order to pass it is necessary to achieve at least a 5 out of 10 in each of the two parts. both parts.

6. Sustainable Development Goals

1 - End of Poverty

4 - Quality Education

16 - Peace, Justice and Strong Institutions