

University Master Degree in Hotel Management

Academic Year: 2016-2017

Teaching guide

Area: Master Thesis

Subject: Master Thesis

Period: Anual

Lecturers:

Dr. Gilda María Hernández Maskivker
Dr. Juan Pedro Aznar Alarcón
Ms. Mireia Guix Navarrete
Ms. Tugba Kalafatoglu

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MODULE: INTERNSHIP AND MASTER THESIS

AREA: MASTER THESIS

SUBJECT: MASTER THESIS

CODE: MHMTFM

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: ANUAL

CREDITS: 10 ECTS

1. Subject objectives

Students on the Masters' programme in Hotel Management will be expected to successfully integrate the concepts introduced during the previous semesters in a single Project, called an Applied Master Thesis. This subject entails to critically review strategically the company or department of the placement, detecting areas of improvement, searching for aligned literature and delivering relevant and innovative proposals.

2. Competencies developed

Basic

B06 - knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context

B07 - students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study

B08 - students are able to integrate knowledge and handle complexity and formulate judgments based on information that is incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments

B09 - students can communicate their conclusions and the underlying supporting knowledge and rationale to specialists and non-specialists in a clear and unambiguous way.

B10 - students must possess the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous

General

G01 - be able to search and manage information from sources in order to make decisions that contribute to achieving the objectives of the organization

Transversales

T03 - use English as the language of the hotel industry in developing a career in an international environment

T04 - design and structure a study or research in the field of Hospitality Management to address a problem or need

Specific

E01 - Leading the attainment of the objectives of hotel companies through management, considering environmental criteria, socio-cultural, ethical and economic principles to ensure sustainable and responsible tourism accommodation.

E06 - identify the needs and expectations of consumers to plan for the provision of various products and services that allow hoteliers to encourage excellence in customer relations through a process of continuous innovation

E11 - Propose new products, services, processes or experiences from analyzing the results from a study or research in the field of Hospitality Management to take advantage of market opportunities and gain competitive advantage in business or hospitality organizations.

3. Content

Session 1: Autonomous work. Related material: compulsory readings

Session 2: Follow-up session with tutor. Related material: compulsory readings

Session 3: Autonomous work. Related material: compulsory readings

Session 4: Follow-up session with tutor. Related material: compulsory readings

Session 5: Follow-up session with tutor. Related material: compulsory readings

Session 6: Follow-up session with tutor. Related material: compulsory readings

4. Teaching methodology

Supervised Projects. The students develop an Empirical Master thesis based on their placement, where they analyse several components related to the company, identify areas for improvement and propose informed and viable alternatives.

Student Presentations (individual or group). The public presentation has a duration of 20 minutes, unless otherwise specified, followed by questions formulated by the jury (defence). Presentation and defence will be conducted publicly, unless the project is designated as confidential. If so, the student must notify the academic supervisor in writing no later than November 15 st, 2017 specifying the reasons.

Virtual Tutorials. An academic supervisor will be appointed at the beginning of the 2n semester, to be in charge of the guidance of the student, throughout the completion of the research project. The student

may contact him/her for content related academic guidance. The student is entitled of three student-supervisor individual meetings.

5. Assessment activities

Regular examination call

- **Writting-part (Nov, 21/2017)**

Supervised project (Individual - 80%)

Evaluated competences: CB6, CB7, CB8, CT3, CT4,CE1,CB9,CB10,CG1,CE6,CE11

- **Oral Defense (Dec, 04/2017)**

Supervised project (Individual - 20%)

Evaluated competences: CB9, CT3

Resit examination call

- **Writting part (Jan, 23/2018)**

Supervised project (Individual - 100%)

Evaluated competences: CB6, CB7, CB8, CT3, CT4,CE1,CB9,CB10,CG1,CE6,CE11

Repeating students without attendance: regular examination call

- **Research project or Business plan (Jan, 23/2018)**

Supervised project (Individual - 100%)

Evaluated competences: CB6, CB7, CB8, CT3, CT4,CE1,CB9,CB10,CG1,CE6,CE11

Repeating students without attendance: resit examination call

- **Research project o Business Plan (Jan, 23/2018)**

Supervised project (Individual - 100%)

Evaluated competences: CB6, CB7, CB8, CT3, CT4,CE1,CB9,CB10,CG1,CE6,CE11

Follow-up meetings

Week 3

Week 7

Week 13

6. Bibliography

Mandatory readings

Anderson, J. and Poole, M. (1998) Assignment and Thesis Writing. (3rd ed.) Chichester: Wiley. See chapters/pages2

Becker, H. S. (1986) Writing for Social Scientists: How to Start and Finish your Thesis, Book or Article. Chicago: University of Chicago Press. See chapters/pages2

How to Write a Business Plan Paperback ? September 17, 2012 by Mike McKeever (Author)See chapters/pages2

7. Lecturer/s

Ms. Mireia Guix Navarrete (Head lecturer) - mireia.guix@htsi.url.edu

Contact hour: contact by email

Dr. Gilda María Hernández Maskivker - gilda.hernandez@htsi.url.edu

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Dr. Juan Pedro Aznar Alarcón - pedro.aznar@htsi.url.edu

Contact hour: contact by email

Ms. Tugba Kalafatoglu - tugba.kalafatoglu@htsi.url.edu

Contact hour: contact by email

8. Observations

* Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's website once it is available.

* Academic norms and regulations is an obligation for all the members of the academic community in the faculty.