

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2018-2019

Teaching guide

Area: Information Systems and ICT

Subject: Data Management Skills

Period: Semester 2

Lecturers:

Dr. Albert Fornells Herrera

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MODULE: BUSINESS FOUNDATIONS

AREA: INFORMATION SYSTEMS AND ICT

SUBJECT: DATA MANAGEMENT SKILLS

CODE: OB2TIC-III

LANGUAGE: ENGLISH

YEAR: 1

PERIOD: SEMESTER 2

CREDITS: 3 ECTS

1. Subject objectives

Information and Communication Technologies have become the backbone of most organizations even they are not technology-based companies. Book a flight, order a meal, answer a satisfaction survey or pay a bill just to mention a few, are common situations that generates millions of data every day. For this reason, data and technology skills are considered as key skills in all the professional careers.

The goal of the subject is to improve your data management skills to contribute to your professional development through the following transversal milestones: (1) Learn how to work in collaborative environments; (2) Search and find information on general and specialized search engines and; (3) Create professional reports, and; (4) Create visual and interactive dashboards All these topics are applied over different tourism and hospitality examples from a practical point of view using Microsoft Office and Google Suite.

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

B05 - Be able to learn autonomously and continuously

General

G02 - Orientation towards achievement: demonstrates perseverance to excel and go beyond standards

of excellence. Implies motivation for quality.

Specific

E20 - Analyze and utilize information technology and communications (ICT) in different areas of the tourism sector.

3. Content

Session 1: Office productivity tools . Related material: Online vs Offline office tools

Session 2: Reporting using online and offline office tools . Related material: How to create professional presentations using Google Slides and Microsoft Power Point

Session 3: Reporting using online and offline office tools . Related material: How to create collaborative reports using Google Docs

Session 4: Reporting using online and offline office tools . Related material: How to create professional reports using Microsoft Word - Part 1

Session 5: Reporting using online and offline office tools. Related material: How to create professional reports using Microsoft Word - Part 2

Session 6: Search engines. Related material: How to search and find library resources from catalogues, databases and search engines on the WWW

Session 7: Search engines . Related material: How to collect and organize library resources for referencing and citing them using Mendeley

Session 8: Data processing techniques using Google Sheets . Related material: How to organize data, compute statistics and create charts from spread sheets - Part 1

Session 9: Data processing techniques using Google Sheets . Related material: How to organize data, compute statistics and create charts from spread sheets - Part 2

Session 10: Data processing techniques using Google Sheets . Related material: How to use conditional formatting, data validation and automatic data retrieving from other cells for increasing your productivity - Part 1

Session 11: Data processing techniques using Google Sheets . Related material: How to use conditional formatting, data validation and automatic data retrieving from other cells for increasing your productivity - Part 2

Session 12: Data processing techniques using Google Sheets . Related material: How to build self-contained dashboards using Pivot Tablets

Session 13: Wrap up session. Related material: This session will take place out of the regular timetable

4. Teaching methodology

Working individually or in groups. Practical assignments with computer to understand and practice

the concepts

Plenary Lectures. The sessions are organized into self-contained capsules of knowledge in which the student participation and interaction is encouraged

Self-study or Study Groups. Study of the content related to the sessions

Readings. Books and articles are suggested for helping students to complete the activities and also for extending their knowledge if they want to learn optional topics

5. Assessment activities

Regular examination call

- **A1-Collect and present conclusions/trends from a survey (Feb, 12/2019)**

Academic Work (Group - 15%)

Evaluated competences: B1,B2,B3,B4,B5,G2,E20

- **A2-Search, organize and report data regarding a topic in a professional report (Mar, 25/2019)**

Academic Work (Group - 15%)

Evaluated competences: B1,B2,B3,B4,B5,G2,E20

- **A3-Create a visual and interactive dashboard from raw data (May, 06/2019)**

Academic Work (Group - 15%)

Evaluated competences: B1,B2,B3,B4,B5,G02,E20

- **Final exam using a computer (May, 16/2019)**

Final exam (Individual - 40%)

Evaluated competences: B1,B2,B3,B4,B5,G2,E20

- **Activities done in some sessions at class such as exercises and/or quizzes**

Academic Work (Individual - 15%)

Evaluated competences: B1,B2,B3,B4,B5,G2,E20

The final grade is averaged only if the final exam is graded 5 or higher. Students who have not attended a minimum of 70% of classes throughout the semester, will not be eligible to take the final exam in the regular call.

Regarding activities, they are only available in the regular call and they do not have minimum grade for

being included in the final grade. Activities A1, A2 and A3 are done in pairs.

Resit examination call

- **Final exam using a computer (Jun, 12/2019)**

Final exam (Individual - 100%)

Evaluated competences: B1,B2,B3,B4,B5,G2,E20

Repeating students without attendance: regular examination call

- **Final exam with a computer (May, 16/2019)**

Final exam (Individual - 100%)

Evaluated competences: B1,B2,B3,B4,B5,G2,E20

Repeating students without attendance: resit examination call

- **Final exam with a computer (Jun, 12/2019)**

Final exam (Individual - 100%)

Evaluated competences: B1,B2,B3,B4,B5,G2,E20

Follow-up meetings

Week 3 (Feb, 13/2019), 15:00

Week 8 (Mar, 20/2019), 15:00

Week 13 (May, 03/2019), 15:00

6. Bibliography

Recommended readings

Lambert, J. (2015) Microsoft Office 2016 Step by Step. 1st edition, Microsoft Press

Alexander, M. (2016) Excel Dashboards and Reports for Dummies. 3rd edition, Wiley Brand

Bluttman, K. (2016). Excel Formulas & Functions for Dummies. 4th edition, Wiley Brand

Guay, M., Grubbs, M., DuVall, J.; Bouman, J. (2016), The Ultimate Guide to Google Sheets: Everything

you need to build powerful spreadsheet workflows in Google Sheets. 1st edition, Zapier, Inc.

Emerald (2017) Research methods and methodology. Emerald Publishing.
<http://www.emeraldgrouppublishing.com/research/guides/methods/index.htm> last accessed in 01/2018

7. Lecturer/s

Dr. Albert Fornells Herrera (Head lecturer) - albert.fornells@htsi.url.edu

Contact hour: Kindly send an email to agree upon a date

Doctor in Information and Communication Technology and Computer Engineer from Ramon Llull University (URL) since 2007 and 2003 respectively. He is also Associate Professor of URL since 2013. His teaching and research activity are certified by The Catalan University Quality Assurance Agency (AQU) since 2008 and by The National Agency for Quality Assessment and Accreditation of Spain (ANECA) since 2013. Moreover, he has two research periods certified by AQU. He is the Vice Dean of School of Tourism and Hospitality Management Sant Ignasi, Universitat Ramon Llull since 2016.

His research interests are focused on the creation of decision support systems based on the analysis of huge volume of data based on artificial intelligence and data mining techniques, and also the development of competences in the European Higher Education Area. He has published in impact factor journals, international conferences and led research and applied projects related to computer science in different sectors.

Keywords: Tourism, Hospitality, Higher Education, Data Mining, Decision Support Systems, Software Engineering.

8. Observations

- * A computer or tablet is required for all the sessions. You can use your own device or loan it from IT services.
- * Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus and on the faculty's web site once it is available.
- * Academic norms and regulations is an obligation for all the members of the academic community in the faculty.