

# Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

## Teaching guide

Area: Service Encounters and Professional Skills for Tourism and Hospitality

Subject: Personal & Professional Skills for Tourism & Hospitality Management

Period: Semester 4

Lecturers:

Ms. Esther Comin Celades

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MODULE: TOURISM AND HOSPITALITY FOUNDAMENTS

AREA: SERVICE ENCOUNTERS AND PROFESSIONAL SKILLS FOR TOURISM AND HOSPITALITY

SUBJECT: PERSONAL & PROFESSIONAL SKILLS FOR TOURISM & HOSPITALITY MANAGEMENT

CODE: OB4SEN-II

LANGUAGE: ENGLISH

YEAR: 2

PERIOD: SEMESTER 4

CREDITS: 4 ECTS

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## 1. Subject objectives

The current labor market demands individuals to know how to manage their professional career very well.

The main objective of this subject is to enable students to take ownership of their own careers in order to increase their employability.

Personal and Professional Skills provides with the right tools to help students to differentiate themselves by creating a unique value, the value that each individual has.

This subject works both hard and soft skills in order to develop personal growth and create competitive and excellent professionals.

Specifically will help students to:

- 1.- Learn which ones are their abilities and professional competencies.
- 2.- Learn how to communicate those abilities and competencies through the CV, Video CV, interviews, networking session

## 2. Competencies developed

### Basic

B01 - Be able to acquire, understand and structure 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.

G03 - Initiative and entrepreneurial spirit: always be ready to take advantage or look for new opportunities and act in consequence. Implies a predisposition for proactivity and perseverance.

G04 - Knowledge of yourself: be able to read your emotions and judge their impact, and be able to control them and your negative emotions. Understand your strong points and your limitations and apply these to the professional environment.

G05 - Self-confidence: be able to adapt to different professional situations or people, maintaining balance which allows for efficiency. Implies being able to understand and value other positions, adopting a point of view according to the situation, being sure of your self-worth and abilities. Flexibility/adaptability: be flexible in changing situations and overcome obstacles.

G11 - Planning and organization: reflects a constant concern for minimizing uncertainty in the environment and comply with established quality parameters.

G12 - Development of Organizational Culture: understands the relationships and lines of action within the organization.

## 3. Content

Session 1: INTRODUCTION STAGE. Introduction to the professional sector. Labor Market: Labor market flow. Positions demanded and offered .

Session 2: Talents and Profiles. Personality test: Self knowledge tools. Lack of profiles and job positions .

Session 3: INTROSPECTION STAGE. Personal Branding: Tools to create your own personal brand.

Session 4: CV: Guidelines for the design of a professional and competent cv. LinkedIn: Design of an attractive and updated professional profile.

Session 5: PROSPECTION STAGE. Social Media: Become aware of the responsibility of showing yourself on social networks in a professional manner.

Session 6: Elevator Pitch: Tools to present and successfully sell our professional profile to a future collaborator.

Session 7: The Interview: Guidelines for conducting a successful job interview from before to after it.

Session 8: Company and Employee expectations: What does the company expect as a company and the employee as an employee. Networking: Tools to connect with other professionals successfully .

Session 9: PROJECTION STAGE. Video CV: Tools for the design of a professional, unique, personal and attractive cv video.

Session 10: Non-Verbal Communication: Tools to better communicate with our body in a job interview.

Session 11: Role play interviews.

Session 12: Guest speaker: What profile of professionals is the hospitality industry looking for?.

Session 13: Presentation S6: Internship.

Session 14: Interview Exam.

Session 15: Interview Exam.

Session 16: Interview Exam.

Session 17: Interview Exam.

Session 18: Interview Exam .

Session 19: Submission of Personal Branding Assignment and Personal Growth Diary.

#### 4. Teaching methodology

**Debates.**

**Finding information and preparation and organization of material.**

**Practical Exercises.**

**Student Presentations (individual or group).**

**Plenary Lectures.**

**Role-plays.**

**Working individually or in groups.**

**Virtual Networking.**

#### 5. Assessment activities

##### **Regular examination call**

###### **• Book Exam (Mar, 02/2020)**

Partial exam (Individual - 20%)

Evaluated competences: G2, G3, G4, G5, B1, B4

###### **• CV (Mar, 19/2020)**

Academic Work (Individual - 10%)

Evaluated competences: B1, B3, B4, B5, G12

###### **• Video CV (Apr, 23/2020)**

Academic Work (Individual - 10%)

Evaluated competences: B1, B3, B4, B5, G12

- **Assignment personal Branding and Diary of Personal Growth (Apr, 30/2020)**

Academic Work (Individual - 30%)

Evaluated competences: B4, B5, G3, G4, G11

- **Interview**

Partial exam (Individual - 30%)

Evaluated competences: G2, G3, G4, G12

The grades of the assessments will be averaged only if all items are marked 5.0 or higher. If not resit conditions will apply and the student will need to retake the failed assessments.

The interviews will take place during the last sessions of the subject.

A minimum attendance of 70% is required in order to be evaluated.

### **Resit examination call**

- **CV (Jun, 10/2020)**

Academic Work (Individual - 10%)

Evaluated competences: B1, B3, B4, B5, G12

- **Video CV (Jun, 10/2020)**

Academic Work (Individual - 10%)

Evaluated competences: B1, B3, B4, B5, G12

- **Book Exam (Jun, 10/2020)**

Partial exam (Individual - 20%)

Evaluated competences: G2, G3, G4, G5, B1, B4

- **Interview (Jun, 10/2020)**

Partial exam (Individual - 30%)

Evaluated competences: G2, G3, G4, G12

- **Assignment Personal Branding and Diary of Personal Growth (Jun, 10/2020)**

Academic Work (Individual - 30%)

Evaluated competences: B4, B5, G3, G4, G11

The grades of the assessments will be averaged only if all items are marked 5.0 or higher, nevertheless, the maximum grade for the individual assessment activities on this call will be a 5.

### **Repeating students without attendance: regular examination call**

- **CV (Apr, 30/2020)**

Academic Work (Individual - 10%)  
Evaluated competences: B1, B3, B4, B5, G12

- **Video CV (Apr, 30/2020)**

Academic Work (Individual - 10%)  
Evaluated competences: B1, B3, B4, B5, G12

- **Book Exam (Apr, 30/2020)**

Partial exam (Individual - 20%)  
Evaluated competences: G2, G3, G4, G5, B1, B4

- **Assignment personal Branding and Diary of Personal Growth (Apr, 30/2020)**

Academic Work (Individual - 30%)  
Evaluated competences: B4, B5, G3, G4, G11

- **Interview (Apr, 30/2020)**

Partial exam (Individual - 30%)  
Evaluated competences: G2, G3, G4, G12

The grades of the assessments will be averaged only if all items are marked 5.0 or higher. If not resit conditions will apply and the student will need to retake the failed assessments.

### **Repeating students without attendance: resit examination call**

- **CV (Jun, 10/2020)**

Academic Work (Individual - 10%)  
Evaluated competences: B1, B3, B4, B5, G12

- **Video CV (Jun, 10/2020)**

Academic Work (Individual - 10%)  
Evaluated competences: B1, B3, B4, B5, G12

- **Book Exam (Jun, 10/2020)**

Partial exam (Individual - 20%)

Evaluated competences: G2, G3, G4, G5, B1, B4

- **Interview (Jun, 10/2020)**

Partial exam (Individual - 30%)

Evaluated competences: G2, G3, G4, G12

- **Assignment Personal Branding and Diary of Personal Growth (Jun, 10/2020)**

Academic Work (Individual - 30%)

Evaluated competences: B4, B5, G3, G4, G11

The grades of the assessments will be averaged only if all items are marked 5.0 or higher. If not resit conditions will apply and the student will need to retake the failed assessments.

#### **Follow-up meetings**

Week 3 (Feb, 10/2020), 11.30

Week 7 (Mar, 12/2020), 11.30

Week 10 (Apr, 16/2020), 11.30

## 6. Bibliography

### **Mandatory readings**

Hoffman, R., Casnocha, B., (2013) The Start-up of YouSee chapters/pagesAll

### **Recommended readings**

Effron, M. (2010) One page talent management. Harvard Business School

## 7. Lecturer/s

**Ms. Esther Comin Celades** (Head lecturer) - [esther.comin@htsi.url.edu](mailto:esther.comin@htsi.url.edu)

## 8. Observations

\* 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.

\* A minimum of a 70% of assistance is compulsory in order to be able to be evaluated in the ordinary call. If not resit conditions will apply.