Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

Teaching guide

Area: Information Systems and ICT

Subject: Data Management Skills

Period: Semester 2

Lecturers:

Dr. Albert Fornells Herrera

C/ Marqués de Mulhacén 40-42
(Campus ESADE Pedralbes Ed. 2)
08034 Barcelona

+34 93 252 28 90
tur@tsi.url.edu
www.tsi.url.edu

HTSI is affiliated to the **ESADE Foundation**

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) Create visual and interactive dashboards from raw data; (3) Search and find information on general and specialized search engines, and; (4) Create professional reports. 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: Online collaborative environments. Related material: G Suite as an online collaborative workspace

Session 2: Dashboard project-KPI's monitoring of a marketing campaign . Related material: How to organize data, calculate statistics and create charts from spreadsheets - Part 1

Session 3: Dashboard project-KPI's monitoring of a marketing campaign . Related material: How to organize data, calculate statistics and create charts from spreadsheets - Part 2

Session 4: Dashboard project-KPI's monitoring of a marketing campaign . Related material: How to build self-contained dashboards using Pivot Tablets

Session 5: Dashboard project-KPI's monitoring of a marketing campaign . Related material: How to build self-contained dashboards using Pivot Tablets

Session 6: Dashboard project-KPI's monitoring of a marketing campaign . Related material: How to use conditional formatting, data validation and automatic data retrieving from other cells for increasing your productivity - Part 1

Session 7: Dashboard project-KPI's monitoring of a marketing campaign . Related material: How to use conditional formatting, data validation and automatic data retrieving from other cells for increasing your productivity - Part 2

Session 8: Dashboard project-KPI's monitoring of a marketing campaign . Related material: Project session at class

Session 9: Reporting project-Executive report about the performance of a marketing campaign . Related material: How to enhance your presentations using Google Slides and Microsoft PowerPoint

Session 10: Reporting project-Executive report about the performance of a marketing campaign . Related material: How to create professional reports using Google Docs and Microsoft Word

Session 11: Reporting project-Executive report about the performance of a marketing campaign. Related material: How to create professional reports using Google Docs and Microsoft Word

Session 12: Reporting project-Executive report about the performance of a marketing campaign. Related material: How to search, find and cite library resources from catalogues, databases and other search engines

Session 13: Reporting project-Executive report about the performance of a marketing campaign. Related material: Project session at class

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 exteding their knowledge if they want to learn optional topics

5. Assessment activities

Regular examination call

• **A2-Dashboard project-KPI's monitoring of a marketing campaign (Apr, 14/2021)**

Academic Work (Group - 35%)
Evaluated competences: B1,B2,B3,B4,B5,G2,E20

• **A3-Reporting project-Executive report about the performance of a marketing campaign (May, 12/2021)**

Academic Work (Group - 20%)
Evaluated competences: B1,B2,B3,B4,B5,G2,E20

• **A4-Regular work-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

• **A1-Final exam using a computer**

Final exam (Individual - 30%)
Evaluated competences: B1,B2,B3,B4,B5,G2,E20

The final grade is averaged only if the A1-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.

A2, A3 and A4 are only available in the regular call and they do no have minimum grade for being included in the final grade. Moreover, activities A2 and A3 are done in pairs.

Resit examination call

• A1-Final exam using a computer

Final exam (Individual - 100%)
Evaluated competences: B1,B2,B3,B4,B5,G2,E20

Repeating students without attendance: regular examination call

• A1-Final exam with a computer

Final exam (Individual - 100%)
Evaluated competences: B1,B2,B3,B4,B5,G2,E20

Repeating students without attendance: resit examination call

• A1-Final exam with a computer

Final exam (Individual - 100%)
Evaluated competences: B1,B2,B3,B4,B5,G2,E20

Follow-up meetings

Week 3 (Feb, 12/2020), 15:00

Week 8 (Mar, 18/2020), 15:00

Week 13 (Apr, 28/2020), 15:00

6. Bibliography

Recommended readings

Emerald (2017) Research methods and methodology. Emeral Publishing. http://www.emeraldgrouppublishing.com/research/guides/methods/index.htm last accessed in 01/2020

Google (2020) G Suite. https://gsuite.google.es/intl/en , last accessed in 01/2020

Microsoft (2020) Welcome to Office. https://www.office.com last accessed in 01/2020

La Counte, S. (2019) S. La Counte, The Ridiculously Simple Guide to Google Apps (G Suite): A Practical Guide to Google Drive Google Docs, Google Sheets, Google Slides, and Google Forms. SL Editions

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

Dr. Albert Fornells is full professor at School of Tourism and Hospitality Management Sant Ignasi, Universitat Ramon Llull. Nowadays he is the Vice Dean and the director of the undergraduate studies at the faculty. His current interests are focused on the impact of the digital transformation in the hospitality sector and its influence in the future of skills, jobs and work, and how Higher Education can contribute to this challenging transition.

His professional career has been always closely linked research, teaching and academic affairs. His research interests are the analysis of huge volume of data for creating additional value to the tourism industry and how to apply technology and gamification techniques for improving learning and user experience. The results of his research has published in several journals with high impact factor and international conferences. Moreover, he has leaded many research projects based on applying artificial intelligence and data mining for creating decision support systems and he has also supervised different PhD thesis. As lecturer, he teaches subjects related to artificial intelligence, data mining, mathematics, software engineering, software development, project management, computer graphics, information systems and Internet technologies. Finally, he is interested in the future of the European Higher Education and he has leaded the deployment of different quality assessment programs such as the design, modification, monitoring and accreditation of university degrees.

He holds a M.Sc. and a Ph.D. with honors in computer engineering from Universitat Ramon Llull, a Research certification and two Research period certification from The Catalan University Quality Assurance Agency (AQU) and a PhD lecturer certification from The National Agency for Quality Assessment and Accreditation of Spain (ANECA).

Keywords: Digital Transformation, Tourism & Hospitality, EHEA, Artificial Intelligence and Software Engineering.

8. Observations

* A computer or tablet using Microsoft Excel is required for the practical sessions.
* You can use your HTSI credentials for getting an educational Microsoft Office version (which includes Excels) as its described on moodle
* 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.

In the event of a health emergency, the faculty will resume the academic activity as follows:
* The academic board will notify students and lecturers about the change to remote mode, its timeframe

and the appropriate recommendations.

* The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.

* The academic activity will be maintained in the established schedules and calendars, being able to adapt in other timetables to facilitate the development of the meetings and tutoring activities.

* The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.

* The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.