

Subject Study guide “Management and Communication Skills”

1. IDENTIFICATION

- ✓ **Subject name:** Management and Communication Skills
- ✓ **Code:** 101191
- ✓ **Degree:** Bachelor's Degree in Tourism
- ✓ **Academic course:** 2018-2019
- ✓ **Subject type:** Compulsory
- ✓ **ECTS Credits (hours):** 6 (150)
- ✓ **Teaching period:** 1st semester
- ✓ **Teaching language:** English
- ✓ **Teachers:** Raquel Herrera
- ✓ **Email:** Raquel.Herrera@uab.cat

2. PRESENTATION

Management and Communication Skills is a compulsory, hands-on subject which focuses on honing both the management and communication abilities of students who are bound to work either in customer service positions or develop most of their tasks in teamwork settings.

Students participate in a learning process where they become prominent actors and aim at becoming good communicators. Good communication can be achieved by developing active listening and motivation, stimulating teamwork and problem-solving through leadership and consensus-based practices.

3. EDUCATIONAL GOALS

Through the contents of this subject, students will be able to:

- Understand how to order and structure information in different media.
- Identify their strong and weak points as communicators.
- Apply their ability to analyze, reflect and summarize.
- Develop lines of argument and persuasion in their speeches.
- Understand, apply and develop key elements in teamwork.
- Adopt a hands-on approach on empathy, active listening and assertiveness.

4. SKILLS AND LEARNING OUTCOMES

SPECIFIC COMPETENCES

CE8. Using internal, external, and corporate communication techniques ascribed to the travel industry

CE9. Communicating properly and effectively, both in oral and written forms and through a foreign language, for professional purposes

TRANSVERSAL COMPETENCES

CT1. Developing the ability of autonomous learning

CT2. Developing the ability to self-evaluate acquired knowledge

CT4. Using communication techniques at every level

CT8. Showing ethical behavior and adaptation to cross-cultural contexts

CT10. Developing and applying teamwork strategies in professional setting

5. TOPIC AND CONTENT

I Introduction to Communication

- Insight into Communication: What is Communication? Integrated Marketing Communications (IMC); Corporate Communication for Tourism and Hospitality
- Student activity on Communication topics

II Communication Skills

PART 1: VERBAL COMMUNICATION

- Insight into Verbal communication: structure, order, and coherence in written speeches; public speaking and rhetorical resources

PART 2: NON-VERBAL COMMUNICATION

- Insight into Body Language: posture, gesture, and movement; dressing and behaving in professional settings

- Student activity on Verbal and Non-Verbal Communication

III Leadership Skills

- Insight into Leadership Skills: basic requirements of teamwork; problem-solving and conflict-resolution in managerial positions
- Student activity on Leadership

6. RECOMMENDED BIBLIOGRAPHY

This is an overview of some of the reading and viewing expected for this subject. (The following publications are available either through UAB, CBUC, or freely online):

- Anderson, Chris (2016): TED's secret to great public speaking
- Andrews, Patricia (1999): Public speaking: connecting you and your audience. Boston: Houghton Mifflin
- Carnegie, Dale (1936): How to win friends and influence people. New York: Simon & Schuster
- Cockcroft, Robert (1992): Persuading people: an introduction to rhetoric. Hampshire; Macmillan Press
- Foster, Clare & McCabe, Scott (2010): "Management Development Skills in the Hospitality and Tourism Sector: Needs and Issues from a Regional Perspective". Tourism & Hospitality Planning & Development, vol. 7, is. 4. Taylor & Francis Online
- McCabe, Scott (2008). Marketing Communications in Tourism and Hospitality. London: Routledge
- Motion, Judy (2016): Social media and public relations: a guide for professionals. London: Routledge.
- Toastmasters International (2017): Public Speaking Tips
- Sift (2017): Sift Global Forum, Best Keynote Speakers 2017 (2018's edition to be available after September 2018).
- Sherer, Anita & Mössenlechner, Claudia (2009): "Key competencies of tourism graduates: the employer's point of view", Journal of Teaching in Travel & Tourism, vol. 9, iss. 3-4, pp. 266-287. Taylor & Francis Online

- Whetten, David and Cameron, Kim (2015). Developing Management Skills, London: Pearson Education Limited

Furthermore, students are advised to look into these other Spanish-written publications which are available either through UAB or through CBUC:

- Cervera Fantoni, Àngel Luis (2005): Comunicación total. Madrid: Esic
- Couto, Manuel (2002): Cómo hablar bien en público. Barcelona: Gestión 2000
- Huber, Cheri (2002): La primera impresión. Barcelona: Océano
- Martínez, Margarita y Salvador, Maribel (2005). Aprender a trabajar en equipo. Barcelona: Paidós
- Morales, Carlos Javier (2001): Guía para hablar en público. Madrid: Alianza
- Naisdat, Ivy (2004): Hablar sin miedo. Barcelona: Oniro
- Puchol, Luís (ed) (2005): Nuevos casos en Dirección y Gestión de Recursos Humanos. Madrid: Díaz de Santos
- Sebastián, Carmen (2001): La comunicación emocional. Madrid: Prentice Hall
- Serrano, Sebastià (2004): El regalo de la comunicación. Barcelona: Anagrama
- Urpí, Montse (2004): Aprender comunicación no verbal. Barcelona: Paidós

7. TEACHING METHODOLOGY

Three distinct methodological approaches can be identified through the learning blocks of this subject:

a) Theoretical approach

The professor will provide theoretical explanations in a master class format to introduce and engage students in the topics illustrated through the contents of the subject, emphasizing the use of case studies. Visual, textual, and moving image references will be provided as well throughout these lectures.

b) Practical approach

The theoretical lectures will be followed and interspersed with debates and dialogues among students and with the professor. Short exercises and problem-based activities will also be devised so that students apply the knowledge acquired in each block. Subsequently, each learning block will be evaluated in either group or individual activities. Cooperative learning will be particularly encouraged for this approach.

c) Tutoring approach

Throughout the semester, the professor will be available during class and through email to solve questions and doubts from students, either regarding the theoretical parts of the subject, or regarding the learning process to develop through the compulsory group or individual activities, which promote a project-oriented learning process.

TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
Type: Directed			
Lectures	17	0.68	CE8, CE9, CT8
Type: Supervised			
Debates and discussions, short problem-based activities, project-based compulsory activities (presentations), final test, re-evaluation	24	0.96	CE9, CT1, CT4, CT8
Tutoring	6	0.24	CE9, CT4
Type: Autonomous			
Preparation of activities, readings and views, study for the final test	103	4.12	CE8, CE9, CT1, CT10

8. ASSESSMENT SYSTEMS

The evaluation of Management and Communication Skills is based on the following system:

- Three compulsory activities corresponding to the three learning blocks of this subject. Altogether, these activities will amount to 60% of the final grade of the subject, but none of them is to individually amount to more than 40 % per cent of the final grade.
- An exam combining multiple-choice and theoretical questions, where the most important topics developed through the subject, both theoretical and practical, will be revised. This test amounts to 40% of the final grade of the subject: to pass, students must achieve 5 out of 10 points, and answer at least half of the questions correctly in each section of the final test; otherwise, they must take the exam again

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
Communication project	15 %	2	0.8	CE9, CT1
Presentation on Verbal and Non-Verbal Communication	30 %	4	1.2	CE9, CT1, CT4, CT8, CT10
Leadership activity	15 %	4	0.8	CE9, CT1, CT4, CT8, CT10
Final test	40 %	2	2.4	CE8, CE9, CT1, CT2

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Introduction to Communication	Theoretical session	2
2	Introduction to Communication	Theoretical and practical sessions	4
3	Introduction to Communication	Tutoring and practical sessions for compulsory activities	2
4	Communication Skills: Verbal Communication	Theoretical and practical sessions	4
5	Communication Skills: Verbal Communication	Theoretical and practical sessions	2
6	Communication Skills: Non-Verbal Communication	Theoretical and practical sessions	4
7	Communication Skills: Non-Verbal Communication	Theoretical and practical sessions	4
8	Communication Skills: Verbal and Non-Verbal Communication	Tutoring and practical sessions for compulsory activities	4
9	Leadership Skills	Theoretical and practical	4

		sessions	
10	Leadership Skills	Theoretical and practical sessions	4
11	Leadership Skills	Theoretical and practical sessions	4
12	Leadership Skills	Tutoring and practical sessions for compulsory activities	4
13-15	Final exam and re-evaluation	Practical sessions	4

10. ENTREPRENEURSHIP AND INNOVATION

This subject will introduce some innovative elements such as trends and practices in Corporate Communication, Non-Verbal and Verbal Communication, as well as Management Skills applied to the travel industry.

More specifically, this subject introduces students to journalistic practices connected to how to structure both oral and written speeches, as well as how to prepare and record image-based presentations.

Likewise, the different learning blocks will familiarize students with oral presentation skills which should prepare them both to express themselves effectively in any professional environments, and in the tourism and hospitality business understood as a customer service--based sector.