

## ***Subject Study guide “Work Placement”***

### **1. IDENTIFICATION**

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- ✓ **Subject name:** Practicum II
- ✓ **Code:** 101230
- ✓ **Degree:** Tourism degree
- ✓ **Academic course:** 2018-2019
- ✓ **Subject type:** Core
- ✓ **ECTS Credits (hours):** 12 (300h)
- ✓ **Teaching period:** Yearly
- ✓ **Teaching language:** English
- ✓ **Teachers:** Gemma Sagué
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### **2. PRESENTATION**

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This subject is about enhancing the teaching cycle by the completion of an internship (250 h.) in an establishment in the tourism sector. While it brings the students to a closer professional reality of the industry it acts as a spring board to their first professional experience focussed on their goals and motivations. The internship is conducted in a tourism company: travel agency, hotel, professional congress organiser, tourist promotion office... located, generally, in the area of influence of the graduate school even though the EUTDH UAB strongly encourages the students to have an experience abroad.

It is important to note that the cycle has been preceded by the completion of the subject Practicum II and Practicum I. Through the three of them, the students will acquire experiences and knowledge of the real world that will help them to cement their professional abilities and potentialities. It will also enable them to join the labour market after finishing their studies in an appropriate direction, based on their skills, talents, motivations and ambitions.

The remaining 2 credits (50 hours) will be provided through the confirmation of participation to the in-class inspirational sessions, such as the opening session of the subject, the attendance to the EUTDH (i.e. *Workshop-Trobada Empreses-Escola*) and any other event/visit suggested by the tutor. Likewise, as

part of these 2 credits, the student will have to write the Internship memorandum, get the company tutor assessment duly signed and stamped by the organization and answer the quality and feedback surveys.

### 3. EDUCATIONAL GOALS

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1. To approach the student to the real labour market situation of the sector.
2. To broaden and apply the theoretical knowledge on the various topics covered during the degree.
3. To get the experience and the knowledge from a real professional environment.
4. To facilitate the development of professional skills.
5. To meet all the requirements of the practical teaching programme of the degree.

### 4. SKILLS AND LEARNING OUTCOMES

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CE 12. To apply the information and communication technologies linked to the management, planning and generation of tourist products within the tourist sector.

Learning outcome: CE 12.5 Use the computer programs and communication tools necessary to perform the professional activity.

CE 21. To embed the skills acquired during the internship to the working environment.

CT1. To develop the students' capacity for autonomous learning in the workplace.

CT2. To be able to self-assess the knowledge gained.

CT4. To manage communication techniques at all levels.

CT5. To make decisions under uncertain circumstances, as well as to be able to evaluate and foresee the consequences of these decisions at a short, mid and long term.

CT6. To plan, organize and coordinate the team work, generating synergies and implementing empathy.

CT7. Learn to manage the human resources at the tourist organizations.

CT8. To show an ethical behaviour and the capacity to adapt to different intercultural contexts.

CT9. To show an environmentally responsible behaviour.

CT11. To plan and manage activities on the basis of quality and sustainability.

CT12. Understand the client orientation and focus on the culture of service.

CT13. To have business vision, identify the client's necessities and anticipate eventual changes in the environment.

### 5. TOPICS AND CONTENT

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The practical training consists of 250 hours training at a company of the tourist sector. As previously stated, the content of this subject includes the internship period, the completion of the workshops and

activities related to this subject, and the attendance to various events and sessions organized during the year.

At the end of the internship period, the student will need to deliver to the academic tutor the Internship Memorandum, as well as the document filled in by the company tutor with the assessment of the student's performance. The survey will be required too.

The practical training pursues to know the organization, operation and management of companies of the tourist sector, covering the guest attendance, the organization and promotion of tourist products or services, etc. If needed, the EUTDH will offer a wide range of partner companies that will collaborate to achieve these learning goals. To this extend, amongst the activities and events the student must complete and attend in order to pass the subject, we highlight the *Workshop-Trobada Empreses-Escola* that takes place in February each year.

## 6. RECOMMENDED BIBLIOGRAPHY

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- Kinni, T. (Updated version 2011): Be our guest; perfecting the art of customer service by the Disney Institute.
- Curtin, S. (Jul. 2012): *Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary* (Inglés)
- Michelli J. (Jul. 2008): *The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company* (Inglés)

Additional learning materials in digital format, as well as links to websites, will be provided via the Virtual Campus.

## 7. TEACHING METHODOLOGY

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The course will be taught using three different teaching methodologies:

- a) Learning by doing – practical training at a professional environment, duly monitored and tutored by an expert on the professional field.
- b) Self-assessment and self-analysis tasks.
- c) Autonomous work after being in contact with industry professionals to better understand the business operations and the professional profiles that better match each role and type of company.

Additionally, the student will have to be adapted to the culture of the organization, its internal regulation and values while considering the tutor instructions and the EUTDH main rules.

## TRAINING ACTIVITIES

| Activity   | Hours | ECTS | Learning outcomes   |
|--|-------|------|---|
| <b>Type: Practical Training</b>  |       |      |   |
| Authorized secondment in the company: to join a company or business operating at the tourism sector and learn from doing.  | 250   | 10   | CE12.5, CE21, CT1, CT2, CT4, CT5, CT6, CT7,CT8,CT9,CT11,CT12,CT13 |
| <b>Type: Autonomous</b>  |       |      |   |
| Drafting Internship memorandum: Investigate and get through information regarding the company, the business and the sector it operates. Interview key players from different business areas. Summarize the learning process followed during the internship period and self-assess one's performance. | 10    | 0.4  | CE12.5, CE21,CT1, CT2,CT4,CT6,CT9,CT11                            |
| <b>Type: Supervised</b>  |       |      |   |
| Tutoring sessions: Tutoring sessions to follow up the internship and give support in the generation of the internship documentation.<br>In-class sessions and other events.  | 40    | 1.6  | CT2,CT5, CT9  |

## 8. ASSESSMENT SYSTEMS

The assessment will include:

- The company tutor assessment of the student's performance.
- The Internship Memorandum elaborated by the student.
- The ongoing assessment and evaluation of the student performance considers the attendance to classroom sessions and workshops, such as the opening session of the subject, individual interview with the academic tutor, and any other events organized by the EUTDH (i.e. *Workshop-Trobada Empreses-Escola*).

In order to pass the subject “Practicum”, the student must get the minimum score of 5 either in the Internship Memorandum, the company tutor assessment and the in-class sessions. The Memorandum represents 50% of the final grade and the Tutor evaluation a 40%. The rest (10%) is linked to the sessions organized during the course.

## ASSESSMENT ACTIVITIES

| Activity   | Weight | Hours | ECTS | Learning Outcomes        |
|--|--------|-------|------|--------------------------|
| Internship Memorandum elaborated by the student  | 50%    | 10    | 0.4  | CE12, CE12.5,CE21        |
| Company tutor assessment of the students' performance during the internship period (duly signed and stamped) | 40%    | 250   | 10   | CE12, CE12.5,CE21        |
| Attendance and participation to specific sessions and answer to survey/questionnaire                         | 10%    | 40    | 1.6  | CT14,CT16,CT12, CE21,CT1 |

The student enrolled in this subject has the obligation to attend the working sessions (workshops and other familiarization sessions), as well as seminars, talks and external presentations organized by the institution.

## 9. PLANNING

Total ECTS of the subject = 12

Total hours = 300h, out of which 250h are performed within the company assigned.

## 10. ENTREPRENEURSHIP AND INNOVATION

The subject is projected to be a “counselor” to the students’ future projection and potential. Let them understand where they would fit the most, based on their talents, motivations and experiences during their internships.

With that in mind, we plan different inspirational sessions with industry professionals around the world, we invite national and multinational companies to introduce their training programs and share the experiences and testimonials of different EUTDH UAB alumni with proven success in management roles.