

61939 - Management of Cultural and Environmental Companies

Información del Plan Docente

Academic Year	2017/18
Faculty / School	228 - Facultad de Empresa y Gestión Pública
Degree	471 - Master's in Tourism Management and Planning
ECTS	6.0
Year	1
Semester	Half-yearly
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

5.2.Learning tasks

The course includes the following learning tasks:

1: Theory sessions: The lecturer to present the contents of the course.

61939 - Management of Cultural and Environmental Companies

2: Practice sessions: Students can implement the acquired knowledge in the theory sessions and demonstrate the ability to work in group, and interpersonal communication skills. There are based on the use of the case method and the solving of exercises. Other teaching methods can be used too, such as analysis and discussion of readings in class.

3: Seminars with professionals: These seminars will be held during a session in which an industry professional gives a conference on issues related to the course. The date of the sessions will be given to the students at the beginning of the course. It will take place on Friday, which is a day reserved for such activities.

4: Individual and group mentoring sessions: They will be held at the office or via the virtual platform ADD Tutorials, and will allow more direct and personalized support to explain students doubts about the course's content, guiding them in the study and solving of exercises or proposed cases.

5.3.Syllabus

5.4.Course planning and calendar

- Theory sessions: sessions of 2.5 hours per week, 0.8 credits
- Practice sessions: Sessions of 2.5 hours per week, 0.8 credits
- Assessment tests (oral presentations, exams): 7.5 hours, 0.3 credits
- Attendance to group tutorials: 2.5 hours, 0.1 credits
- Autonomous work: includes preparation of evidence (100 hours)
- Readings: recommended literature

5.5.Bibliography and recommended resources