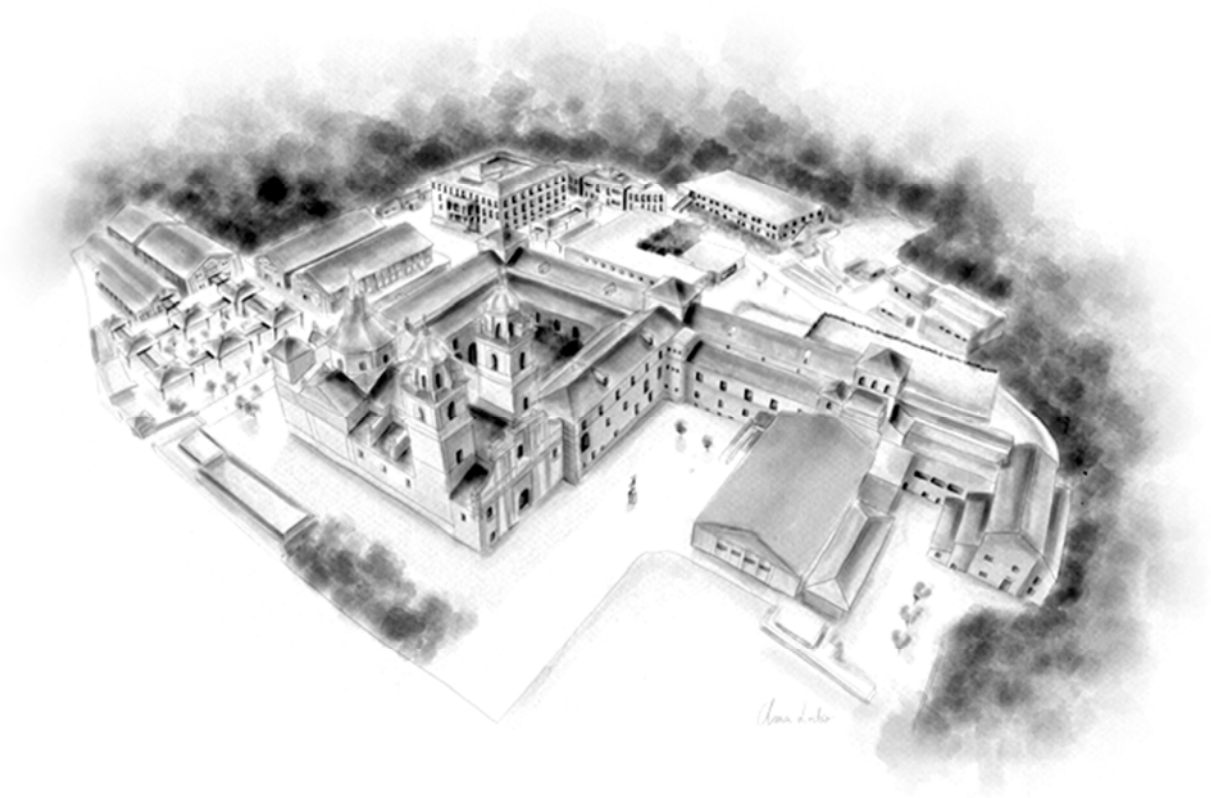
Teaching Guide 2017-2018

Final project

Master in Hospitality Management



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Final project

Module: **Final project**

Course: **Final project**

Number of ECTS: **6 ECTS**

Term: **2nd Semester**

Lecturer: Jorge López Carratala

Email: jlcarratala@ucam.edu

Lecturer office hours: Tuesday and Wednesday, 11:00 to 13:30 h

Brief course description

The Final Project consists in the development of an academic work; the result should include and reflect all the skills learned by the student during the academic year of this master. At all times the student will be guided and a tutor will be assigned to this effect.

Previous requirements

Having passed all the subjects of the master

Objectives of the subject

1. Achieve perspective over the entire professional environment by integrating the training received.
2. Allow students to develop the professional and theoretical skills acquired throughout the Masters.
3. Start to work in tourism research.

Competences and leaning outcomes

General Competences

- **G1:** Acquire the ability to manage and run hotels and restoration integrated in the current work scenery.
- **G2:** Acquire advanced knowledge to answer the demands of the hotel market.
- **G3:** Develop abilities to promote and manage and continuous change. Promote abilities key to improve management and business competition.
- **G4:** Go deep in the knowledge of the different areas of hotel corporations within a global focus.

Specific Competences

- **E. 17** Training in information securing from reliable sources from the hotel and restoration field.
- **E. 18** Integrate knowledge acquired and issue sentences from limited or incomplete information by using this field specialized terminology.
- **E. 19** Analyze, research and develop strategies and actions in the field of a marketing planning according to the abilities and knowledge acquired during the Master course.
- **E. 20** Qualify in the use of communication techniques in the Master's degree final project defense.

Methodology

Metodología	Hours	of face to face work 5%	Hours of non face to face work **95%**
Tutorials	7,12	7,5 horas (5 %)	
Theoretical exposition	0,38		
Work in final project	135,38		horas 142,5 (95 %)
Preparación defensa pública	7,12		
TOTAL	150	7,5	142,5

Syllabus

Students should read these documents " Guidelines for the development of final project " and " Nature of Final project ". Both documents are available on the virtual campus.

Related disciplines in the program

Modules I, II, III, IV, V, VI, VII

Assessment system

First Call:

- **Written work:** 75% of total grade

- **Oral presentation:** 25% of total grade

Second Call:

Final project

- **Written work:** 75% of total grade

- **Oral presentation:** 25% of total grade

Bibliographic references

Basic bibliography

Bui, Yvonne N. (2014). How to write a Master's Thesis (2nd Edition). Los Angeles, USA: Sage Publishing.

Coles, Tim; Duval, David T; Shaw, Gareth (2013). Student's Guide to Writing Dissertations and Theses in Tourism Studies and Related Disciplines. New York, EEUU: Routledge.

Eco, Umberto; Mongiat Farina, Caterina; Farina, Geoff (2015). How to Write a Thesis. London, England: MIT Press

Murray, Rowena (2011). How to write a Thesis (3rd. Edition). Berkshire, England: McGraw-Hill Education.

Complementary bibliography

Aleskerov (2009). How to Prepare and Write PhD and MS Thesis. Automation and remote control, 70, 11.

Fowler, Alistair (2006). How to write. Oxford, England: OUP Oxford.

Hardy, Sally (2005). Reflections on how to write and organise a research. Nurse Researcher 13, 2.

Kearins, Kate; Waring, Marilyn (2011). Thesis Survivor Stories: Practical Advice on Getting Through Your PhD or Masters Thesis. Auckland, New Zealand: Exisle Publishing.

O'Collins, Gerald (2011). A short guide to writing: what to do and what not to do. Series: ACU. Hindmarsh, Australia: ATF Press.

Webs related

http://newt.phys.unsw.edu.au/~jw/thesis.html

http://www2.hw.ac.uk/sml/postgraduate/downloads/dissertations/dissertationguide.pdf

https://justwrite.mst.edu/files/2013/08/Best-Practices-for-Writing-Your-Masters-Thesis.pdf

https://www.postgrad.com/advice/exams/dissertations_and_theses/research_project/

Instructional materials

Using the Virtual Campus.