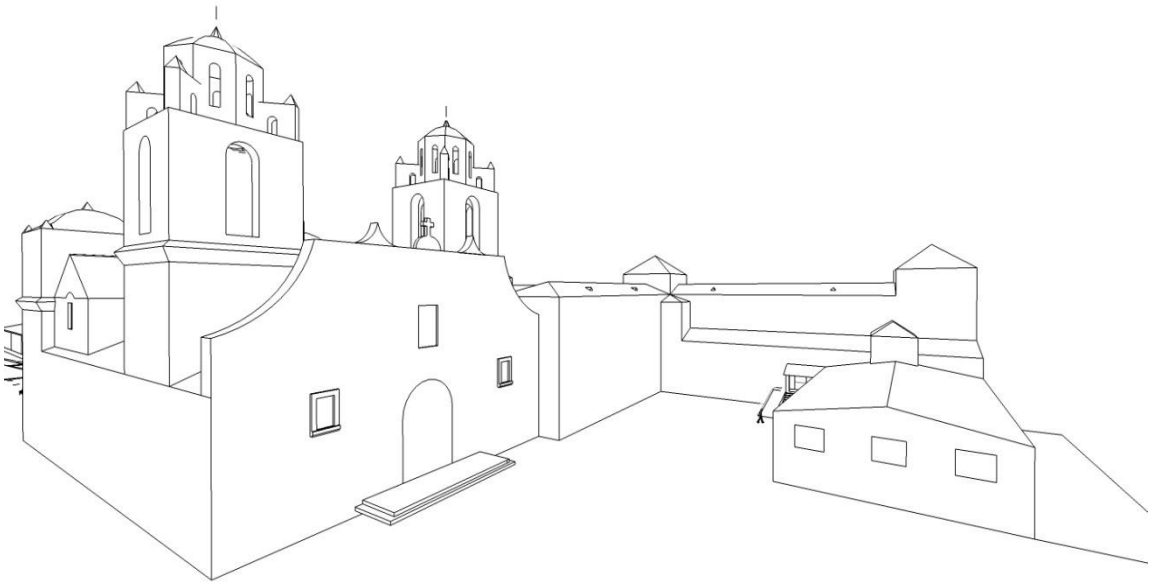
Teaching Guide 2016/2017

Final project

Master's in Innovation and Tourism Marketing

On campus method



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Final project

Module: **Final project**

Subject: **Final project**

Number of ECTS: **6 ECTS**

Time unit: **2nd Semester**

Teacher of the subject: Margarita Capdepón Frías

Email: mcapdepon@ucam.edu

Schedule of attention: Tuesday and Wednesday, 11:00 to 13:30 h

Module, subject or course Teacher/Coordinator: Jorge Lopez Carratalá

Brief subject 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. Apply knowledge related to the field of study
2. Know capture in an academic paper knowledge and conclusions the result of research in tourism innovationSaber plasmar en un trabajo académico los conocimientos y conclusiones fruto de una investigación en innovación turística.
3. Start to work in tourism research

Competences and leaning results

General Competences

- **G1**: To know how to implement the acquired knowledge and have the resolution capacity of those problems related to innovation and marketing within the touristic field
- **G2**: To be able to draw up reflections about the ethical and social possibilities that take part in within the touristic field by integrating knowledge and information.
- **G5**: To be able to look for and organize information from different sources and interpret the results obtained in order to elaborate reports.

Specific Competences

- **CEM22**: To self-train in the search of information on innovation, and marketing specialized sources.
- **CEM23**: To integrate the acquired knowledge and issue judgments from an incomplete or limited information, by using the innovation and marketing touristic specialized terminology.

Methodology

Hours of face to face work			Hours of non face to face work		
5%	**%**	**Hours**	**95%**	**%**	**Hours**
7,5	**ECTS**	**ECTS**	**142,5**	**ECTS**	**ECTS**
seminars	95%	7,12	Work in final project	95%	135,38
Theoretical exposition	5%	0,38	Task preparation and exposition	5%	7,12
TOTAL …	100%	7,5	TOTAL …	100%	142,5

Final project

Syllabus

Students can consult the documents " Guidelines for the development of final project " and " Nature of Final project ". These documents are available on the virtual campus of each student at the beginning of the course.

Relation to other disciplines of the study program

Module I, II y III

Assessment system

February/June Call:

- **Written work:** 70% of total grade

- **Oral presentation:** 30% of total grade

September Call:

- Written work: 70% of total grade

- **Oral presentation:** 30% of total grade

Bibliography and reference sources

Basic bibliography

Azar, G., Silar, M. (2006). Metodología de la investigación y técnicas para la elaboración de tesis. Madrid: Hispania Libros.
Ballard, B.(1995). Cómo se hace un trabajo académico. Zaragoza: Prensas Universitarias de Zaragoza.
Clanchy, J. (2000). Cómo se hace un trabajo académico: guía práctica para estudiantes universitarios. Zaragoza: Prensas Universitarias de Zaragoza
Eco, U. (2010). Como se hace una tesis. Madrid: Editorial Gedisa.
Medina Rivilla, A. y Castillo Arredondo, S. (2003). Metodología para la realización de proyectos de investigación y tesis doctorales. Madrid: Universitas.
Pantoja Vallejo, A. (2009). Manual básico para la realización de tesinas, tesis y trabajos de investigación. Madrid: Eos.

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Complementary bibliography

Biagi Marta, C. (2010). Investigación Científica. Guía práctica para desarrollar proyectos y tesis. Paraná, Brasil: Jurua.
Colas Bravo, M., Buendía Eisman, L. y Hernández Pina, F. (2009). Competencias científicas para la realización de una tesis doctoral. A Coruña: Davinci.
Phillips Estelle, M. y Pugh, D. (2008). La tesis doctoral. Barcelona: Bresca-Profit.
Rivera Camino, J. y Gómez Mejía, L. (2011). Cómo escribir y publicar una tesis doctoral. Madrid: Esic.
Soriano, R. (2008). Cómo se escribe una tesis doctoral. Madrid: Berenice.

Webs related

http://www.upf.edu/bibtic/es/recursos/treaca/
http://www.bbtk.ull.es/view/institucional/bbtk/Como_elaborar_un_trabajo_1/es
http://www.uv.es/bibsoc/GM/dosieres/como.html
http://www.buc.unican.es/Servicios/formacion/CITAR/PAG0.htm

Instructional materials

Using the Virtual Campus . Using internet -connected device for video conferencing. Download Skype.