



# Teaching Guide 2016/2017

## *Internship*

Master's in Innovation and Tourism Marketing

On campus method



## Index

<b>Interhship .....</b>	<b>¡Error! Marcador no definido.</b>
<b>Brief subject description.....</b>	<b>3</b>
<b>Previous requirements.....</b>	<b>3</b>
<b>Objectives of the subject .....</b>	<b>3</b>
<b>Competences and leaning results.....</b>	<b>4</b>
<b>Methodology .....</b>	<b>5</b>
<b>Syllabus.....</b>	<b>5</b>
<b>Relation to other disciplines of the study program.....</b>	<b>5</b>
<b>Assessment system .....</b>	<b>5</b>
<b>Bibliography and reference sources.....</b>	<b>6</b>
<b>Webs related .....</b>	<b>6</b>
<b>Study recommendations.....</b>	<b>6</b>
<b>Instructional materials .....</b>	<b>6</b>

## Practical Development

### Internship

Module: **Practical Development**

Subject: **Internship**

Nature: **Optional**

Number of ECTS: **6 ECTS**

Time unit: **2nd Semester**

Teacher of the subject: María Dolores Gil Quiles

Email: [fjnoguera@ucam.edu](mailto:fjnoguera@ucam.edu)

Schedule of attention: Monday to Thursday from 9.30am to 12.30 am

Module, subject or course Teacher/Coordinator: Ginesa Martínez del Vas/Pilar Barra Hernández

### Brief subject description

Internship as part of the Curricular activities aim to allow students to supplement their multidisciplinary training through the practical application of knowledge and skills acquired during the Master and of course, to facilitate their entry into the labor market.

These work experience whether would be in private or public organizations will allow the student to acquire a direct view of the business world through a direct contact with professionals who are an important part of the environment to which they will develop their career.

### Previous requirements

In order to maximize learning outcomes of this subject, students should have prior knowledge of marketing and tourism, although, it is understood that the student has been acquiring these basic skills throughout this course.

### Objectives of the subject

1. That students can apply in a real tourist company knowledge acquired throughout their curriculum.
2. Students is impregnated with the reality of tourism enterprises.

## Practical Development

# Competences and learning 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.
- **G3:** To acquire abilities by means of the teaching-learning process that allows them to go on with self-training within to innovation and marketing.
- **G4:** To acquire and consolidate the initiative and the entrepreneurial spirit to start projects related to innovation and marketing within the touristic field.
- **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

**CEM5:** To know how to create the necessary business framework to favor the development of the business innovation culture.

**CEM8:** To know how to apply the different management tools in the touristic business, paying special attention to the partnership and other collaborative systems, ICTs and measurements with indicators.

**Practical Development**

**Methodology**

Methodology	Hours	Hours of face to face work	Hours of non face to face work
Supervision	7,5	7,5 hours (5 %)	
Discussion groups, Seminars			
Assessment			
In company	135		142,5 hours (95 %)
Internship Memory	7,5		
Scientific Article analysis y Bibliographic search			
<b>TOTAL</b>	<b>150</b>	<b>7,5</b>	<b>142,5</b>

**Syllabus**

A syllabus for external practices are not established, by the very nature of the subject.

**Relation to other disciplines of the study program**

External Practices is closely related to all subjects of the master

**Assessment system**

February/June Call:

The evaluation of the student will be conduct by its supervisor assigned by the tourism department tutors based on the report submitted by the student and the written and oral reports from both tutors, internal and external.

The percentage of the final grade of the same is as follows:

Participation in tutorials with the tutor assigned by the university: 20%

Development of practices in the company allocated 60%

Development of a report on the practices made: 20%

## Practical Development

# Bibliography and reference sources

## Basic bibliography

A bibliography for external practices are not established, by the very nature of the subject.

## Webs related

A webs related list for external practices are not established, by the very nature of the subject.

## Study recommendations

No need.

## Instructional materials

It will be uploaded to Virtual Campus