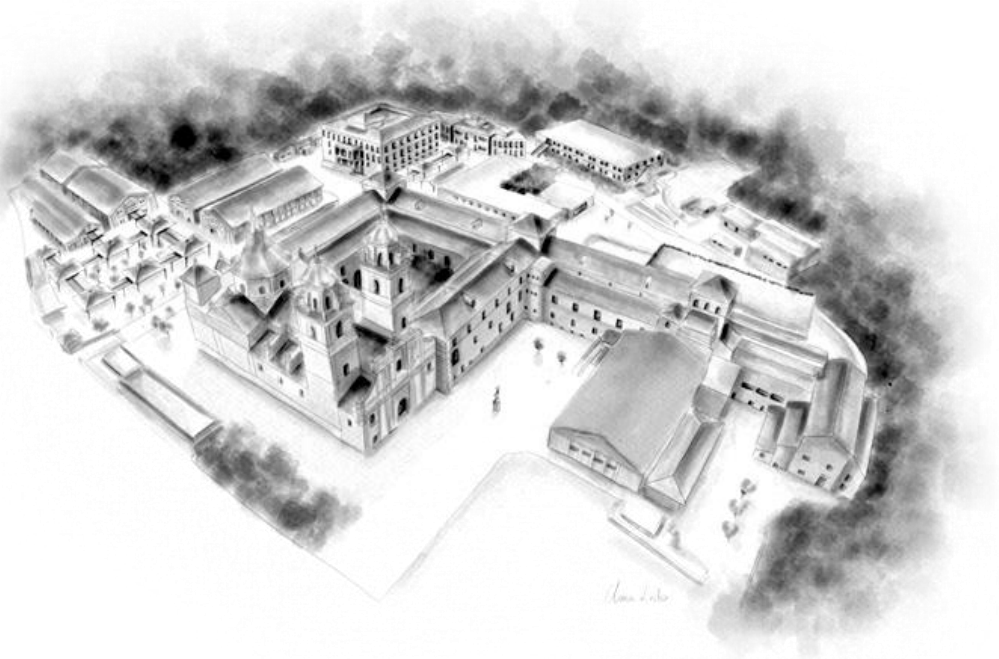




MASTER OF INNOVATION AND TOURISM MARKETING (MIT)

“GUIDELINES FOR THE MASTER’S FINAL PROJECT”

2017-18
OnCampus Program



Rev. 10

I. APPLICATION AND OBJECTIVES

Article 1- Applicability of the criteria

The present guide gives structure to the organisation and running of diverse administrative and academic procedures which are necessary for the application, writing process, presentation and evaluation of the Master's Final Project (MFP).

The content of this guide is complementary to other rules and regulations in force at UCAM related to the definition, elaboration, advising, presentation, defense, evaluation and administrative management of the MFP.

The MFP Committee has been formed with the objective of complying with these guidelines and follows the directions given by the University.

Information related to the development of the MFP will be publicly displayed on the noticeboard, and also on the Virtual Campus.

Article 2 – MFP nature and objectives

The nature: the Final Master Project (MFP) is a written document in which students develop an original and unpublished research work. It must be in writing and subsequently presented publicly in an academic court.

The research involves collecting information on a topic related to their studies in the Master, as well as new aspects of interest for the students.

Objectives: the student should pursuit the following goals.

- To understand, to reason and to summarise contents from different fields of knowledge.
 - To acquire and to manage information with a critical view.
 - To express themselves correctly in English language (orally and writing)
 - To know how to use the possibilities that ICTs, in its different applications, offers to your field of study and work.
 - To plan and to develop innovative actions in both, your field of knowledge and your professional career.
 - To show reasoning and critical thinking applied to issues related to your field of work and study.
 - To analyse and summarize the key topics of a text related to the field of study.
 - To be able to link basic and specific concepts within your field of study and work.
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As the result, you should be able to:

- Apply knowledge acquired in MIT classes.
- Search for specialised information from accurate sources, summarise it and analyse it.
- Know and apply the scientific method and/or business method while elaborating the MFP.
- Communicate the most relevant aspects of the MFP effectively, well-structured and organised.

II. TOPIC SELECTION AND THE ASSIGNMENT OF THE ACADEMIC TUTOR

Article 3 – Topic selection

The topics studied in the MFP will focus on the application of the knowledge acquired throughout the curriculum applied to the development of tourism projects that offer development opportunities to the business, tourism organisations and the scientific community.

The selected topics should be analysed within the following areas:

- A. The tourism environment and the importance of innovation.
- B. Innovation management at the tourism sector.
- C. Technologies applied to tourism.
- D. Marketing management and Branding applied to tourism.

The MFP is a personal, individual and independent paper written by the student. It will be an original, academically directed project which allows the students to link the Master content to the skills acquired during the course.

The MFP might be address to one of the following situations:

- Identify a problem in a business specific situation and issuing a report including innovative solutions.
 - Study of a general aspect about tourism as a social and economic activity.
 - Development of an innovative proposal and its application.
 - Development of a new business applied to a tourist company.
 - Study of a topic linked to any of the skills sets associated with their Master.
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III. SUPERVISION AND GUIDANCE FOR THE STUDENT

Article 4 - Assignment of the academic tutor

The MFP Committee will review the proposals and release the list of assigned academic tutors. Any change of topic or academic tutor needs to be agreed by the student and the academic tutor.

Article 5 – Student guidance

An appointment will be arranged for students to gather all the information about this procedure. Student can contact their supervisor and write their MFP from January to September 2018.

1. 1st Call. June 2018. Public defense.
2. 2nd Call. September 2018. Public defense.

Article 6 - Responsibilities of the academic tutor.

To lead the student through the scientific aspects of the MFP. The responsibility of writing the paper falls directly on the students.

The duties of the academic tutor are to:

- Schedule the meetings with the students (mandatory attendance) and all the deadlines for the draft submissions.
- Explain the student the rules and the content the Guide of Standards, paying special attention to the style, presentation and structure guidelines.
- Give advice and supervise the student's research methods, as well as the MFP contents and structure.
- Supervise the paper drafts and ensure the students achieve the objectives.
- Review the MFP to make sure both the work is original and all the formal aspects are complied.
- Authorise the defense (“read and approved”).

The duties of the academic tutor during the MFP defense are:

- A. If the paper is accepted to be defended at the panel:
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- To release a critical review of the MFP that will contain a general evaluation of certain aspects of the paper and a detailed description of its strong points. This review will be turned in to the Tourism Academic Coordinator, at least three days before the paper's defense, and will be given to the President of the evaluating panel.
- To sign up an authorisation for the MFP defense, according to the procedure. This authorisation must be posted on Virtual Campus together with the paper.

B. If it is decided that the paper cannot be defended:

- To release a report explaining the reasons why the defense cannot take place. This report should be detailed and indicate a list of recommendations that the student should follow in order to obtain authorisation for a future call.

Not complying with the schedule approved, non-compliance with style, presentation and structure guidelines and deliberate plagiarism are reasons for the academic tutor to reject the authorisation for a public defense.

Article 7 – MFP Originality

In order to guarantee the originality of a MFP, it is expressly forbidden to:

- Present a paper written for another course as the MFP, or written by another person.
- Copy a section of text deliberately (even if it is cited as a source), copy phrases or paragraphs of various authors and combine them (even if all sources are cited correctly), and copy text maintaining its structure but changing some words for others (paraphrasing), if this makes up more than 15% of the MFP.

According to the Regulation of Internal Control of UCAM these acts will be considered a serious mistake. The actions taken are established in that Regulation.

If plagiarism is detected by the MFP academic tutor in advance students are allowed to modify their papers. If not, the academic tutor will not sign an authorisation of defense, and will inform the MFP Committee.

If plagiarism is detected by the panel before or during the MFP defense, the proceedings will still take place as normal. The student will be notified of the detected plagiarism without revealing the final mark, which in any case is calculated according to the Article 13.

IV. STYLE AND STRUCTURE RULES

Article 8 – Text style and presentation and structure rules

The style and rules are found in the “Style Guidelines Applied to the MIT Master's Final Project”.

The structure of all MFP are listed in the document: “Organisational Guidelines for the Master's Final Project”.

V. CALL AND FORMAL PRESENTATION OF THE MFP

Article 9 - Call of the MFP

The MFP Committee will hold a first call (in June 2018) and a second call (in September 2018) for the MFP defense. These calls will be published including the date, place and time for the MFP defenses.

Article 10 – Final submission and Formal Presentation of the MFP

The MFP will be posted by June 2018 on the first call. For the second call, the latest date to submit the document is September 2018.

The student will not be able to formally present their work without including the academic tutor's authorisation in the text.

VI. DEFENSE AND EVALUATION OF THE MFP

Article 11 - Composition of the MFP Panel

The evaluating panel of each paper will be made up of three doctoral professors, with the three roles of president, secretary and speaker. There will also be a substitute appointed in case one member absence.

All members of the panel have to be lecturers in the MIT program, although occasionally they can be lecturers from other degrees or programs, or even external collaborators, as long as the MFP subject matter is linked to their area of expertise.

The MFP academic tutor of a student cannot be on that student's panel.

The panel members will receive information in advance about the call, the academic tutor's review of the paper, and a digital copy of the MFP.

Article 12 - MFP Defense

All the students obtaining their academic tutor's authorisation have the right to defend their paper at the panel.

The MFP defense will happen according to the protocol. The student will have 15 minutes to make his presentation. Later the panel will ask questions and make comments in order to fully evaluate the technical and scientific quality of the present paper.

Since the panel have received the MFP in advance, the student should summarise it, including the motivations to select his topic, the objectives, the methods and the most important outcomes and conclusions. If using PowerPoint, it is recommended not showing more than 15 slides.

Article 13 – The MFP evaluation and marks

The MFP evaluation and marks are decided by the panel. The authorisation does not imply passing that module.

When the MFP defense has finished, the panel will evaluate the paper, paying close attention to the scientific and technical quality of the paper, the clarity of the presentation and the knowledge acquired. The panel will also consider the ACADEMIC TUTOR's report.

The panel will determine the mark, keeping in mind the following criteria:

- Public defense at the panel.
- Scientific and methodological rigour.
- Relevance and originality of the paper.
- Formal aspects.

Each one of the members of the panel will evaluate each of these four criteria independently, on a scale of 0 to 10, an individual evaluation which will be reflected in the act (Annex VIII).

Student's final marks will be published on Virtual Campus after each call. Under no circumstances may the panel inform the student about his mark before officially published.

Students scored 9 or higher can be qualified as Master with Honours.

If the student fails, the panel will complete a detailed report with areas of improvement. If the student makes the corrections suggested, may pass the MFP on the next call.

Article 15 – Students mark review

If the student fails or does not agree with the mark may request a review of the assessment. Students should follow these steps:

1. Reading the report with areas of improvement.
2. If the student keeps on claiming, he should speak with the president of the panel.
3. If the student still disagrees he should fill in a form to be sent to Tourism MFP Committee.

The Tourism MFP Committee will respond in 5 days.

In any case, the student must know that the review process does not guarantee a higher mark. It might even result in a lower mark than the one originally obtained.
