



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Teaching Guide 2018/2019

## *Internship*

Master's in Innovation and Tourism Marketing

On Campus method

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## Internship

Module: **Practical development**

Subject: **Internship**

Nature: **On campus**

Number of academic credits: **6**

Time unit: **2<sup>nd</sup> Term.**

Module Coordinator: Pilar Barra Hernández, PhD.

### Brief 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

No previous requirements are needed.

### Objectives of the subject

1. Students to be able to apply in a real tourist company knowledge acquired throughout their curriculum.
2. Students is impregnated with the reality of tourism enterprises.

### 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.

## Internship

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

CEM3: To know the current project analysis methods in order to be able to identify the success possibilities for their launching.

CEM4: To know innovation culture in the touristic organization and business.

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

CEM6: To know how to apply different advanced techniques in high strategic and operative management, focused on the design of touristic products or “microproducts” (gastronomic, patrimonial, cultural, etc.) based on innovation and competitiveness.

CEM7: To be able to identify and manage key processes and carry out the continuous process improvement.

CEM18: To understand and have a good command of marketing strategies based on innovation in the touristic field.

## Methodology

| Methodology  | Hours      | Hours of face to face work | Hours of non face to face work |
|--------------|------------|----------------------------|--------------------------------|
| Tutorials    | 1,25       | 7,5 hours (5 %)            |                                |
| Internship   | 22,6       |                            | 142,5 hours (95%)              |
| Final report | 15,75      |                            |                                |
| <b>TOTAL</b> | <b>150</b> | <b>7,5</b>                 | <b>142,5</b>                   |

## Syllabus

A syllabus for internship has not been developed due to the special characteristic of the subject

## Relation to other disciplines of the study program

This subject is closely related to all subjects of the Master.

## Assessment system

The evaluation of the student will be conducted by its supervisor assigned by the Tourism Department 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%

Students must obtain 5 points in each part of the course in order to pass. Two calls are available during the academic year: June and September. Course(s) that do not pass either in June or in September will be considered failed. Students will have to register again and pay the tuition fees for the courses failed in order to be assessed in the following academic year.

The grade system will be as follows:

FAIL

PASS

GOOD

MERIT

The grade "merit with distinction" might be awarded to students who obtain a grade higher than 9. These awards are limited to 5% of students registered in the course with the exception of courses with less than 20 students. In this case, one distinction can be awarded.

## **Bibliography and reference sources**

### **Basic bibliography**

A basic bibliography syllabus for internship has not been developed due to the special characteristic of the subject

### **Complementary bibliography**

A complementary bibliography syllabus for internship has not been developed due to the special characteristic of the subject

## **Webs related**

A list of Webs has not been developed due to the special characteristic of the subject

## **Study recommendations**

No needed

## **Instructional materials**

They will be posted on Campus Virtual