

## Syllabus

### Subject

<b>Subject / Group</b>	11507 - Practical Placements / 1
<b>Degree</b>	Master's in Economics of Tourism: Monitoring and Evaluation
<b>Credits</b>	6
<b>Period</b>	2nd semester
<b>Language of instruction</b>	English

### Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Roberto María Cayuela Rexach <a href="mailto:roberto.cayuela@uib.cat">roberto.cayuela@uib.cat</a>	You need to book a date with the professor in order to attend a tutoring session.					
Catalina Natividad Juaneda Sampol <a href="mailto:nati.juaneda@uib.es">nati.juaneda@uib.es</a>	11:15	12:15	Wednesday	01/10/2019	31/01/2020	Despatx DB229/ G.M. Jovellanos
	12:30	13:30	Wednesday	10/02/2020	30/06/2020	Despatx DB229/ G.M. Jovellanos

### Context

**Practical Placement** is a second semester course worth 6 ECTS that is part of the Complementary Module of the Master's degree. It consists of 148 hours during which the student carries out tasks either at a private firm or at a public office related to the tourism sector. The objective of the placement is the practical and integrated application of the contents of the Master's courses taught at UIB, such that the student acquires practical competencies and skills that facilitate the incorporation in the labour market. Due to this focus, the placements are called **Curricular Placements**.

The tasks developed in the company or public office are carried out under the supervision of a **Placement Supervisor at the workplace** and the **Placements Coordinator at the UIB**. Besides, a professor of the master will act as **Academic Tutor** having in charge the supervision and assesment of the task and final report from the academic focus. At the end of the placement, the student has to prepare a Placement Report to hand-in within the agreed deadline. This report should be reviewed by the **Placement Supervisor** at the workplace and handed-in to the **Academic Tutor** that will assess it.

To assign a company for the placements, the student has to contact the **Placements Coordinator at the UIB** in order to find an adequate option that will be supervised by the **Academic Tutor**. At the beggining of the academic year, students will find in Aula Digital the tentative list of companies with curricular placements agreement with the UIB for this specific master.

There is the possibility to do Extra-curricular Placements following a process administered by the Career Guidance Services (DOIP: Departament de Orientació i Inserció Professional). If this is the case, the student, once the placements has finished, has to ask for the recognition of the 6 ECTS corresponding to the placements following the instructions of the **Postgraduate Studies Center (CEP)**.

For all pathways students are required to:

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- 1) Obtain 50% of the ECTS required for the Master's degree before starting the placement.
  - 2) Obtain the approval of the Academic Tutor before starting the placement.
  - 3) Hand in a Placement Report at the end of the placement period.
  - 4) Additionally, for all placements in Spain students are required to provide evidence of knowledge of Spanish at the B2 level.
- All placements will be undertaken between March and August.

## Requirements

### Essential

For all pathways students are required to:

- 1) Obtain 50% of the ECTS required for the Master's degree before starting the placement.**
- 2) Additionally, for all placements in Spain students are required to provide evidence of knowledge of Spanish at the B2 level.**

### Recommended

It is advisable that students start the Practical Placement after the classes of their chosen courses have finished.

## Skills

### Specific

- \* CE1 – To develop a capacity of analysis of tourism as a complex system that integrates multiple components that can be monitored and evaluated (supply, demand, labour market, landscape and natural environment, institutional framework, etc.), as well as their existing relationships.
- \* CE5 – To acquire a critical awareness of the relevance of the economic processes, the business relationships, the market policies and the world economic evolution that affect the tourism market.
- \* CE10 – To develop skills that facilitate the integration into labour markets related to the tourism industry and, especially, to the companies and institutions that monitor and evaluate projects and programmes in the tourism environment.

### Generic

- \* CG2 – To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector.
- \* CG4 – To be able to interpret and evaluate critically the results obtained regarding the sustainability and competitiveness of the tourism system.
- \* CG7 – To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions.

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### Basic

- \* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: [http://estudis.uib.cat/master/comp\\_basiques/](http://estudis.uib.cat/master/comp_basiques/)

## Content

### Range of topics

#### Part I. Placements in the workplace

To develop supervised tasks in a company or public office (148 hours )

#### Part II. Practical Placement Report

To write a report describing the company and the specific tasks developed during the placement relating them with the knowledge acquired in the master's courses.

To write the report students should use the Practical Placement Report Form provided in Aula Digital and follow all the instructions given in the Instruction Sheet. The Practical Placement Report has specific characteristics that make it different from other written work carried out in the Master's degree, but all the rules and regulations about Plagiarism also apply to it. For this reason, before starting the report students should make sure they are aware of all these rules and regulations at UIB.

The Practical Placement Report should have the following sections:

A) Cover Page to be signed by the Practical Placement Supervisor .

B) Index of Contents

C) Index of Tables and Figures

D) Introduction

E) Brief Description of the Company/Organization

This section should present the main activities/objectives/aims of the company/organization, how it is structured, and how it contributes to the tourism sector, paying special attention to sustainability and competitiveness issues.

F) Detailed Description of the Activities Carried Out During the Practical Placement

This section should contain an explanation of the main activities/objectives/aims of the Practical Placement, how they developed during the period spent at the workplace and how they related to the tourism sector. Students should show how the knowledge acquired in the Master's courses is related with the developed tasks and what skills and competencies they have acquired at the workplace and will contribute to their future professional development, including problem-solving skills and issues they had to deal with.

G) Global Assessment of the Practical Placement

This section should contain a reflective assessment of the Practical Placement, which includes discussing how it contributed to acquire new competencies and develop existing ones, as well as how students will be able to apply those competencies to the tourism sector.

The total word count should be between 2500-3000 words. The main text should be presented using Arial 12 with at least 1.15 paragraph spacing and justified paragraphs. If following the

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layout of the Practical Placement Report Form, nothing else is required. The report should be uploaded as a PDF file into Aula Digital under the space provided in order to undergo a Turnitin (anti-plagiarism software) control. Finally, it should also be handed in printed format signed by the Placement Supervisor .

### Teaching methodology

In-class work activities (5.92 credits, 148 hours)

Modality	Name	Typ. Grp.	Description	Hours
Internships	Practical Placements	Small group (P)	The student must spend 148 hours working at the company/ organization chosen to carry out the Practical Placement.	148

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (0.08 credits, 2 hours)

Modality	Name	Description	Hours
Individual self-study	Practical Placements Report	The student must hand in a Placement Report to the Academic Tutor. In addition, each student may request tutorials with the Academic Tutor both prior to starting the Practical Placement, during the placement, or immediately after finishing it, in order to ask for advice related to the procedures of setting-up the placement application and preparing the Placement Report.	2

### Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

### Student learning assessment

#### Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the

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evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

### Practical Placements

Modality	Internships
Technique	Real or simulated task performance tests ( <b>non-recoverable</b> )
Description	The student must spend 148 hours working at the company/organization chosen to carry out the Practical Placement.
Assessment criteria	The student's performance at the workplace will be observed by the Placement Supervisor appointed at the company/organization where the placement is carried out. The assessment made by the Placement Supervisor will have a weight of 80% of the final mark and it cannot be recovered as the placement ends.

Final grade percentage: 80%

### Practical Placements Report

Modality	Individual self-study
Technique	Student internship dissertation ( <b>recoverable</b> )
Description	The student must hand in a Placement Report to the Academic Tutor. In addition, each student may request tutorials with the Academic Tutor both prior to starting the Practical Placement, during the placement, or immediately after finishing it, in order to ask for advice related to the procedures of setting-up the placement application and preparing the Placement Report.
Assessment criteria	The report will be assessed by the Academic Tutor and is worth 20% of the final mark. To make the report is compulsory and the student will not complete the course without handing it to the Academic Tutor.

It is compulsory too to fulfil the Student Assessment Form and deliver it with the Practical Placements Report.

Final grade percentage: 20%

## Resources, bibliography and additional documentation

### Basic bibliography

Cottrell, S. (2015), "Skills for Success: Personal Development and Employability", Palgrave Study Skills, Palgrave Macmillan, 3rd edition, ISBN: 9781137426529.  
 Fanthome, C. (2004), "Work Practical Placements - A Survival Guide for Students", Palgrave Study Skills, Palgrave Macmillan, ISBN: 9781403934345.

### Other resources

<https://www.palgrave.com/studentstudyskills/page/Useful-resources/>