

## Syllabus

### Subject

|                                |  |
|--------------------------------|--|
| <b>Subject / Group</b>         | 11448 - Advanced Management Systems for Excellence and Integration / 1 |
| <b>Degree</b>                  | Master's Degree in Tourism Management and Planning                     |
| <b>Credits</b>                 | 3  |
| <b>Period</b>                  | First semester   |
| <b>Language of instruction</b> | English  |

### Professors

| Lecturers  | Office hours for students |                |         |            |            |  |
|--|---------------------------|----------------|---------|------------|------------|--|
|  | Starting time             | Finishing time | Day     | Start date | End date   | Office / Building                                    |
| José María Carretero Gómez<br><a href="mailto:josem.carretero@uib.es">josem.carretero@uib.es</a> | 10:00                     | 11:00          | Tuesday | 10/09/2018 | 15/07/2019 | DB001 G.M.<br>Jovellanos (cita<br>prèvia per e-mail) |

### Context

Organizations wishing to succeed on today's competitive environment must define a strategic positioning through value creation which responds appropriately to different society demands regarding quality management, environmental protection and occupational health and safety issues. Thus, organizations face the challenge to efficiently and effectively integrate the different management systems: quality, environmental and labour and safety.

The main objective of this subject is to answer this comprehensive management imperative to meet the stakeholders' needs. To do this, theoretical and practical elements will be provided to reinforce professional specific competences and skills to meet the fundamental aspects of managing with an integrated approach.

### Requirements

### Skills

#### Specific

- \* [CE11] Ability to develop integral business plans. .
- \* [CE15] Learn the techniques that allow the development of tourism destinations and organizations in an international, complex and dynamic environment, to achieve a sustainable, integrative and innovative tourism management and promotion. .

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### Generic

- \* [CG2] Know how to work in a team and deal with problematic situations in a collaborative way. .
- \* [CG3] Know how to apply quality and environmental, economic and social management systems. .

### Transversal

- \* [CT2] Ability to organize and plan. .
- \* [CT6] Being able to take decisions and solve problems. .

### 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

- Theme 1. Quality Management Systems: basic concepts
- Theme 2. Advanced Management and sustained success: principles and models
- Theme 3. Other management systems: Occupational Health and Safety and Corporate Social Responsibility
- Theme 4. Integrated Management systems: Basic concepts
- Thema 5. Integration of management systems: Planning and final case

## Teaching methodology

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 Campus Extens platform.

### In-class work activities (0.72 credits, 18 hours)

| Modality               | Name              | Typ. Grp.        | Description  | Hours |
|------------------------|-------------------|------------------|--|-------|
| Theory classes         | Theory classes    | Large group (G)  | In-person class work activity  | 8     |
| Seminars and workshops | Seminars          | Medium group (M) | Seminars   | 4     |
| Practical classes      | Practical classes | Large group (G)  | Problems and case studies resolution                                 | 4     |
| Assessment             | Exam              | Large group (G)  | Knowledge exam: multiple choice quiz questions and/or open questions | 2     |

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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 (2.28 credits, 57 hours)

| Modality              | Name                     | Description   | Hours |
|-----------------------|--------------------------|---|-------|
| Individual self-study | Individual self-learning | Distance education work activity                                  | 40    |
| Group self-study      | Group self-learning      | Essays on specific topics and/or cases resolution and/or problems | 17    |

### 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 Academic regulations, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the 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".

#### Theory classes

|                     |  |
|---------------------|--|
| Modality            | Theory classes   |
| Technique           | Observation techniques ( <b>non-retrievable</b> )  |
| Description         | In-person class work activity  |
| Assessment criteria | An explanation by the lecturer of the corresponding theoretical subject, awaiting for active participation by the students that have prepared the recommended readings and previous online activities. Will be taken into account for evaluating the active and relevant contributions to proposed on-line forums and other assignments. |

Final grade percentage: 10%

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### Exam

|                     |  |
|---------------------|--|
| Modality            | Assessment   |
| Technique           | Objective tests ( <b>retrievable</b> )   |
| Description         | Knowledges exam: multiple choice quiz questions and/or open questions  |
| Assessment criteria | The exam is about knowledges and it is composed by a quiz and/or some open questions. To pass this course, it is required in the final exam a minimum grade of 4 (in a 0-10 gradingscale). |

Final grade percentage: 30%

### Individual self-learning

|                     |   |
|---------------------|---|
| Modality            | Individual self-study   |
| Technique           | Self-assessment systems ( <b>non-retrievable</b> )  |
| Description         | Distance education work activity  |
| Assessment criteria | It is essential for students to study and work on their own to assimilate the fundamentals of this subject. To achieve this goal, the students must review subject matter explained in class, read and analyse recommended readings. They must also answer all self-assessment on-line quizzes. |

Final grade percentage: 30%

### Group self-learning

|                     |  |
|---------------------|--|
| Modality            | Group self-study   |
| Technique           | Papers and projects ( <b>non-retrievable</b> )   |
| Description         | Essays on specific topics and/or cases resolution and/or problems  |
| Assessment criteria | Organized in team, the students will have to solve a case study, write an essay and discuss it at class with the rest of the students. |

Final grade percentage: 30%

## Resources, bibliography and additional documentation

### Basic bibliography

The subject will follow several manuals and reading covering the different issues included in the program. No one basic manual is recommended. The teacher will inform students the specific complementary sources relevant for each session.

### Complementary bibliography

- \* Kadampully, J., Mok, C., Sparks, B. (2001). Service Quality Management in Hospitality, Tourism, and Leisure. New York: Routledge.
- \* Oakland, J.S. (2014). Total Quality Management and Operational Excellence: Text with Cases. New York: Routledge.
- \* Alli, B.O. (2008). Fundamental Principles of Occupational Health and Safety. Geneva: International Labour Office – ILO.
- \* Lee, T.H., Shiba, S., Chapman-Wood, R. (1999). Integrated Management Systems: A Practical Approach to Transforming Organizations. New York: John Wiley & Sons.



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|               |   |
|---------------|---|
| Academic year | 2018-19   |
| Subject       | 11448 - Advanced Management<br>Systems for Excellence and Integration |
| Group         | Group 1   |

\* Bugdol, M., Jedynak, P. (2015). Integrated Management Systems. Springer.

### Other resources

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Some academic journals:

- \* Journal of Hospitality and Tourism Management
- \* Tourism Management

