

1. BASIC INFORMATION

Course	Personal and Professional Efficiency
Degree program	Bachelor in Tourism and Leisure Management
School	Social Science
Year	1st
ECTS	6
Credit type	Basic
Language(s)	English
Delivery mode	On campus
Semester	1st
Academic year	23/24
Coordinating professor	Carmen Pascual Bajo

2. PRESENTATION

With this subject the student will assimilate the basic knowledge of communication skills, understanding these as great instruments capable of contributing substantially to their personal development in society and in the professional world. In this sense, students will be provided with the necessary tools to understand communication as a social skill to be used in the management of situations and in the resolution of problems.

In addition, Personal and Professional Efficiency also attempts to show a general vision of the importance of human values inside a contemporary organization and the developing of competences as a key factor in this development. This is achieved by simultaneously helping the company to comply with its own mission and seeking to empower students' self-discovery of the necessary skills that every professional should possess.

3. COMPETENCIES AND LEARNING OUTCOMES

Core Competencies:

- CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competences that are usually demonstrated through the elaboration and defence of arguments and the resolution of problems within their area of study.
- CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

Cross-curricular competencies:

- CT03 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organisations to achieve common objectives.
- CT04 - Written communication / Oral communication: Ability to transmit and receive data, ideas, opinions and attitudes to achieve understanding and action, being oral that which is carried out through words and gestures and, written, through writing and/or graphic supports.
- CT06 - Adapting to change: Being able to accept, value and integrate different positions, adapting one's own approach as the situation requires, as well as working effectively in situations of ambiguity.

Specific competencies:

- CE7 - Ability to use information and communication technologies (ICT) in the different areas of the tourism and leisure sector.

Learning outcomes:

- RA1 - Manage the main communication techniques: including the ability to communicate concisely in writing, as well as effective public speaking.
- RA2 - Know the importance of communication skills for planning and managing tourism organisations.
- RA3 - Demonstrate a strong customer service orientation. RA1: Acquire the capacity of knowledge and understanding of the concepts related to Personal and Professional Efficiency, recognizing and acting on personal conflicts and solving problems independently.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CT 04; CE7; CB5	RA1 - Manage the main communication techniques: including the ability to communicate concisely in writing, as well as effective public speaking.
CT 03; CT 06	RA2 - Know the importance of communication skills for planning and managing tourism organisations.
CB2; CB4	RA3 - Demonstrate a strong customer service orientation. RA1: Acquire the capacity of knowledge and understanding of the concepts related to Personal and Professional Efficiency, recognizing and acting on personal conflicts and solving problems independently.

4. CONTENT

Content is organised in four main blocks:

- Unit 1: Written and oral communication as a social and professional skill
- Unit 2: Communication tools for the new professionals of the 21st century. Key concepts in business organisations.
- Unit 3: Communication in organisations: group behaviour and keys to managing teamwork and conflict solving.
- Unit 4: Successful communication in the workplace. Self-regulation in your personal and professional life.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Case study
- Problem-based learning
- Project-based learning
- Cooperative learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Debates and discussion	15
Analysis of materials and revision	30
Case studies, problem solving, project development and role-play	30
Tutoring	6
Independent work	54
Assessment	15
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge test	30%
Case studies analysis and problem solving	30%
Oral presentations and active participation	30%
Written projects	10%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain at least a 4/10 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

As will be the case in their professional future, students must commit to meet the deadlines of their assignments. For this reason, failure to meet the deadline will result in a penalty and the work in question will be assessed out of 7 instead of 10.

Attempting to obtain better academic results using any illicit methods (including plagiarism or artificial intelligence) constitutes a serious offence according to the UEV Academic and Disciplinary Regulations. In the event of being caught committing these acts, the student will fail the activity in question with a 0/10.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain at least a 4/10 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities. In order to pass the extraordinary exam, the student will sit the corresponding tests following the same criteria as in the ordinary exam (knowledge test, assignments and practical cases that have not been handed in or have been failed in the ordinary exam).

Attempting to obtain better academic results using any illicit methods (including plagiarism or artificial intelligence) constitutes a serious offence according to the UEV Academic and Disciplinary Regulations. In the event of being caught committing these acts, the student will fail the activity in question with a 0/10.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Knowledge Tests: Written Test	exam period
Case study analysis and problem solving from units 2, 3 and 4	weeks 3 to 10
Debates and Active Participation	weeks 1 to 15
Projects	weeks 12-15

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The recommended Bibliography is:

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- Coelho, P. (2012). *El alquimista*. Barcelona: Planeta.
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- Trechera, JL. (2003). *Trabajar en equipo: talento y talante: técnicas de dinámica de grupos*. Bilbao: Desclée de Brouwer, D.L.

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.

