

Syllabus  
**IBU4090S Estudios Individuales**  
Prof. Dr. Iría Caamaño Franco  
Summer Semester 2024

<b>Level</b>	Bachelor	
<b>Credits</b>	3 ECTS	
<b>Student Contact Hours</b>	2 SWS	
<b>Workload</b>	90 Hours (1.5 hours courses per week)	
<b>Prerequisites</b>	Students should have completed all the foundation courses in management. A high proficiency in Spanish is required, as this is not a language course.	
<b>Time</b>	See LSF/Moodle	
<b>Room</b>	See LSF/Moodle	
<b>Start Date</b>	See LSF/Moodle	
<b>Lecturer</b>	<b>Name</b>	Prof. Dr. Iría Caamaño Franco
	<b>Office</b>	W2.4.24
	<b>Virtual Office</b>	-
	<b>Office Hours</b>	-
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## Summary

This course aims to advance the student's knowledge in one functional area of management. Students can select between topics related to marketing, sustainability or Human Resources. Others might be offered upon request. Students are required to work individually.

Students select one topic out of several ones presented by the teacher. The teacher provides at least some main bibliography to study the problem. Students are required to research additional literature in commonly available databases in order to deepen their understanding of the topic and discuss its applicability in corporate life.

Main learning goals are:

- Advance knowledge in a functional area of management.
- Acquire in-depth knowledge in one specific topic

### Course Topics (case studies from Spanish speaking areas are welcome):

As a result, students will focus on one functional area of management and write an in-depth report regarding the following matters in Spain or Latin America:

- Develop a marketing plan for a sustainable destination in Spain for the German market (select a specific customer profile: Senior, Millennials, Generation Z, ...)
- Evaluate the advertising campaign of a sustainable destination/ecotourism
- Study the tourism marketing of an ecotourism destination
- Develop a marketing plan for a "Biosphere Reserve" destination
- Study human capital as a competitive strategy in a "Biosphere Reserve"

Students are also invited to suggest other topics as long as these issues have a connection to the Spanish/Latin American business or environment.

## Outline of the Course

During a semester approx. 15 sessions are available to consider the following main topics:

Session	Date	Place	Topic	Professor
1	20.03.24	MSTeams 11.30	Welcome and introduction to the course	Prof. Dr. Caamaño
2	27.03.24	MSTeams 11.30	Presentation of research topics: Marketing and sustainability	Prof. Dr. Caamaño
3	03.04.24	MSTeams 11.30	Presentation of research topics: Develop a Marketing Plan	Prof. Dr. Caamaño
4	10.04.24	MSTeams 11.30	Presentation of research topics: Client profile	Prof. Dr. Caamaño
5	17.04.24	MSTeams 11.30	Presentation of research topics: Local development and sustainability	Prof. Dr. Caamaño
6	24.04.24	MSTeams 11.30	Presentation of research topics: Human Resources	Prof. Dr. Caamaño
7	08.05.24	MSTeams 11.30	Topic selection	Prof. Dr. Caamaño

8	15.05.24	MSTeams 11.30	Individual counseling	Prof. Dr. Caamaño
9	29.05.24	MSTeams 11.30	Progress review	Prof. Dr. Caamaño
10	05.06.24	MSTeams 11.30	Individual counseling	Prof. Dr. Caamaño
11	12.06.24	MSTeams 11.30	Progress review	Prof. Dr. Caamaño
12-15	19.06.24	MSTeams 11.30	Expositions	Prof. Dr. Caamaño

For the tutorials students only need to be present during their assigned slot

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods	
After completion of the program the students will be able...		After completion of the course the students will be able...	Paper	Presentation
			70%	30%
			Collective	Collective
<b>1 Expert Knowledge</b>				
1.1	...to demonstrate their distinguished and sound competencies in General Business Administration.	...to analyse issues related to marketing, sustainability and human resources.	X	X
1.2	...to demonstrate their distinguished and sound competencies in Economics.	...to analyse the impacts of tourism in Biosphere Reserve territories.	X	X
1.4	...to solve business problems based on profound data research skills and by applying quantitative methods.	...to conduct quantitative or qualitative research and derive sound conclusions.	X	
1.5	...to demonstrate profound expert knowledge in their field of specialization.	...to interact with realities from other countries and compare different structures and ways of doing.	X	X
<b>2 Digital Skills</b>				
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	...to search for information.	X	
<b>3 Critical Thinking and Analytical Competence</b>				
3.1	...to implement adequate methods in a competent manner and to apply them to complex problems.	...to decide upon the correct research method for their part of the project.	X	
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to analyse and interpret the data derived from own empirical investigations.	X	
<b>5 Communication and Collaboration Skills</b>				
5.1	...to express complex issues effectively in writing.	...to develop a final report of 5,000 words.	X	X
5.2	...to demonstrate their oral communication skills in presentations.	...to present their findings in front of the group.		X
5.3	...to work successfully in a team by performing practical tasks.	...to collaborate in an international team.	X	
<b>6 Internationalization</b>				
6.1	...to understand and explain business challenges in an international context.	...to compare the situations of ecotourism and Biosphere Reserves in Germany and Spain.	X	X
6.2	...to articulate themselves in a professional manner in international business.	...to conduct interviews in a professional manner.		X
6.3	...to successfully demonstrate awareness of cross-cultural differences.	...interact with international contexts.		X

## Teaching and Learning Approach

The course consists of one session of 1 ½ hours per week and awards 5 credits for a successful completion of the course. It is therefore expected that students use at least 90 hours to prepare themselves for the session, to subsequently review the session and prepare their paper and presentation. The didactical approach for the course is individual counseling. Students select a topic out of a list provided by the professor, or they can also put forward one subject they are interested in.

**They write a paper of approx. 5,000 words and present their paper in a presentation of approx. 20 minutes.** Presence is required on the introductory session and the two progress reviews. The remaining sessions are directed to individual counseling of students.

### Teaching philosophy:

I want to do my part to ensure that you achieve a successful learning progress and gain an understanding of Marketing, Sustainability and Human Resources in Spanish Speaking Countries. I would like to create an interesting and varied lecture for you, which will pave the way for the world of work. Your comments which serve the learning progress of all are welcome. My goal is that you are successful in the lecture, but the majority of the work you must perform yourself.

## Literature and Course Materials

- Bigné Alcañiz, J. E., Andreu Simó, L., Sánchez García, I., & Alvarado Herrera, A. (2008). Investigación internacional en marketing turístico: análisis de contenido sobre temas y metodologías. *PASOS*, 6(3): 391-398
- Bueno, M., & Meroño, M. (2017). Perfiles turísticos en función de las motivaciones para viajar. *Cuadernos de Turismo*, (39): 41-65.
- Campillo-Alhama, C., & Martínez Sala, A. M. (2019). La estrategia de marketing turístico de los Sitios Patrimonio Mundial a través de los eventos 2.0. *PASOS*, 17(2): 425-452
- García Lavernia Gil, J. R. (2021). El impacto del diseño de la identidad corporativa aplicado al desarrollo sostenible del destino turístico. *PASOS*, 19(3). <https://doi.org/10.25145/j.pasos.2021.19.039>
- Kotler, P., Bowen, J. T., Makens, J. C., García, J., & Flores, J. (2011). *Marketing turístico* (5). Madrid, Pearson educación.
- Lillo Bañuls, A. (2009). El papel del capital humano en el sector turístico: algunas reflexiones y propuestas. *Cuadernos de Turismo*, (24), 53–64. Recuperado a partir de <https://revistas.um.es/turismo/article/view/92651>
- Muñoz Alvarez, C. A., Osorio Mass, R. C., Alfonso Garzón, L. F., Muñoz Hernández, H., & Canabal Guzmán, J. D. (2018). Ecoturismo, marketing ecológico y postconflicto, una mirada en contexto para el departamento de Córdoba. *Aglala*, 9(1), 91–127. <https://doi.org/10.22519/22157360.1183>
- Perdomo Navarro, C., García Capdevilla, D. A., & Millán Rojas, E. E. (2022). Estrategias de marketing verde para el ecoturismo sustentable en el Cañón del río Combeima (Colombia). *Aglala*, 12(2), 61–84.
- Plaza Bolaños, J., & Nieves, J. (2020). Impacto de las prácticas de recursos humanos en el capital humano y los resultados organizativos de las empresas hoteleras. *Cuadernos de Turismo*, (45), 311–332. <https://doi.org/10.6018/turismo.426151>
- Ramírez Alcaraz, J. O., Palafox-Muñoz, A., Macías Ramírez, A. (2020). El marketing interno para la experiencia turística. *Relat*, 6: 1-17.
- Valerezo Molina, S. B., Rosillo Suárez, A. N. (2020). Estrategias de marketing sostenible para el posicionamiento turístico en destino de sol y playa parroquia Crucita Ecuador. *Revista Sinapsis*, 2(17).

## Assessment

The final grade is a weighted combination of different assessments. 70% of the final grade is comprised of the writing of a paper that students prepare in groups of two to four, present in class and hand in. **Papers are due on June 14th.** Absolutely no late papers are accepted, no made-up assignment is offered. 30% is comprised of the presentation of the plan, including credits for active participation in class and during tutorials.

Students are expected to be present at all events. Absences have to be excused in advance and agreed upon by the lecturer. Unexcused absence during more than two classes leads to failure of the entire course.

### Method of Assessment:

Writing a paper (approx. 5,000 words) and presenting it in class (20 min).

Presentations: 30% (consultant style)

Paper: 70% (academic format)

Students are expected to be present at all classes. Absences have to be excused in advance and agreed upon by the lecturer. Unexcused absence during more than two classes leads to failure of the entire course.

### The grading is as follows:

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance
- 4.0 Adequate, a below average performance with noticeable shortcomings
- 5.0 Fail, an unacceptable performance

## Teaching Philosophy

Your education is important to me; therefore, I would like to support you. Please feel free to contact me via email if you have any questions or problems regarding the course. I will respond as soon as possible and if necessary, make an appointment with you.