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UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism
Academic Year [2024/25]

Code - Course	064531 – Transport Company Management				
Type	Elective: specialization		Year	3 rd	
Thematic Area	Business and Tourism Services		Credits	3 ECTS	
Teacher in charge of the course			Begoña Fernández		
In-class	30 hours	Teacher-led	20 hours	Individual	25 hours

BRIEF COURSE DESCRIPTION

The transport of goods and passengers must respond to ever greater quality requirements in terms of flexibility, speed, and reliability, to send people, their luggage, and goods in a precise place and time. Transport decisions are among the main aspects of the distribution field.

The course focuses on managing the transport service of passengers and goods, including the aspects that condition the planning of operations. It also aims to frame the established objectives and processes and the applicable regulations, from a territorial and business perspective.

Finally, the course seeks to foster autonomous work and reporting abilities to answer real-life challenges and questions.

BASIC SKILLS

BS02- Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

GENERAL SKILLS

GS03- Have initiative and an entrepreneurial spirit.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS11- Manage tourist accessibility and mobility.



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SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

LEARNING OBJECTIVES

1. Identify and classify the companies and services involved in tourism production and understand their operation, as well as identify the main types of needs to which they respond.
2. Develop and manage the key operational processes of companies linked to the organization and sale of tourist trips, activities of leisure and other complementary products.
3. Be aware of the importance of mobility in tourism and know the main agents involved, as well as policies and instruments for its management.
4. To deepen in the content of the main regulatory norms of the tourist activities linked to this matter.
5. To know and identify the new tendencies in the practice of tourist activities.
6. Develop skills related to innovation and creativity for the creation of tourism products and services.

ACADEMIC CONTENTS

1. Policies and legal frameworks
2. Transport infrastructures: key takeaways
3. Triple bottom line management
 - 3.1. Environmental management
 - 3.2. Social management
 - 3.3. Economic management
4. New transports tendencies, technology and data
5. Logistics

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies



- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Activity 1 (Introduction + Rail and road transport)	Individual	15%	20%	-
Activity 2 (Air transport)	Individual	15%	20%	-
Activity 3 (Maritime transport)	Individual	15%	20%	-
Classroom activities and attitude (Introduction + Rail and road transport)	-	5%	-	-



Classroom activities and attitude (Air transport)	-	5%	-	-
Classroom activities and attitude (Maritime transport)	-	5%	-	-
Final Exam	Individual	40%	40%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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