



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	063406 - Hospitality Management		
Year	3º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Hospitality	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

The hotel activity, an intrinsic part of tourism, faces exciting challenges in the coming years, having to address interesting transformations in a new increasingly digital, international and sustainable environment.

In this subject, students have the opportunity to study in depth the reality surrounding management of a 21st century establishment in all its aspects: economic-financial, commercial, operational, human resources and corporate social responsibility.

Students must know in depth this new scenario to be able to lead change from innovation. This subject provides the necessary tools to develop the required skills and to improve key competencies in strategic and operational decision making.

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

GS02- Have business vision.

GS06- Be customer-oriented.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.



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GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

SPECIFIC SKILLS

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

SS09- Understand and use information technology and information management systems in tourism.

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

SS16- Manage financial resources.

SS17- Understand and implement quality standards in the processes of tourism service.

LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- 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.



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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.