



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	063409– Conference and Event Organization in Hospitality		
Year	3º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Business and Tourism Services	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

This subject provides specific knowledge, skills and techniques which will enable students to manage and organize events at hospitality venues.

The focus of the course is on acquiring knowledge of the potential wide variety of corporate and associative events to hold, the demands of Business Travel and Business Events, and who are the most important professional organizers; it will also focus on defining B2B and B2C business strategies.

Furthermore, the subject will present the latest trends and practices in the MICE sector in terms of strategies such as Event Canvas or in the Management of Experiences such as Meeting Design, which may be implemented in hospitality companies.

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

GS06- Be customer-oriented.

GS09- Work in an international context.

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:



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- 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.

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.