



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	063506 - Business Tourism and Events Management		
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 course aims to teach about the institutions (Convention Bureau, OPC's ...) and the infrastructure involved in the dynamics related to business travel and the meetings and events industry which as a subsector in constant transformation.

The course is divided into two parts; Business Travel and Meetings and Events; this should allow students to acquire the knowledge and business logic related to business travel and the organization of meetings and events, which are essential requirements for professional development in both private and public institutions and organizations.

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.

SPECIFIC SKILLS

SS06- Analyze and evaluate tourism potential when designing products, services, and projects.

SS11- Manage tourist accessibility and mobility.



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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.

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.