



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	063601 - Innovation Processes for the Design and Transformation of Tourism Products I		
Year	3º	Credits	6 cr ECTS
In-class hours	60 hours	Hours of individual work	90 hours
Thematic Area	Digital Business	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

This subject will help students understand and acquire the necessary knowledge around all tourism 4.0 processes.

This subject will be the spine of innovation projects done in groups. It will reveal in detail how to foster innovation, by asking “what”, “who”, “where”, “how” and “where”. We will study real cases and extract teachings to assist our own projects.

The subject will show students the different existing creation and innovation models by studying the tools and work procedures used by the most cutting-edge companies of the market.

The subject will try to replicate value propositions for the 4.0 customer. It is meant to be a door to imagination, a platform for organizing ideas and turn them into feasible projects.

The subject will teach metrics for innovation and how to use KPIs to validate patterns and models.

BASIC SKILLS

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS05- Teamwork.



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GS09- Work in an international context.

SPECIFIC SKILLS

SS16- Manage financial resources.

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.