



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064403 - Strategic Management in Hospitality		
Year	4º	Credits	4,5 cr ECTS
In-class hours	45 hours	Hours of individual work	68 hours
Thematic Area	Economics and Business	Course Type	Core Subject

BRIEF COURSE DESCRIPTION

To manage a company effectively, it is essential to know the external and internal factors that can affect the choice of the overall corporate strategy and the organizational structure of the company. Such decision must take into consideration the current processes of globalization, technological changes and macroeconomic and political conditions. This subject enables reflection on the contents learned in other subjects to be used to define, design and implement strategies to address the real problems of the tourism sector. It is a practical subject, based on case analysis so that students can analyze the highest number of situations and the different strategies to deal with them.

BASIC SKILLS

BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.

GENERAL SKILLS

GS06- Be customer-oriented.

GS09- Work in an international context.

SPECIFIC SKILLS

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



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SS08- Critically analyze, synthesize, and summarize the economic-financial information of tourism organizations.

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

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.

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.