



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064437 – Protocol and Events Management		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Marketing and Commercialization	Course Type	Optional Subject

BRIEF COURSE DESCRIPTION

Protocol has existed for as long as human beings have been around, as it is a part of our lives and it is present everywhere. The major objective of this course is to identify all the important aspects related to protocol and etiquette both in social and professional environments and to take them into account at every workplace.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

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

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



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- 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.