



Centre adscrit



UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

## Academic year 2020/2021

Code-Course	064509 - Strategic Management in Tourism Companies		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Economics and Business	Course Type	Core Subject

### BRIEF COURSE DESCRIPTION

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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

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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

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GS02- Have business vision.

GS03- Have initiative and an entrepreneurial spirit.

### SPECIFIC SKILLS

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SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.



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

### LEARNING METHODOLOGY

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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

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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.