



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	064531 – Transport Company Management				
Year	3 rd	Credits	3 ECTS		
Thematic Area	Business and Tourism Services	Course Type	Compulsory Subject		
In-class hours	24 hours	Teacher-led learning hours	24 hours	Individual work hours	27 hours

BRIEF COURSE DESCRIPTION

The transport of goods and passengers must respond to ever greater quality requirements in terms of flexibility, speed, and reliability, to send people, their luggage, and goods in a precise place and time. Transport decisions are among the main aspects of the distribution field.

The course focuses on managing the transport service of passengers and goods, including the aspects that condition the planning of operations. It also aims to frame the established objectives and processes and the applicable regulations, from a territorial and business perspective.

Finally, the course seeks to foster autonomous work and reporting abilities to answer real-life challenges and questions.

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

GS03- Have initiative and an entrepreneurial spirit.

SPECIFIC SKILLS

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

SS11- Manage tourist accessibility and mobility.

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



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LEARNING OBJECTIVES

1. Identify and classify the companies and services involved in tourism production and understand their operation, as well as identify the main types of needs to which they respond.
2. Develop and manage the key operational processes of companies linked to the organization and sale of tourist trips, activities of leisure and other complementary products.
3. Be aware of the importance of mobility in tourism and know the main agents involved, as well as policies and instruments for its management.
4. To deepen in the content of the main regulatory norms of the tourist activities linked to this matter.
5. To know and identify the new tendencies in the practice of tourist activities.
6. Develop skills related to innovation and creativity for the creation of tourism products and services.

ACADEMIC CONTENTS

1. Policies and legal frameworks
2. Transport infrastructures: key takeaways
3. Triple bottom line management
 - 3.1. Environmental management
 - 3.2. Social management
 - 3.3. Economic management
4. New transports tendencies, technology and data
5. Logistics

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises



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- 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.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.



Assignments	Typology	Continuous	Single	Deadline
Report: 1 st deadline	Individual	10%	10%	Week 4
Report 2 nd deadline	Individual	5%	5%	Week 7
Report: 3 rd deadline & ((SA)Presentations)	Individual	10%	15%	Week 12
Final skills report	Individual	-	10%	Week 13
Legal frameworks, role game	Group	2.5%	-	In class
Intermodal activity	Group	10%	-	In class
Sustainability activity & presentations	Group	10%	-	In class
Logistics activity & presentations	Group	10%	-	In class
Smart new tech, round table	Group	2.5%	-	In class
Final individual test	Individual	40%	60 %	Week 16-18
	TOTAL	100%	100%	

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

REFERENCES

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Kalakou, S. & Macário, R. (2013). An innovative framework for the study and structure of airport business models. *Case Studies on Transport Policy*, 1(1-2), 2-17.

Papadimitriou, S.; Lyridis, D.V.; Koliouisis, I.G.; Tsioumas, V.; Sdoukopoulos, E. & Stavroulakis, P.J. (2018). *Sustainable Shipping: A Cross-Disciplinary View* (H.N. Psaraftis (ed.)). Palgrave Macmillan.

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