



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590003 – Strategic Management		
Course year	1	Credits	6 ECST
Thematic Area	Tourism business administration and management	Course type	Compulsory
In-class hours	42 hours	Hours of individual work	108 hours

BRIEF COURSE DESCRIPTION

about real problems tourism companies have, establish qualitative and quantitative analysis criteria, find alternative solutions and take decisions in order to achieve the implementation of strategic solutions.

Once students have acquired some strategic skills they will be encouraged to formulate complete and coherent strategies to respond to market changes, competitiveness, technology, social and political environment and to the organization itself. Students will learn to understand the company as a holistic system in which all the company policies should be coordinated and integrated simultaneously and interdependently, so other fields such as human resources or online reputation could be included when taking decisions.

BASIC SKILLS

BS8 – Students must be able to integrate knowledge and face the difficulty of making judgements from limited or incomplete information that include thoughts on ethics and social responsibility linked to the application of their knowledge and judgements.

BS10 – Students must acquire the learning skills which shall allow them to continue studying in a self-directed or an autonomous way.



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GENERAL SKILLS

GS1 – Business oriented.

GS2 – Exercise leadership.

GS7 – Identify, pose or solve a problem in a meaningful and creative manner, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS

SS1 – Define the necessary politics for the achievement of the targets established by the strategic analysis of the company.

ACADEMIC CONTENT

1. Strategic thinking.
2. The process of strategic decision.
3. The preliminary analysis strategy.
4. Enterprise Strategy
5. Deployment, implementation and monitoring of the strategy
6. Involving people.

LEARNING METHODOLOGY

This is a face to face course where students will carry out theoretical and practical activities to work the different contents. Case studies will be conducted in order to contextualize the concepts addressed in each lesson. Students' active participation will be essential for the correct progress of the course.

Courses are given by a group of teachers and professionals of strategic management and tourism business management fields. Coordinators are there to stimulate educational process and to provide course tracking.



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ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Tasks done by the student	40 %	40 %
Final written exam	60 %	60 %

Review and Reassessment of the Course

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



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If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

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