



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590015 –Master's dissertation		
Course year	1	Credits	15 ECST
Thematic Area	Master's dissertation	Course type	Compulsory
In-class hours	30 hours	Hours of individual work	345 hours

BRIEF COURSE DESCRIPTION

The dissertation provides students with the opportunity to apply the understanding, knowledge, analytical and conceptual tools and personal skills as well as the creativity and the ability to make decisions gained from the taught courses.

The dissertation is a research tool in the field of tourism. The author of the Master's dissertation must show the ability to identify situations (business opportunities, problems, etc.), search for reference sources, gather information and documentation and, finally, set out avenues to develop or improve the indicated situation, as well as meet the objectives and hypotheses raised.

BASIC SKILLS

BS6 – Students must possess thorough understanding knowledge that provides a base or opportunity for original development and / or application of ideas often in a research context.

BS7- Students should be able to apply the gained knowledge and their problem-solving skills to new or less known environments within a wider cross-disciplinary related framework.

BS8- Students should be able to integrate knowledge and meet the challenge posed by the complexity of formulating judgments based on information which, despite being incomplete or emulated, allows for the inclusion of reflections on the social and ethical responsibilities related to the application of their knowledge and judgment.



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BS9- Students should be able to clearly and unambiguously communicate their conclusions as well as the knowledge and ultimate reasons supporting them to both specialized and non-specialized audiences.

BS10- Students should gain learning skills that allow them autonomous or self-directed lifelong learning.

GENERAL SKILLS

GS1 – Business oriented.

GS2 – Exercise leadership.

GS3 – Organising and planning skills.

GS4 – Teamwork.

GS5 - Have initiative and an entrepreneurial spirit.

GS6 – Apply the information and communications technologies to the optimization of effectiveness in the organization.

CG7 – Identify, bring up and solve problems creatively, interpreting and evaluating the results obtained while retaining a critical spirit.

SPECIFIC SKILLS

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

SS2 – Design and implement marketing and communicative strategies to respond to new emerging business opportunities in this sector.

SS3 – Apply the new information and communications technologies to the development of new management and marketing models that will strengthen the competitiveness of the tourism companies and organizations.



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SS4 – Optimize the management of the human and economic resources of the undertaken tourism projects.

SS5 – Manage the quality of the tourism products and services using different tools, systems, quality standards and environment standards available.

SS6 – Establish sustainable development strategies in the companies and tourism destinations with the inclusion of the environmental variables.

SS7 – Plan, coordinate and control the organisational and service processes in all areas of an event.

SS8 – Develop an effective negotiation process with the service providers.

CE9 – Apply the political, legal and institutional framework that regulates the tourism companies, organisations and projects.

ACADEMIC CONTENT

1. Introduction to the Master's dissertation: typology, process, initial approach, practical aspects.
2. Introduction to research.
3. Information resources.
4. Formulating the research and its contents: objectives and hypothesis; theoretical framework and literature review.
5. Execution and closure of the investigation: methodology / work plan, results and conclusions.
6. Structure of the dissertation.
7. Dissertation defence.

LEARNING METHODOLOGY



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The methodology of this subject consists in the elaboration of the dissertation (research proposal, theoretical framework, literature review, methodology, development of the project, results and conclusions).

The academic supervisor will monitor thoroughly the whole project and will advise the students during the process.

Theoretical and practical in-person classes will combine with the student's self-directed work in the dissertation in order to help the student to understand the bases of the research and the development of the project.

ASSESSMENT SYSTEM

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

The assessment system is based on assessing student's achievement of learning outcomes regarding the subject's own competences. Due to the subject's nature students can only be evaluated by means of continuous assessment.

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.

Evaluation systems

Continuous

Single



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- Dissertation	55 %
- Paper	20%
- Oral defence	15%
- Project execution process	10%

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.

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

American Psychological Association (2010): Publication Manual of the American Psychological Association (6th ed.). Washington, DC: American Psychological Association.

Genescà, G. y Rigo, A. (2002). Cómo presentar una tesis y trabajos de investigación. Barcelona: EumoOctaedro.



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Ruiz, J.I.; Aristegui, I. y Melgos L. (2002). Cómo elaborar un proyecto de investigación social. Bilbao: ICE-Universidad de Deusto.

Walker, M. (2000). Cómo escribir trabajos de investigación. Barcelona: Editorial Gedisa, Col. Biblioteca de Educación-Herramientas Universitarias.