



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590018 – Operating managements: Planning and management		
Course year	1	Credits	6 ECST
Thematic Area	Design and marketing of tourism	Course type	Optional
In-class hours	42 hours	Hours of individual work	108 hours

BRIEF COURSE DESCRIPTION

This course will introduce the student to the process of planning, managing, and designing different types of national and international projects. The stages of the process cover the client's request for proposal (RFP), the pre-event (planning), the event (design and contents coherence), the post-event (outcome evaluation) and the event closure.

The student will also understand the importance of preparing or interpreting a good briefing and a good timetable. Moreover, he or she will be introduced to the documents and tools needed to guarantee the absolute control over production.

BASIC SKILLS

BS6 – Students must possess thorough understanding which provides the student with an opportunity to be original when developing or applying ideas, especially in a research context.

GENERAL SKILLS

GS3 – Organising and planning skills.

SPECIFIC SKILLS

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



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SS9 – Apply the political, legal and institutional framework that regulates the tourism companies, organisations and projects.

ACADEMIC CONTENT

1. Corporate event planning. Stages and terminology.
2. Events management systems.
3. Production, producer.
4. Space design.
5. Technical production.
6. Associations' events planning.
7. Musical events planning.

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 the MICE field.

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.



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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
Individual	60 %	60%
In group	40 %	40 % ¹

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:

¹ If the student is assessed by means of the final examination, he or she will do this activity individually.



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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

Documentación real de ejecución de diversos eventos

Davidson, R. (2014). EIBTM 2014 Trends Watch Report. Recuperado el 23 de enero de 2015 de <http://www.slideshare.net/MICEknowledge/eibtm-trends-watch-report-2014>.

Díez, C. (2015). Ebook: Innovación turística 2015. Recuperado el 9 de abril de 2015 de http://static.hosteltur.com/web/uploads/2015/03/Hosteltur-innovacion_turistica_2015.pdf

Certain (2015). An Introduction to personalized event experiences. Recuperado el 27 de Junio de 2015 de http://img03.en25.com/Web/certain/%7B5f64d6dd-b78f-4f28-8850-66555eb5a806%7D_An_Introduction_to_Personalized_Event_Experiences.pdf

Backal, A. (2015). Top 6 Meetings Trends for 2015. Recuperado el 27 de Junio de 2015 de <http://www.successfulmeetings.com/Strategy/Case-Studies/Top-6-Meetings-Trends-for-2015/>

Event Manager Blog. (2015). The Event App Bible. [Version 3]. Retrieved July 31, 2015, from <http://www.eventmanagerblog.com/>

Jacoby Hansen, N. (September 2010). "Conferences as dramaturgical learning spaces" [PHD Dissertation]

Meetingsupport.org. (2014). *The Innovation Zone*. Retrieved August 19, 2015, from <http://www.meetingsupport.org/INNOVATIONZONE14>



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