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UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590019 – Operating management: logistics and control		
Course year	1	Credits	6 ECST
Thematic Area	Design and marketing of tourism services	Course type	Optional
In-class hours	42 hours	Hours of individual work	108 hours

BRIEF COURSE DESCRIPTION

This course will introduce students to the logistics needed when organizing an event from the venue's perspective and from the events planner perspective (DMC) analysing the different providers and suppliers that take part in the value chain. Case studies will be carried out as well as visits and a practical session on the use of a management and control software.

SPECIFIC SKILLS

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

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

ACADEMIC CONTENT

1. Logistics and control of an event from the venue's perspective:
 - a. Exhibition ground
 - b. Museum
 - c. Conference centre
 - d. Hotel
2. Logistics and control of an event from the event's planner perspective



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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.

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 %



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In group	40 %	40 % ¹
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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

Getz, D. (1997/2005). Event Management & Event Tourism. New York: Cognizant Communication Corporation.

Allen, J. Event Planning. The Ultimate Guide to Successful Meetings, Corporate Events, Fund-Raising Galas, Conferences, Conventions, Incentives and Other Events. Edición on-line.

http://soniapedrosebastiao.weebly.com/uploads/2/0/3/9/20393123/ebooks_allen_event_planning.pdf

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



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Damm, S. (2010). Best Practices in Event Management. New Zealand: Unitec New Zealand

<http://unitec.researchbank.ac.nz/bitstream/handle/10652/1416/Sven%20Damm%20Mbus.pdf?sequence=1>

Thomas, O., Hermes, B., Loos, P. (2008). Reference model-based event management. Saarland University, Germany: International Journal of Event Management Research Volume 4, Number 1, 2008. <http://www.ijemr.org/docs/Vol4-1/ThomasHermesLoos.pdf>.

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