



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master in Tourism Business Management

Code - Course	590024 - Projects management		
Course year	1	Credits	3 ECST
Thematic Area	Tourist companies and services	Course type	Optativa
In-class hours	21 hours	Hours of individual work	54 hours

BRIEF COURSE DESCRIPTION

Project management, despite having its origins in disciplines of a more technical nature, also makes sense in service companies and specifically in the tourism field in order to contribute to the international objectives of sustainable development.

The basic idea of the course is to provide the students with the theoretical-practical skills necessary to learn to plan said management process and describe the objectives and goals of the project; the challenges and opportunities involved; the main activities planned; how results can be measured; the organizations involved and their functions; and the planned budget. This general planning implies a process of evaluation of the economic, environmental and social contexts in which the participation of the interested parties (stakeholders) greatly facilitates the understanding of the project objectives.

Students will learn the tools used by professionals in the field of sustainable tourism development to develop and evaluate their projects.

GENERAL SKILLS

SG3 - Capacity for Organization and Planning

SG5 - Undertake innovative and creative projects.



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SPECIFIC SKILLS

SE9 - Apply the political, legal and institutional framework that regulates companies and tourism activities and projects.

ACADEMIC CONTENT

1. Project Management within the framework of sustainable and responsible tourism development.
2. Stakeholders involved in a tourism development project.
3. The life cycle of a tourism development project.

LEARNING METHODOLOGY

The subject will be based on face-to-face work sessions, of a theoretical-practical nature, in which the various previously defined contents are dealt with. Case studies are carried out that use to contextualize the concepts covered in each topic. The active participation of the students will be essential for the follow-up of the subjects.

The subjects are taught by a team of active teachers and professionals from the fields of sustainable project management, as well as coordinators responsible for the subjects, with the main function of energizing the training process, ensuring optimal monitoring and use of the course.

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
Tasks done by the student	60 %	60 %
Final written exam	40 %	40 %

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.



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

REFERENCES

PROJECT MANAGEMENT INSTITUTE. (2004) Guía de los fundamentos de la dirección de proyectos, Tercera Edición. Guía del PMBOK®.

NOKES Y GREENWOOD. (2006), La guía definitiva de la gestión de proyectos, Pearson Educación, Madrid.

HAZEBROUCQ, JEAN MARIE. (1999), Management des projets de tourisme et de loisirs, Gaëtan Morin Éditeur, Paris.

CAMACHO, H., CAMARA, L., CASCANTE, R., SAINZ, H. El enfoque del marco lógico: 10 casos prácticos. Ed. Fundación Cideal.

GOLDRATT, ELIYAHU M.; SCHRAGENHEIM, ELI; PTAK, CAROL A. Necesario pero no suficiente: una novela empresarial sobre la teoría de las limitaciones. Ed. Díaz de Santos.

PEREÑA BRAND, JAIME. Dirección y Gestión de Proyectos. Ed. Díaz de Santos.

MICHALKO, MICHAEL. Thinkertoys. Cómo desarrollar la creatividad en la empresa. Editorial Gestión 2000.

DE BONO, EDWARD. 1970. El pensamiento lateral, Editorial Paidós, Barcelona.

BUZAN, TONY. 1996. El libro de los Mapas Mentales. Editorial Urano.



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