



Centre adscrit



UNIVERSITAT DE  
BARCELONA

## SYLLABUS

### Master in Hotel management and Hospitality

Code - Course	580017 – Events management		
Course year	1	Credits	3 ECST
Thematic Area	Product management	Course type	Optional
In-class hours	21 hours	Hours of individual work	54 hores

#### BRIEF COURSE DESCRIPTION

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Last decades economic strength has been the basis for the hotel sector outstanding performance. It has become the one of the fastest growing markets worldwide. However, the increase in the number of hotels has caused this market to be highly competitive in which the optimal management of the resources becomes a key factor to guarantee success.

Currently, hotel industry is undergoing a deep transformation caused by the social and technologic changes of recent years. These innovations have a direct effect on the new product proposals. Therefore, hotels require highly qualified professionals with knowledge on techniques for analyzing and using the proper technologies which allow them to face up to the sector's new challenges successfully. They must also be able to apply management styles and models adapted to the hotel business needs.

This course unit will allow students to learn about a hotel's design more in detail; from the generic conceptualization of the product to the design of spaces and the equipping services. Students will also learn about the events management as a complimentary product in order to optimize the hotel business.

#### BASIC SKILLS

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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.

#### GENERAL SKILLS

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GS1- Business oriented.

GS3 - Have initiative and an entrepreneurial spirit.

#### SPECIFIC SKILLS

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CE8 – Develop the digital skills needed to manage information in the area of business management.

#### ACADEMIC CONTENT

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1. Barcelona as an events destination. In-depth analysis of the sector.
2. Barcelona as an events destination. MICE sector at present.
3. The relationship between MICE sector and hotels.
4. Events organization.

#### LEARNING METHODOLOGY

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The learning methodology is based on oral presentations about practical experiences in designing establishments, in conceptualizing hotel businesses and in managing events as complementary products to the main hotel activity.

#### ASSESSMENT SYSTEM

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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



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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 %	40 %
Final written exam	40 %	60 % <sup>1</sup>

#### **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

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Vanneste, M. (2009). Meeting architecture: A manifesto (3. print ed.). Tournhout: Meeting Support Institute.

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



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