

Code - Course	064531 – Business Administration in the Transportation Industry		
Thematic Area	Tourism service and business management	Year	Third / Fourth
Course Type	Optional (Tourism management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

Goods and passenger transport has to respond to increasingly better quality demands in terms of flexibility, speed and reliability in order to ensure the successful arrival of goods and passengers and their baggage in the right destination and at the right time. Decision making about transport appears as one of the most important issues to be considered in the field of distribution.

Therefore traffic organization, planning and management in transport companies are essential objectives to become a good manager. It will also be imperative to know how to manage the service of goods and passenger transport according to the decisions taken and how to organize, plan and control national and international land, maritime and air operations keeping to the fixed objectives and processes and in compliance with the current regulations.

This subject aims at giving students a wide insight into the sector which will be completed with field trips, whenever possible and under class acceptance, to different carriers and, together with professionals' presentations, the students will have the chance to take the pulse to the air, sea, rail, and land transport business.

GENERAL SKILLS

GS03-Have initiative and an entrepreneurial spirit.

SPECIFIC SKILLS

SS05- Understand and apply the political, legal, and institutional framework that regulates tourism companies and activities.

SS11- Manage tourist accessibility and mobility.

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

ACADEMIC CONTENTS

1. Introduction.
 - 1.1. Introduction.
 - 1.2. Transport planning and general legal framework.

2. Companies in the transport sector.
 - 2.1. Air sector.
 - 2.2. Land and rail transport.

LEARNING METHODOLOGY

The teaching-learning methodologies applied for this subject include a number of different activities and actions to respond to the acquisition of the key competencies related to the subject and which imply the development of different skills:

- Lectures
- Explanatory lessons
- Guided discussion
- Field trips / professional visits

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, semester-long assessment or a single assessment at the end of each semester.

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.

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.

Systems of Evaluation	Continuous	Single
Resolution of practical exercises	60 %	---
Attendance and participation in out of the classroom activities		
Participation in in-class and virtual campus debates		
Projects delivered by the student	---	40 %
Individual Written Final Exam	40 %	60 %

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

Carbonell, E. Cano, T (2006). *Los Transportes Urbanos*. Editorial Iustel. Portal derecho, S.A. Madrid.

Comisión Europea (2001). *La política europea de transportes de cara a 2010: la hora de la verdad*. Comisión de las Comunidades Europeas. Bruselas. (2006a) *Por una Europa en movimiento. Movilidad sostenible para nuestro continente*. Comisión de las Comunidades Europeas. Luxemburgo.

De Rus, G.; Campos, J. (2001). *El sistema de transporte europeo. Un análisis crítico*. Editorial Síntesis. Madrid.

Dirección General de Transportes por Carretera (2007) *Acuerdo Europeo Sobre El Transporte Internacional De Mercancías Peligrosas Por Carretera (2007) España*. Edita: Ministerio de Fomento de España. Madrid

Font, J. (1998) *La formació de les xarxes de transport a Catalunya (1761-1935)* col·lecció Xarxes i Territoris de l'Institut d'Estudis Territorials .Editorial Oikos-tau

Hall, C.M. (2009). *El turismo como ciencia social de la movilidad*. Editorial Síntesis. Madrid.