

Code - Course	064537 – Business Tourism Management		
Thematic Area	Tourism companies and services	Year	Third / Fourth
Course Type	Optional	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	30 hours

BRIEF COURSE DESCRIPTION

Business travel is one of the more dynamic sectors of the travel industry. In the past 10 year corporate travel has gone through enorm changes and transformation.

Business travel is a strategic activity with a direct impact in commerce. According to the WTC, more than a third of the growth in international trade is due to business travel.

Introduction to Business Travel aims to provide solid insights into this industry, reviewing the main topics/items, opportunities and threats of corporate travel.

GENERAL SKILLS

GS3- Have initiative and an entrepreneurial spirit.

Having the ability of acting in a pro-active way, anticipating any external and unforeseen situation/circumstances, to promote change and improvement in areas where others may not take the initiative. Act with determination and assume risks and challenges. Assume our own responsibility for making things happen and making decisions using common sense that will allow us to choose the right opportunities in the right moment, optimizing time and resources.

GS6- Be customer-oriented

Having the motivation of investigating and satisfying our clients' needs (both internal and external), offering them services and/or products. Taking care of every single detail of the relationship, accommodating their requests and suggestions. When possible, we will try to be pro-active and anticipate ourselves to our client's needs and demands very promptly and accurately.

SPECIFIC SKILLS

SS10- Market tourism products, services, and projects

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

ACADEMIC CONTENTS

Nature, purpose and economic impact of Business Travel

Main Players and value chain

Workflow and Technology

Travel Policy and KPI's

Basics on MICE

Industry trends

LEARNING METHODOLOGY

Classes will be given in English, even though we will be working with some articles or statistics in other languages, mainly Spanish and/or Catalan. We will have some guests in class from the tourism industry companies and we will also visit a couple of venues in the city. There will be some subjects taught in class followed by an activity but there will also be some homework given in order to develop some other subjects and strengthen the ones already learnt.

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. Once a student has chosen this type of assessment, they cannot later change to the system of single assessment.

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.

To qualify for this form of evaluation, students must apply within the first 15 days of the start of the course through the evaluation section of Virtual Campus.

Systems of Evaluation	Continuous	Single
Activity (paper)	60%	40 %
Individual Written Final Exam	40%	60%

Review and Reassessment of the Course

The student has the right to review all the evaluation evidences that have been designed for the assessment of learning.

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. To be eligible for the reassessment process, a minimum grade of 4 on the Individual Written Final Exam is required.

When the form of evaluation is through the process of reassessment, the maximum possible grade for the course is that of a 5.

REFERENCES

E book :

A. Into the Heart of Meetings •Author: Eric de Groot & Mike Van der Vijver Published by: MindMeeting BV •Year of publishing: 2013 •Language: English

B. Event Planning •Author: Judy Allen •Published by: John Wiley & Sons Canada, Ltd •Year of publishing: 2009 •Language: English