

External Work Experience

Code: 43080
ECTS Credits: 15

Degree	Type	Year	Semester
4313799 Management and Organisation of Event Tourism	OB	0	A

Contact

Name: María José Aguar Martínez

Email: MariaJose.Aguar@uab.cat

Use of Languages

Principal working language: spanish (spa)

Other comments on languages

También se utilizará el inglés y/o el catalán si las empresas lo requieren

Prerequisites

There are no prerequisites

Objectives and Contextualisation

- 1.- Familiarize the student with the work environment of the sector
- 2.- Apply the theoretical knowledge of the different aspects reviewed in the program
- 3.- Acquire experience and knowledge in the real professional world
- 4.- Facilitate the generation of professional skills
- 5.- Comply with the teaching cycle of internships

Competences

- Acquire teamwork and leadership capacities.
- Adapt to new situations, showing initiative in developing innovative and competitive strategies.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan and manage the different types of activities necessary in organising an event: design, commercialisation, production and evaluation.
- Plan and organise venues and management interventions on the basis of critical analysis and synthesis.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Learning Outcomes

1. Acquire communicative and social skills for dealing with co-workers.
2. Acquire teamwork and leadership capacities.
3. Acquire the work patterns and methodologies typically adopted by companies in this sector.
4. Adapt to new situations, showing initiative in developing innovative and competitive strategies.
5. Apply the theoretical knowledge acquired during the course to the workplace.
6. Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
7. Establish a network of contacts in the profession.
8. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
9. Plan and organise venues and management interventions on the basis of critical analysis and synthesis.
10. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Content

Training practices in a tourism sector establishment for a total of 350 hours. The content of the course includes the period of internships at a company and the activities related to the course mentioned in the Presentation section. At the end of this period the student presents a report of activities. The tutor issues a document assessing these practices. The practices are oriented to acquiring knowledge of the organization and management of the companies in the events sector. There is a range of collaborating companies that participate in the guiding and quality principles of the Professional Program of the School.

Methodology

The student must follow and apply the work rules and personal behavior set by the establishment where the internship is carried out. The internal regulations of the Center's internships are equally applicable.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Authorized secondment in the company	350	14	4, 3, 1, 9, 5, 7, 8, 10, 6, 2
Type: Supervised			
Tutoring	5	0.2	4, 5, 6
Type: Autonomous			
Internship Memorandum report	5	0.2	3, 9, 5, 7, 8, 10, 6

Assessment

In order to successfully complete the Module, a minimum grade of 5 must be obtained from both the part of the report written by the student and the assessment made by the company tutor. The report is 40% of the final grade and the assessment of the company tutor 50%. Student attendance at meetings and events specified by the Center: 10%.

Assessment Activities



Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance events/activities classroom	10%	5	0.2	4, 1, 9, 7, 2
Company tutor evaluation	40%	5	0.2	4, 1, 9, 5, 7, 2
Internship memorandum report	50%	5	0.2	3, 1, 5, 8, 10, 6

Bibliography

Fuente, C. (2005). Manual Práctico para la organización de eventos. Madrid:

Ediciones Protocolo.

Herrero, P. (2005). Gestión y organización de congresos (Gestión turística).

Madrid: Síntesis

Barriga, A. (2010). La creatividad en los eventos. Madrid: Ediciones Protocolo.

Krauel, J (2009). Diseño de eventos: innovación y creatividad. Editorial Links.