

Degree programme	Type	Course
Management and Organisation of Event Tourism	OB	1

Contact lecturer

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Prerequisites

There are no prerequisites

Group languages

You can consult this information at the [end](#) of the document.

Objectives

- 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

Learning outcomes

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

Contents

Training practices in a event company 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.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Authorized secondment in the company	350	14	3, 5, 6, 7, 8, 9, 10
Tutoring	5	0.2	1, 2, 3, 4, 6
Internship Memorandum report	5	0.2	1, 2, 3, 4

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.

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

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

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%.

This subject entirely prohibits the use of AI technologies in all its activities. Any submitted work that contains content generated using AI will be considered academic dishonesty; the corresponding grade will be awarded a zero, without the possibility of reassessment. In cases of greater infringement, more serious action may be taken.

Bibliography

Alonso Almeida, María del Mar y Rodríguez Antón, José Miguel (coord.) (2011): Turismo y género. Madrid, Síntesis

Kinni, T. (Updated version 2011): Be our guest; perfecting the art of customer service by the Disney Institute.

Meyer, D. (2006): Setting the table: the transforming power of hospitality in business

Mullins, Laurie J., Dossor, Penny (Jun 2013, 5th Edition): Hospitality Management and Organisational Behaviour

OMT (2022) El empoderamiento de las mujeres y el turismo. Informe

Segovia Pérez, Mónica y Figueroa Domecq, Cristina (2018). Turismo y género. La perspectiva inclusiva en la gestión turística. Barcelona, UOC

Software

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Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(PEXTm) Pràctiques externes i pràcticum (màster)	1	Spanish	annual	morning-mixed
(PEXTm) Pràctiques externes i pràcticum (màster)	2	Spanish	annual	morning-mixed