

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

Contact lecturer

Name : María José Aguar Martinez

Email : mariajose.aguar@uab.cat

Prerequisites

There are no prerequisites

Group languages

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

Objectives

- 1.-Acquire the knowledge and skills to successfully develop original research work
- 2.- Apply the knowledge acquired and the ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their field of study
- 3.-Integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments
- 4.- Communicate clearly and unambiguously conclusions, knowledge and the reasons that support those judgements to specialized and non-specialized audiences
- 5.-Demonstrate that they have the learning skills that will allow them to continue studying autonomously

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. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.
5. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
6. Adapt to new situations, showing initiative in developing innovative and competitive strategies.
7. Continue the learning process, to a large extent autonomously.
8. Analyse statistics on new trends in the event tourism sector.
9. Conduct academic research on the state of the event tourism sector in a particular geographic area and/or period.
10. Compare different geographic areas using available data on event tourism.
11. Locate available literature and data on event tourism.

12. Create and design a new event.
13. Perform a market survey for a specific event.
14. Develop a marketing plan to improve an existing event.
15. Select from and summarise the specialist literature.
16. Compile pre-existing and newly created empirical data.
17. Use academic language in writing.
18. Make correct use of citation and references.

Contents

In the first Module, three lectures focus on explaining research techniques related to a research project, as well as those that apply to a Business Plan.

Each student has a Master Final Project tutor who specifies the process and calendar for reviewing the progress of the work.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Preparation of the Final Master's Project	177	7.08	1, 2, 5, 9, 10, 11, 12, 15, 16, 17, 18
Partial delivery work	11	0.44	1, 2, 3, 12, 13, 14, 15, 16, 17, 18
Classroom	12	0.48	3, 4, 5, 7, 11
Tutoring	10	0.4	1, 5, 7

Learning activities

1. In-person activities:

1.1 Teacher lectures

1.2 Tutoring sessions

2. Outside the classroom work with tutored sessions:

2.1. Personal study

2.2 Bibliography search

2.3. Data collection

2.4 Preparation of the Final Master's Project

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
Evaluation tutor Final Master Project	30%	5	0.2	4, 5, 17

Presentation and defense of the Final Master's Project	70%	10	0.4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18
--	-----	----	-----	---

Evaluation Tutor Final Master Project: 30% of the grade

Presentation and defense of the Final Master's Project. Defense committee evaluation: 70% of the grade

This subject allows the use of AI technologies exclusively for support tasks such as [***bibliographic or content-based searches, text correction or translations, other specific situations may be contemplated, as deemed appropriate by the teacher].

The student must clearly (i) identify which parts have been generated using AI technology; (ii) specify the tools used; and (iii) include a critical reflection on how these have influenced the process and outcome of the activity.

Lack of transparency regarding the use of AI in the assessed activity will be considered academic dishonesty; the corresponding grade may be lowered, or the work may even be awarded a zero. In cases of greater infringement, more serious action may be taken

Submission of the Master's Thesis during the September session will be permitted only if the student experiences an unforeseen circumstance or emergency, and only

in that case. The submission and defense will be scheduled for the second week of September.

If the student, during the academic year, fails to meet the submission deadlines for the Master's Thesis and does not follow the appropriate guidance provided by their advisor to submit it during the June session, they must re-enroll in the course

the following academic year

Bibliography

Máster Universitario en Dirección y Organización de Turismo de Eventos: Normativa y Guía básica de los aspectos formales para la elaboración del Trabajo Final de Máster

Urbano, David y Rodríguez, Lluís: GUIA PARA LA ELABORACIÓN DE UN PLAN DE EMPRESA1 David Urbano y Lluís Rodríguez Departamento de Economía de la Empresa. Universitat Autònoma de Barcelona

Software

-

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
(TFMm) Treball de fi	1	Spanish	annual	morning-mixed

de màster
(TFMm) Treball de fi de màster

(TFMm) Treball de fi de màster	2	Spanish	annual	morning-mixed
--------------------------------	---	---------	--------	---------------

PROVISIONAL