

POSTGRADUATE DIPLOMA IN TOURISM

SPRING SEMESTER

Module name	ECTS	Component courses
Management in international Business	6	<p>>>International human resource management IHRM deals with the complex world of managing expatriate assignments, and working with systems of reward, incentive, job design, recruitment and selection across a myriad of cultural complexities; both national and organisational. This module looks at what they key issues are involved.</p> <p>>>Cross cultural management As culture is a complex area, this module does not seek to be all things to all people. Instead, it examines the influence of cultural factors on the organization and its management, and helps students to develop, through a reflective and interactional process, their intercultural communicative competence.</p> <p>>>Budgeting and controlling This module looks at budget forecasting and detailed financial analysis for effective budget management.</p>
Global tourism	4	<p>>>The tourism industry and its environment This module helps us to discern the various industries and sectors that make up the tourism industry and its economic repercussions, understand how a successful public-private partnership is key for sustainable, effective and long-term tourism development. lastly, making the most of our location in a key centre of tourism, we will examine the key factors of the Barcelona business tourism model.</p> <p>>>New trends in tourism In this module we take Barcelona as model for new types of tourist offerings, and examine each of them, their attraction and positioning, and the conditions and circumstances which facilitate their success. We will conclude with a learning walk to visit a key player at the vanguard of innovation in tourism.</p>
Digital business	2	<p>>>Setting up a website – the end user experience This is not a web-design module, but focuses on the interaction with the web designer. In setting up a business, we know a website is necessary, but what do we ask the designer for? A good web designer can help, but we must understand what we need the website to do, and how it complements and supports our brand. This module is extremely practical and will help business owners and entrepreneurs know what to ask for and how to deal with web developers.</p>
Branding and marketing for tourism	5	<p>>>Business ethics and CSR communication Sustainability is, or should be, the guiding principle of any business which hopes to last, and contribute to the world in a positive way. This module looks at the philosophy and psychology involved in ethical decision-making, and moves on to look at consequentialist thinking writ-large: CSR and corporate citizenship, and how to communicate these core strategies in a way which fits the brand and hits the mark.</p> <p>>>Luxury brand management Luxury brand management is a an evolving area of marketing and communication. Is luxury still the same as rarity? Should we still assume that skimming is the default pricing strategy for prestigious brands. this module looks at the developments and challenges in managing luxury brands, what is at stake, and how the brand can be protected in an ever-changing section of the market.</p> <p>>>Destination management In this module students will develop their understanding of concepts and theories relevant to destination management examine integrated planning models appropriate to ‘real world’ destination contexts.</p>
Innovation and tourism	4	<p>>>Innovation & design thinking Disruptive products or processes can bring great success, and Innovation is possible everywhere, no matter what people tell you. This module helps us put to rest the expression “if it isn’t broken, don’t fix it”, by examining the customer journey in their interaction with real life products and brands, and identifying where innovation may be made. This approach is practical and be applied to any product or service and lead to to...who knows?</p> <p>>>Business models and innovation in Tourism This module examines the particular characteristics and frameworks of tourism business and evaluates the scope for innovation within them. We examine business models which generate consistent and successful value propositions.</p>
Career development	1,5	<p>>>Careers skills This module focuses on you and your path ahead. After reflecting on the things we really want from a career and where our passion lies, we take time to hone your personal brand both online and offline; looking at interview and networking techniques to carve out that path for yourself.</p>