

# Business Tourism & Events Management

**8th Edition**

**Code:** 240523

**Category:** Lifelong Learning Master's Degree

**Credits:** 60.00

**Language:** English

**Start date:** 12/02/2025

**Last session face-to-face session:** 30/01/2026

**End date:** 28/02/2026

**Day and Time:** Monday to thursday from 5 pm to 9 pm

**Location:** EUROAULA, Barcelona University School

**Places available:** 25

## Prices and discounts

**Price:** 6.170 €

## Reasons for doing the course

Our country is an international referent in business tourism, boosted greatly by the many amenities of cities like Barcelona, Madrid or Seville. The industry of business tourism is expanding at an international level. This sector is one of the most important areas of the tourist and requires professionals.

## External practices

Students of the Master in Business Tourism and Events Management may undertake an extracurricular internship on a voluntary, optional basis. This placement must be completed during the academic year of the Master's programme.

## Presentation

The business tourism and events management industry is one of the most influential areas in the tourism and hotel sector. This sector requires specialised professionals with excellent academic training and in-depth know-how.

The Master Business Tourism and Events Management aims to provide professionals with the necessary training in organising and managing events, meetings and conferences, with a strong focus on business tourism and the MICE sector.

The master's degree comprises 60 ECTS credits and is fully taught in English in face-to-face classes. It is fully compatible with your professional activity.

## Aims

- Acquire the knowledge and skills required to plan, organise and manage events, exhibitions and conferences.

- Apply the knowledge acquired in the events and business tourism sector.
- Learn about the latest trends in business tourism and learn how to manage and implement them.
- Develop the necessary management and leadership skills to organise any type of event in a highly professional manner.

## Professional outings

- Director of congresses and conventions
- Directors of the MICE department
- Protocol specialist
- Public Institutions Manager

## Who the course is for

- Professionals who wish to enter the MICE sector and the corporate events industry.
- Graduates and diploma holders who wish to gear their profile towards business tourism and effective event management.
- Professionals who wish to create and manage their own events company.

## Admission requirements

- Official University Title
- Copy Passport / ID / NIE
- Curriculum vitae with photography
- Motivational letter
- English level B2

## Syllabus

### Strategic Management in a Global Business Environment, business ethics & sustainability

Understand the business tourism market and the professional organization of events as well as its main business strategies and models. We will also work on applications of concepts of ethics for business and sustainability.

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### Corporate Finance and Management Accounting

Identify, use and interpret various techniques of administration and financial management of companies.

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### Systems and Operations

Business sectors and contexts have also evolved and, as a result, information systems and different technologies have achieved a broader focus, not only in the productive industries of the products they were born but also in the service industries and cooperation platforms where the business world is currently evolving.

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### Human Resources Management and Leadership Skills

This module focuses on how to apply managerial skills and teamwork techniques, as well as being able to identify and know in a general and basic way strategies, policies, management systems and tools related to sustainability and corporate social responsibility, especially, applied to the tourist, hotel and event market.

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### Principals of Online Marketing & Online Reputation

This module examines the strategies of digital marketing, the considerations of implementation and execution of the B2B and B2C brands and provides a detailed understanding of all the digital channels and platforms used in the Tourism Industry. At the end of the class, students will receive a healthy, comprehensive knowledge and experience on how to develop an integrated digital marketing

strategy, from formulation to implementation.

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## Management Communication & Customer Experience Skills

In this subject, we will study the interaction between clients, brands and companies. To achieve the best delivery of the customer experience, each department of an organization must align during the process of designing and delivering customer experience strategies.

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## Business Tourism Management & Events Types

This module gives you an understanding of the diversity, size and growing market of events within the tourism industry. It revolves around the strategies to develop tourist events of any type, as well as on how to critically evaluate sustainability and the impact they generate.

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## Event Design and Planning

Event design covers the most creative side of event management. While a planner focuses on the organization, the designers focus on the decoration of the event. From cloths to lighting, furniture and central centers, our job is to make sure the event is really impressive.

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## Event Management: Operations and Logistics

In this module the student will learn the keys of organization of any event and how to plan its operationality and logistics in order to implement it successfully. You will be able to find and understand the locations necessary for the celebration of events, as well as to prepare various proposals adapted to different types of clients.

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## Entrepreneurship and Innovation for Business Tourism

The main objective of this subject is to help students think differently and work in different activities to learn how to create radical changes in industries and companies. Innovation is the key attitude to breaking this reality, creating new scenarios, challenges and opportunities. In order to achieve this goal of differentiation, there are some critical chapters that should be clear and worked.

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## Relationship Marketing & Customer Experience

In this module, the different types of corporate communication for events will be analyzed in order to design, plan and propose marketing and communication strategies to improve the consumer's experience.

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## Marketing ,Communication and Project Management for Events

This subject achieves the learning of the tools and the methodologies of management of projects (PM) that are an advantage for the management of events. Managing an event is essentially managing a project. The events have a definite beginning and end, and they are unique in terms of teams involved and with changing environments.

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## Master's Degree Final Project

The final project is conceived as an original professional project consisting of a systematic and detailed plan that responds to the specific challenges of the content proposed by the participating tourism companies, based on the approach of a real situation. In the preparation and development of the final project, students will have to take into account in an integrated way the main contents addressed in all the modules of the curriculum of the present Master, and develop a comprehensive project on the organization of an event professional from a real case.

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## Qualification

\* Does not include shipping rates of qualification document.

## Teaching and Assessment

EUROAULA offers a fully practical and innovative programme based on up-to-date content and real case studies.

The faculty staff comprises leading experts of the sector in their respective areas, university lecturers, entrepreneurs and tourism professionals.

## Evaluation system

The general evaluation criteria of each module are the following:

- Class attendance by the student is necessary because otherwise the student will not be able to follow the programming efficiently.
- Active participation in class is necessary by the student to achieve the skills that will be acquired with the resolution of practical cases, exercises, etc., and formulating questions of interest, which allow the teacher to add value in their explanations.
- Completion of individual case studies and search for information.
- Conducting practical cases in groups, and assessing team coordination with the same objective.
- Carry out partial written tests and a final exam.
- Use of the knowledge of each one of the module in the project of the Business Plan.

The scaling ladder is as follows:

- From points 1 through 4 it has a score of 25%
- Point 5 has a score of 50%
- Point 6 has a score of 25%

### PRACTICAL WORKS

Students must do a practical job for each of the Master's module. The date of presentation of each one of them is the final date of each module (see table "Timetable and calendar").

### FINAL WORK (MANDATORY OBLIGATORY)

The final Master project is the creation of a professional event, where the student must propose the creation of the same in smaller or larger size. The work must be presented before a court consisting of three professors of the program, who are responsible for conducting the evaluation.

### ASSISTANCE

Minimum 80% attendance

## Teaching table

### Management

**David Valls Roig**

Has been the Academic Director of Euroaula Escuela Universitaria since September 2016.

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### Coordination

**Pilar Gómez Martín**

Holds a Diploma in Educational Sciences. She is the head of the secretary department and also the coordinator of Masters and Postgraduates studies in EUROAULA with more than 25 years of experience in the educational sector and in EUROAULA.

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## Teaching staff

### **Marc Alemany**

Professor at the University of Girona and Universitat Oberta de Catalunya, graduated in communication sciences from Ramon Llull University and Postgraduate Diploma in Marketing at Pompeu Fabra University.

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### **Sonia Graupera**

Luxury Hotel Expert, Social Media Consultant & International Relations Director at Fira of Barcelona (2003). Graduate in Economics, University of Barcelona (1995).

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### **Stanislau Helou**

Experienced Market Manager with a proven history of working in the luxury hospitality industry. Customer Satisfaction Expert, with a degree in Hospitality and Marketing Management from the "Glion Institute of Higher Education" in Switzerland.

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### **Josep Miracle**

Master in Business Administration (MBA), ESADE, 2003. Bachelor in Communication Sciences, UAB, 1994.

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### **Pilar Navarro**

Hall director of the Fira of Barcelona since 2003. She holds a Degree in International Management, Specialty: International Business from ESMA (1999).

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### **Sonia Nicolau**

MCI Procurement Director & Life and Business Coach (2014). Diploma in Tourism Mediterranean School (Italy 1999).

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### **Ignacio Ruíz**

Senior Marketing Director of Grupo Planeta. Degree in ADE at Esade (Barcelona) and in economics at the University of Bocconi (Milan).

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### **Aleix Salvadó**

Executive Development Director at Captiva Sports, graduate in Management at IESE and in Business at ESADE.

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### **Maurici Segú Sendra**

Graduate in Business Administration and Management and MBA from ESADE, 2004. Creator of the company "New Art".

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\*Management reserves the right to modify the teaching staff, if necessary, to ensure the levels of quality and professional category.

## Promoting entities

Fundació UdG: Innovació i Formació



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Escola Universitaria de Turisme Euroaula



# Business Tourism & Events Management

Start course: 12/02/2025
Last session face-to-face session: 30/01/2026
End course: 28/02/2026
Date closing assessment report: 28/02/2026

## Calendar

Date	Place	Start of morning	End of morning	Start of afternoon	End of afternoon
12/2/2025				17:00	21:00
13/2/2025				17:00	21:00
17/2/2025				17:00	21:00
18/2/2025				17:00	21:00
19/2/2025				17:00	21:00
20/2/2025				17:00	21:00
24/2/2025				17:00	21:00
25/2/2025				17:00	21:00
26/2/2025				17:00	21:00
27/2/2025				17:00	21:00
3/3/2025				17:00	21:00
4/3/2025				17:00	21:00
5/3/2025				17:00	21:00
10/3/2025				17:00	21:00
11/3/2025				17:00	21:00
12/3/2025				17:00	21:00
13/3/2025				17:00	21:00
17/3/2025				17:00	21:00
18/3/2025				17:00	21:00
19/3/2025				17:00	21:00
24/3/2025				17:00	21:00
25/3/2025				17:00	21:00
26/3/2025				17:00	21:00
31/3/2025				17:00	21:00
1/4/2025				17:00	21:00
2/4/2025				17:00	21:00
3/4/2025				17:00	21:00
7/4/2025				17:00	21:00
8/4/2025				17:00	21:00
9/4/2025				17:00	21:00
22/4/2025				17:00	21:00
23/4/2025				17:00	21:00
24/4/2025				17:00	21:00
28/4/2025				17:00	21:00
29/4/2025				17:00	21:00
30/4/2025				17:00	21:00
5/5/2025				17:00	21:00
6/5/2025				17:00	21:00
7/5/2025				17:00	21:00
8/5/2025				17:00	21:00
12/5/2025				17:00	21:00
13/5/2025				17:00	21:00
14/5/2025				17:00	21:00
22/5/2025				17:00	21:00
13/10/2025				17:00	21:00

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20/10/2025	17:00	21:00
21/10/2025	17:00	21:00
22/10/2025	17:00	21:00
23/10/2025	17:00	21:00
27/10/2025	17:00	21:00
28/10/2025	17:00	21:00
29/10/2025	17:00	21:00
3/11/2025	17:00	21:00
4/11/2025	17:00	21:00
5/11/2025	17:00	21:00
6/11/2025	17:00	21:00
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7/1/2026	17:00	21:00
8/1/2026	17:00	21:00
12/1/2026	17:00	21:00
13/1/2026	17:00	21:00
14/1/2026	17:00	21:00
19/1/2026	17:00	21:00
20/1/2026	17:00	21:00
21/1/2026	17:00	21:00