Universitat de Girona
Fundació UdG: Innovació i Formació

Business Tourism and Events Management

11th Edition
Codi: 260515
Tipologia: Lifelong Learning Master's Degree
Crèdits: 60.00
Idioma: English
Data d'inici: 14/10/2026
Data darrera sessió presencial: 27/05/2027
Data de finalització: 30/09/2027
Data màxima de presentació del treball final: 03/06/2027
Possibilitat d'assistir a les sessions presencials per videoconferència: No
Gravació de classes: No
Horari: monday to thursday from 5 pm to 9 pm
Lloc de realització: EUROAULA, Barcelona University School
Places: 25

Preus i descomptes

Preu: 6.170 €

Raons per fer el curs

- 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 tendencies in business tourism and know how to manage and implement them.
- Develop management and leadership skills necessary to organise any type of professional event.

Pràctiques externes

To participate in an internship as a trainership placement on a voluntary and optional basis as long as it is completed during the academic year of the Master's programme.

Objectius

To provide the necessary training for professionals in organising and managing events, meetings and congresses, with a particular focus on business tourism and the MICE sector (Meetings, Incentives, Conferences and Exhibitions).

Sortides professionals

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

A qui s'adreça

- Professionals who wish to enter the MICE sector and the corporate events industry.
- Graduate and diploma holders who wish to expand their knowledge in business tourism and events management.
- Professionals who wish to create and manage their own events company.

Requisits d'admissió

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

Assignatures relacionades

Strategic Management in a Global Business Environment, business ethics & sustainability (4 ECTS)

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.

Corporate Finance and Management Accounting (4 ECTS)

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

Systems and Operations (3 ECTS)

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.

Human Resources Management and Leadership Skills (6 ECTS)

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.

Principals of Online Marketing & Online Reputation (4 ECTS)

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.

Management Communication & Customer Experience Skills (4 ECTS)

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.

Business Tourism Management & Events Types (3 ECTS)

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.

Event Design and Planning (6 ECTS)

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.

Event Management: Operations and Logistics (3 ECTS)

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.

Entrepreneurship and Innovation for Business Tourism (4 ECTS)

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.

Relationship Marketing & Customer Experience (4 ECTS)

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.

Marketing,Communication and Project Managementfor Events (5 ECTS)

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.

Master’s Degree Final Project (10 ECTS)

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.

Titulació

Lifelong Learning Master's Degree in Business Tourism and Events Management of the University of Girona*

* Does not include shipping rates of qualification document.

Metodologia

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.

Sistema d'avaluació

– Minimum mandatory attendance at 80% of sessions.
– 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.
– 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.
– The final master's project consists of the creation of a professional event. The work must be presented to a jury made up of three professors from the program, who are responsible for carrying out the evaluation.

Quadre docent

Direcció

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

Coordinació

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

Professorat

Faculty
Led by a team of managers and working professionals. Consult the list of teachers.

*La direcció es reservarà el dret a fer canvis en l'equip docent en cas que algun dels professors no pugui impartir la seva matèria, garantint el mateix nivell de qualitat i categoria professional.

Calendari

Data	Lloc	Inici matí	Fi matí	Inici tarda	Fi tarda
14/10/2026				17:00	21:00
19/10/2026				17:00	21:00
20/10/2026				17:00	21:00
21/10/2026				17:00	21:00
22/10/2026				17:00	21:00
2/11/2026				17:00	21:00
3/11/2026				17:00	21:00
4/11/2026				17:00	21:00
5/11/2026				17:00	21:00
9/11/2026				17:00	21:00
10/11/2026				17:00	21:00
11/11/2026				17:00	21:00
12/11/2026				17:00	21:00
16/11/2026				17:00	21:00
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18/11/2026				17:00	21:00
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