

DIGITAL BUSINESS MODELS & INNOVATION SUMMER PROGRAM SCHOOL OF TOURISM, HOSPITALITY AND GASTRONOMY CETT-UB



01

Background

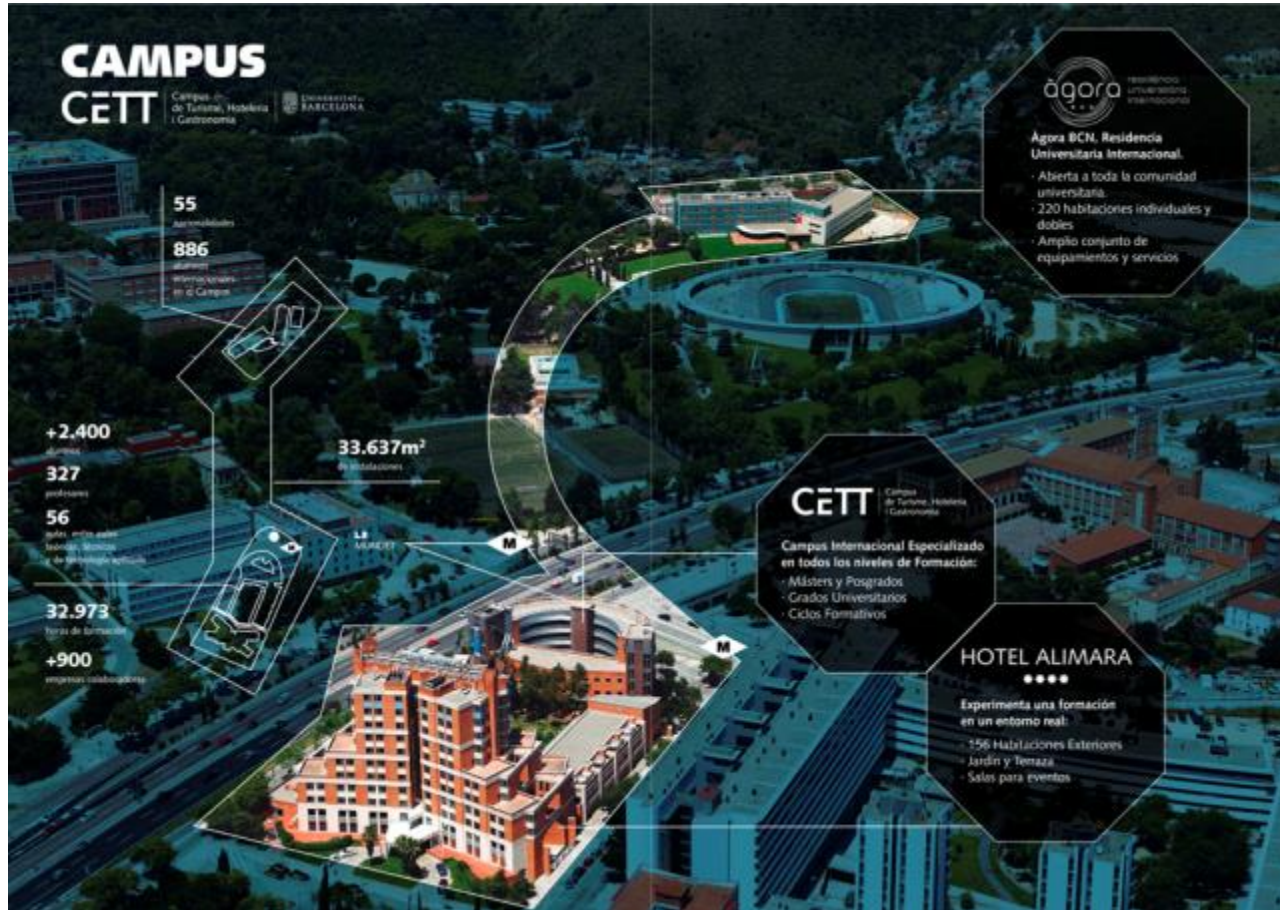
02

School of Tourism, Hospitality & Gastronomy

10

CETT Digital Business Models & Innovation Summer Program

- This proposal was created after the request made by Teresa Diaz Comas, Vice President of Skål International.
- **The School of Tourism, Hospitality & Gastronomy CETT-UB** accepts the request and thanks the trust Skål International has placed in our institution. We hope this proposal suits every need that has been expressed.



A comprehensive institution for education and knowledge transfer in tourism and hospitality management, affiliated with the University of Barcelona. In over 40 years of existence, CETT Barcelona has been fully involved in the sustainable development of the tourism sector and the society through **education, research, innovation and expertise**. CETT Barcelona focuses on the **personal and professional growth** of all who are part of it.



#cettglobal

PILARS

Gaspar Espuña
CETT Foundation

Founded in 2000 to promote education, research, and the internationalization and sustainability of the university

Non Profit

University of
Barcelona

CETT has been affiliated to the University of Barcelona since 1996



Industry

Close relationship to the industry and enterprises to ensure employability and professional excellence to all graduates

Spain's Tourism, Gastronomic and Hospitality reference since 1969

50 years

Specialized in Tourism, Hospitality, and Gastronomy

Affiliated to the University of Barcelona

International University

779 International students

Students & Alumni

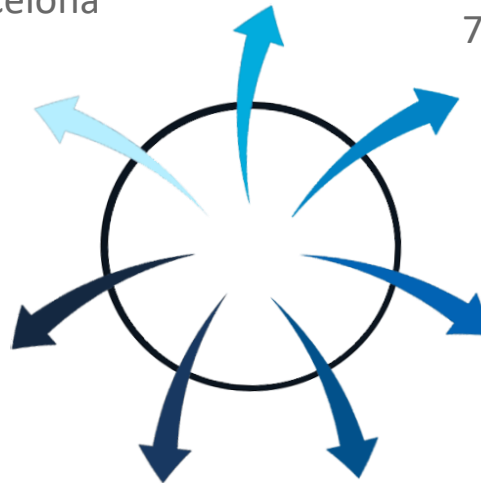
2,031 students

19,500 alumni

Connection with the industry

+1,616 Job offers received annually

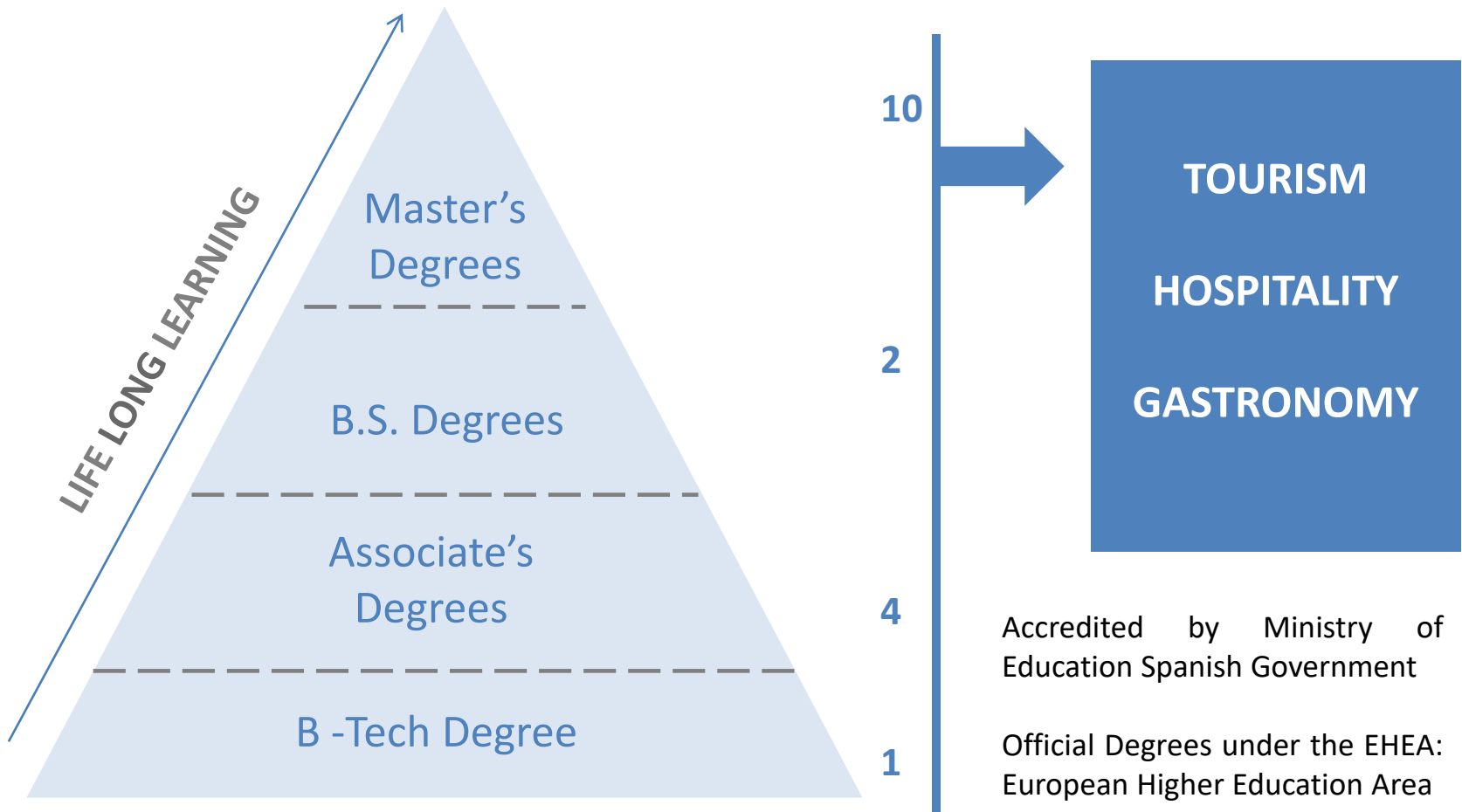
+2,010 Internship opportunities

**Interdisciplinary Education****Innovative Educational Model, Active and Original Experiential Learning**

Faculty with managerial experience in the industry. 50% of faculty have a PhD

Strong relationship with the Tourism and Hospitality Industry

+ 900 companies and partners



Languages of Instruction: Spanish and English

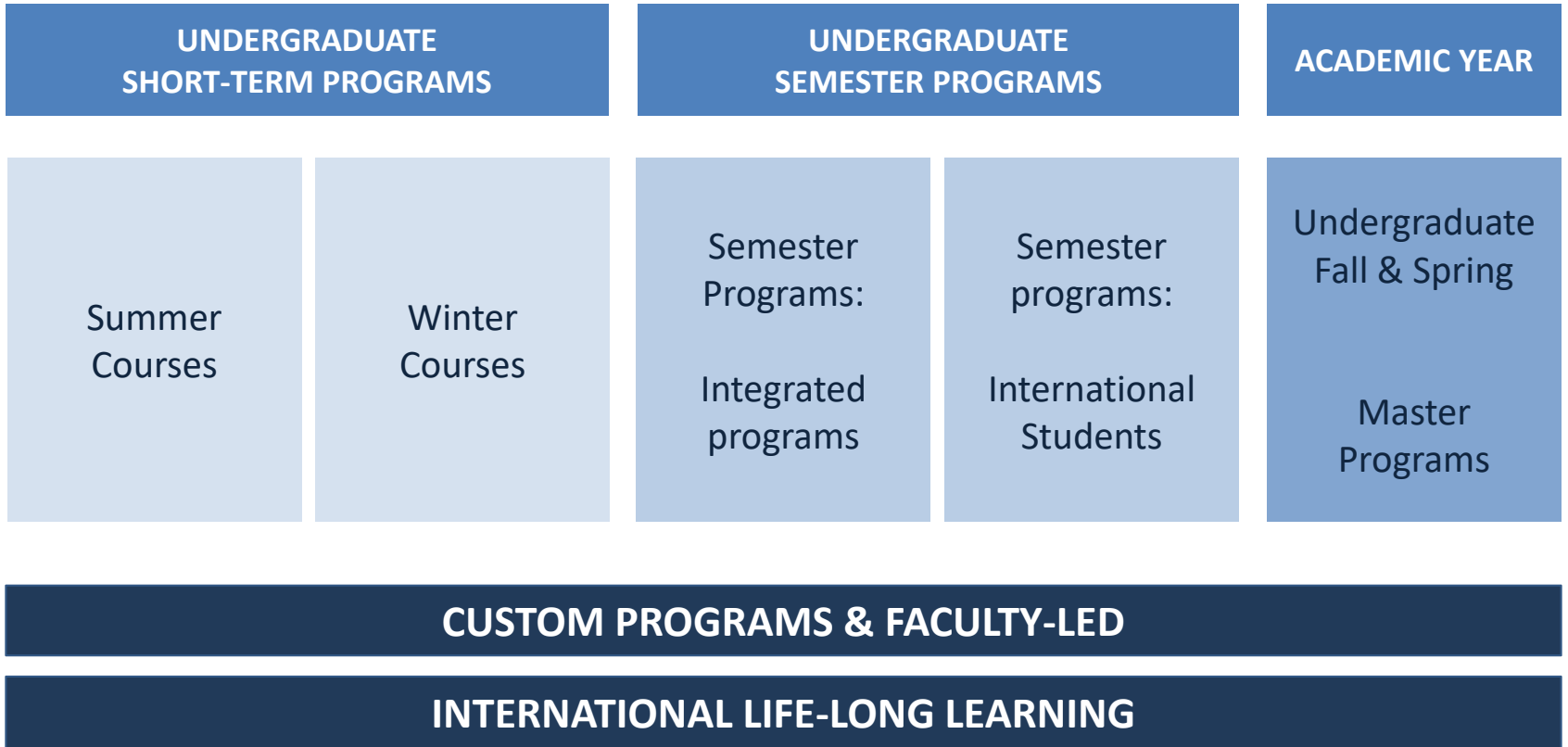
The University, internationally and multiculturally:

- ✓ **30% of the student body is international**
- ✓ **779 International Students**
- ✓ **50 Nationalities**

42 % International Programs
30 % Master's Degrees
15 % Undergraduate Degrees
7 % Continuing Education
6 % B-Tech Degrees

58.1% North & South America
23.5 % Asia
17.7% Europe
0.6 % Africa
0.1 % Oceania







In the *Top Ten of MICE Hotels of Barcelona*, it has a long-standing experience in high-quality services. Its facilities include a wide range of meeting rooms of different sizes and capacities, a spacious inner courtyard with a lush green garden available for all types of functions, as well as spaces especially designed for families. Good public transport connections to Barcelona downtown.

The Alimara Hotel plays an essential role in the education and professional training at CETT.



156 Rooms. 2,000 m² – Accommodation: 600 people

20 Modular meeting rooms.

Up-to-date facilities and services for students, teachers, and academic groups, set in a natural, quiet, and pleasant environment in a truly international atmosphere.

Good public transport connections to the city centre and to the universities in and around Barcelona.

220 Bedrooms (single, double, triple and quadruple occupancy)

Multi-purpose living room, Dining hall, Study room with Library, Gymnasium, Computer room, Spacious Garden and Outdoor Sports area.





DIGITAL BUSINESS MODELS & INNOVATION SUMMER PROGRAM



DIGITAL BUSINESS MODELS & INNOVATION OVERVIEW

Dates:

PROGRAM: from July 6th until July 17th

LODGING: check-in July 6th and check-out July 17^h

Type of course : Summer School

Eligibility: SKÅL International members

The program includes: lectures, professional visits, excursions and lodging with half board (breakfast and lunch)

Language: English

DIGITAL BUSINESS MODELS & INNOVATION

DIGITAL BUSINESS & ENTREPRENEURSHIP

Objectives

- *Understand the new reality of Digital Economy.*
- *Develop and create new Digital Business Models and projects.*
- *Study and analyze the main actors in the digital ecosystem: Entrepreneurs, Digital companies and Investors.*

Contents:

- System, companies and people: evolution in Digital Era.
- Digital business structures: from vertical model to Co-creation Model.
- Entrepreneurship as a way of Management.
- Intra-entrepreneurship environments inside companies.
- Digital Entrepreneurship Project Management Tools.
- Digital Marketing.
- Communication and pitching skills: The art of telling stories.
- Investment ecosystem.

INNOVATION MANAGEMENT & TOOLS

Objectives:

- *Learn how to generate systems of innovation inside and outside the companies.*
- *Know, understand and apply Innovation Tools: Design Thinking, LEGO Serious Play, etc.*
- *Ideate, create and develop an innovation project.*

Contents:

- Change of paradigm: the main difference between evolution and disruption.
- Design Thinking Process.

METHODOLOGY

The learning methodology applied in this course consists of several key elements that allow achieving the mentioned objectives simultaneously.

The methodology is defined as follows:

- Theory classes that transfer basic and specific knowledge. Class participation is crucial in order to students to acquire the necessary knowledge and skills targeted in the program.
- Case studies that reflect the contents so as to help the student put into practice the theoretic contents.
- Complementary activities such as educational visits that support the students in further understanding and implementing the contents provided by the program.

EVALUATION SYSTEM

The evaluation of the program will be conducted by reviewing the students' work and participation during the program.

The participants are evaluated on a constant basis during the lectures and through the practical cases to be developed and defended. The continued evaluation stands for 60% while the final test evaluation for 40% of the general mark of the program.

PROFESSIONAL VISITS

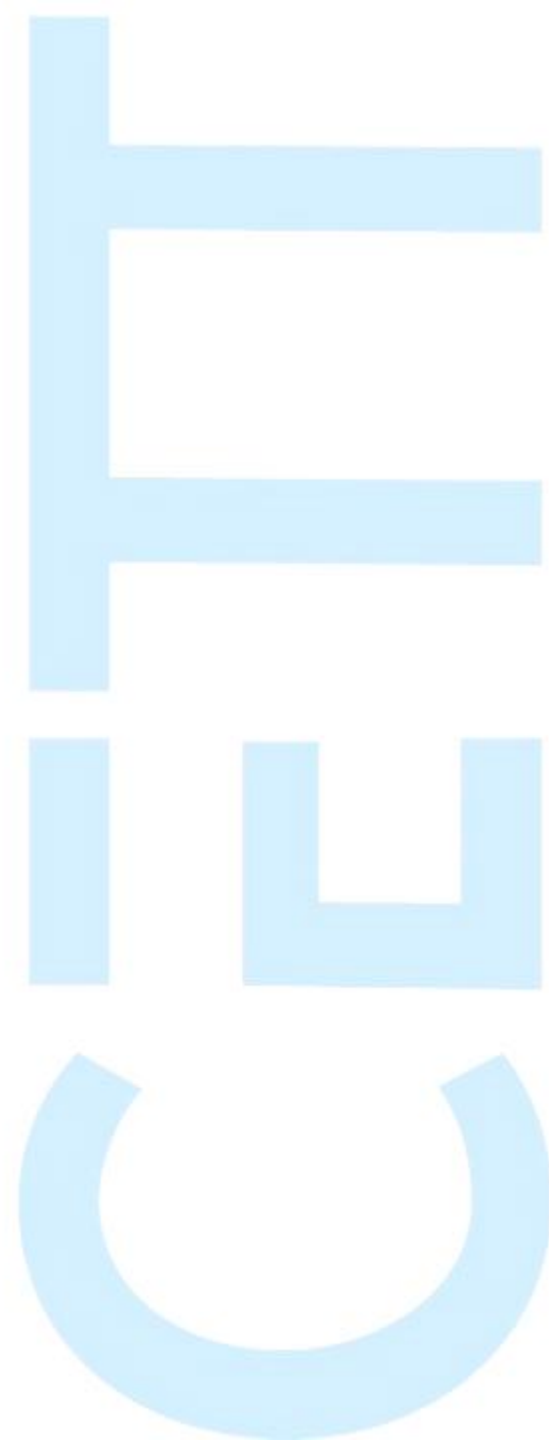
DIGITAL BUSINESS MODELS &
INNOVATION
SUMMER PROGRAM

CETT

School
of Tourism, Hospitality
& Gastronomy



UNIVERSITAT DE
BARCELONA



Participants will enjoy a complete guided visit of Barcelona's historic centre, going through some of the most emblematic and iconic streets of the city.

The walk will begin at Plaça Catalunya, we will go through Passeig de Gràcia where we will discover two of the most famous buildings by Gaudí. (Casa Batlló and La Pedrera).

Afterwards, we will visit the Gothic Quarter and the Borne, the oldest part of Barcelona. We'll see the most interesting monuments of the Roman and Medieval city. The visit will finish at the church Santa María del Mar .

*subject to change



BARCELONA ACTIVA is the organization responsible for boosting economic policies and local development to ensure a better quality of life for the Barcelona citizens by promoting employment, encouraging entrepreneurship and offering support to companies from the perspective of the plural economy.

- Strategies for fostering employment
- Entrepreneurship
- Businesses
- Training and innovation
- Socio-economic innovation
- Development of proximity



LA ROCA VILLAGE is one of the 11 Villages within The Bicester Village Shopping Collection in Europe and China, created and operated by Value Retail. The Bicester Village Shopping Collection has become synonymous with leading brands, charming open-air 'village' settings, a welcoming and superior service, a calendar of celebrated events and, not least, exceptional value for money.



The accommodation during the program will be in a double room (with private bathroom) in the Student Residence Hall Àgora BCN.

SERVICES

- ✓ Double room with private bathroom
- ✓ Breakfast and lunch (7 days per week)
- ✓ Independent air-conditioning system in every room
- ✓ WI-FI internet connection
- ✓ Library and study rooms
- ✓ Computer lab
- ✓ Music room
- ✓ Sports area
- ✓ Leisure area



The price of the program per student is: **1.595 €**

The price includes:

- Lodging in double rooms at Àgora BCN Student Residence Hall for 12 nights with breakfast and lunch.
- Fully-equipped classrooms and workshops.
- Study room with library and computer lab available at Àgora BCN Student Hall during the whole week.
- Welcome session that includes a guided visit of Barcelona historic center and the welcome pack
- Professional visits
- Student insurance (at CETT-UB classrooms as well as during the visits, this is not a health insurance)

Note

This price does not include plane tickets, travel health insurance, passport or visa taxes, meals not included in the price, uniforms, personal expenses, text books, additional visits or any other issues not mentioned in the proposal.

Any changes in the program may imply the recalculation of the price.

To ensure availability at Àgora Residence Hall, it is suggested to make a pre-booking of the rooms by the 30st April,

Payment method:

- 100% of the cost must be paid before the beginning of the course.
- Deadline: 3 weeks before the arrival of the group



Sistema de Gestión de la
Calidad de la Formación
ISO 9001:2015

www.cett.cat

Av. Can Marçet, 36-38,
08035-Barcelona

Tel. +34 934 280 777

International.programs@cett.es

@cett_international



Barcelona School
of Tourism, Hospitality
and Gastronomy

Centre adscrit



UNIVERSITAT DE
BARCELONA

#cettglobal