

WE
ARE
HOSPITALITY

University Master Degree (EHEA)

HOTEL MANAGEMENT



HTSI is affiliated to the
ESADE Foundation

University Master Degree (EHEA) HOTEL MANAGEMENT*

The University Master Degree in Hotel Management, adapted to the European Higher Education Area (EHEA), with 90 ECTS, is a full time program **directed at graduates with a particular interest in hotel management, with a special emphasis on the financial aspects and team leadership** in hospitality internationally.


Upon completion of the Hotel Management University Master Degree, the graduate will have consolidated management skills needed to **lead international hotel projects and businesses** as well as gain the competencies necessary for positions of responsibility in the hospitality industry. All of this in a framework of sustainability, social responsibility and ethics.

DEGREE AWARDED

 **Máster Universitario en Dirección Hotelera / Hotel Management (EHEA)***
por la Universidad Ramon Llull

(A EUROPEAN HIGHER EDUCATION AREA OFFICIAL UNIVERSITY MASTER DEGREE AWARDED BY THE SPANISH MINISTRY OF EDUCATION)

 **TIME TABLE**
Full-time Master Degree

 **September-June:**
Academic Block
June-December:
Compulsory In-Company Placement

* This university master degree is currently subject to verification according to Royal Decree 1393/2007, dated October 29th, 2007, modified by the Royal Decree 861/2010, dated July the 2nd, 2010.



The **School of Tourism and Hospitality Management Sant Ignasi (HTSI)**, of Ramon Llull University, is a Jesuit Faculty and affiliated to the ESADE Foundation. It has a clear mission: to impel teaching, research and to provide its students with the essential knowledge for management of organizations in tourism and hospitality. HTSI's aim is to contribute to the scientific, social and humanistic skills of competent graduates who are the professionals of the future. **HTSI graduates are aware of their responsibility, and the importance of their contribution to the ethical development of tourism**, within the context of intercultural dialogue. HTSI is a young faculty, open to students' active participation, through the culture of dialogue and responsibility, in the spirit of excellence and concern for social transformation.

Barcelona

Cosmopolitan, modern, welcoming, Barcelona has it all as one of the top tourism destinations in the world. History, design, leisure, the sea, an incredible cultural heritage and above all, a dynamic, creative culture: a perfect setting for business...and pleasure.

Barcelona is modern and progressive. It is both popular and steeped in tradition. Barcelona has become one of the most sought-after tourist destinations, visited by those looking for unforgettable experiences.

A first-class city, known for innovation and its open doors to diversity, making it the preferred destination for business and events. It is, beyond a doubt, an active city with a warm open character.

And, because of its long history and experience, **it is the ideal location for professional hospitality studies.**



This Master Degree offers you the opportunity to consolidate management skills needed to lead international hotel projects and businesses as well as for positions of responsibility in the hospitality industry.

The program provides you with the key competencies required for a successful start of your hotel management career:

- > LEADERSHIP
- > ETHICAL AWARENESS
- > SERVICE ORIENTATION
- > PROBLEM SOLVING
- > SELF CONFIDENCE IN MANAGERIAL DECISIONS
- > TEAM BUILDING
- > HOTEL INDUSTRY KNOWHOW

WHO ARE YOU GOING TO SHARE THE CLASSROOM WITH?

Master Students in Hotel Management are:

- > International students from different nationalities and cultures
- > University graduates from multiple business areas
- > Professionals with an interest in the hotel industry
- > Students will fine tune their sense of responsibility with a keen sense of ethical business management
- > Open-minded, with vocation of service in the management of a hotel company

TOP 5 REASONS

- 1 Earn a University Master Degree in a dynamic and active environment.
- 2 Enhance professional competencies.
- 3 Network with hospitality related companies mentoring you.
- 4 Develop into a well-rounded hotel leader.
- 5 Broaden your passion for the international hotel industry.

MAIN FOCUSES

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

The hotel sector is a global service-driven area seeking well-rounded leaders who are sensitive to ethical issues and who are socially responsible. International industry knowledge, networking and leadership are key competencies covered in this module.

INTERNATIONAL HOTEL MANAGEMENT

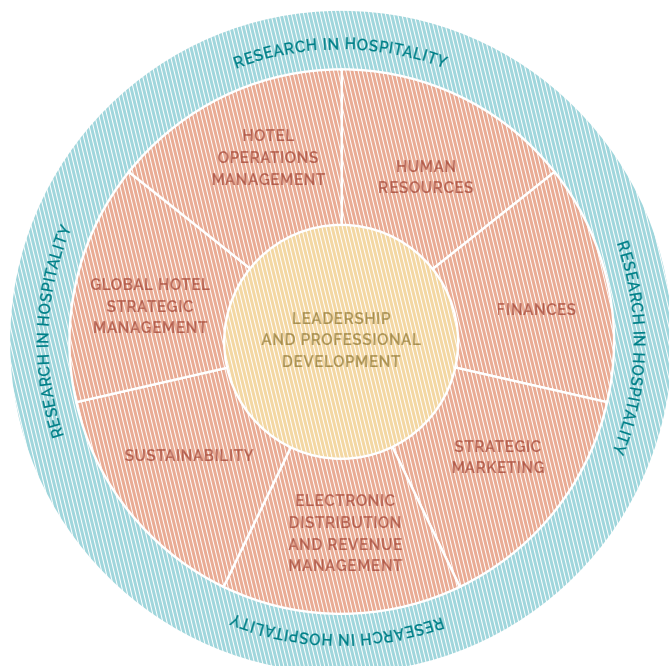
Students become acquainted with the main elements in international strategic management, with a focus on decision making, finance and marketing. The participants will gain full understanding of the operational matters in multinational companies, as well as the challenges involved in international human resources.

RESEARCH IN HOSPITALITY

Research skills in the hospitality field are a critical factor for anticipating future scenarios and for transferring academic knowledge needed to face challenges in the hotel industry, helping managers to make better decisions. This module is completed with the Master Thesis, which may focus on either an academic piece of research or on a business plan.

A PROGRAM CENTERED ON THE WELL-ROUNDED HOTEL MANAGER

- For your personal growth
- For developing managerial competencies
- For a Better Hotel Sector



SOME IMPORTANT FACTS

Program duration

16 months

SEPTEMBER-JUNE:

Academic Block

JUNE-DECEMBER:

Compulsory In-Company Placement

Timetable

Full-time

Location

Barcelona

Language

English

DURING THE PROGRAM

- > **Each subject is related to a hotel company**, who will collaborate in academic sessions through learning by doing. This will offer you an intensive learning experience very closely linked to the reality of the international hotel industry.
- > **You will carry out a one week operational placement** at a hotel of international prestige in order to get an overview of operations from the management's viewpoint.
- > The academic sessions are **conducted by renowned lecturers**. Our learning environment includes academic lectures, team work, coaching, case studies, contact with professionals, and guest speakers. The teaching methodology follows the Problem Based Learning approach.
- > The program **includes research content applied to hotel management**, ending with a thesis, enabling the student to initiate a doctoral program upon graduation from the Master Degree.
- > **You will experience one educational trip** to become acquainted with different hospitality models and exchange impressions with leading hospitality managers.

STUDY PLAN

SEMESTER 1 (AUTUMN)

Global Hotel Strategic Management 5 ECTS

- > The Strategic Management Process
- > Analysis of the International Environment and Stakeholders
- > Creating the Competitive Advantage
- > Growth Strategies

Hotel Operations and Service Management 5 ECTS

- > Process Management
- > Food & Beverage
- > Service Quality
- > Planning a Hotel Opening
- > Operational Week
- > Hotel Business Game

Human Resources Management 5 ECTS

- > Strategic Change Management
- > Cultures, Structures and Standards

International Financial Management 5 ECTS

- > Hotel Real Estate
- > Corporate Finance
- > Investment Strategies for Financial Markets
- > Asset Management

Professional Development and Leadership 5 ECTS

- > Understanding Leadership
- > Self-Leadership
- > Leading the Hotel Industry
- > Communication Skills
- > Self-Management

Sustainability and Social Responsibility 5 ECTS

- > Understanding Sustainable Development
- > Ethics of Environment and Development
- > CSR and Globalization
- > Opportunities for CSR Investment

SEMESTER 2 (SPRING)

International Financial Management 5 ECTS

- > Growth Strategies: Franchising, Acquisitions and Mergers
- > Strategic Controls and Performance Outcomes

International Strategic Marketing Management 5 ECTS

- > Service Strategies, Customers and Brandings
- > Online Marketing Strategies

Electronic Distribution and Revenue Management 5 ECTS

- > Revenue Management
- > Reputation Online
- > E-Distribution

Research Methods in Hospitality 5 ECTS

- > Planning a Research
- > Conceptual Design
- > Technical Design
- > Research Proposal

Master Thesis 10 ECTS

- > Academic Research **Or** > Business Plan

SEMESTER 3 (AUTUMN)

Compulsory In-Company Placement 30 ECTS



PROBLEM BASED LEARNING METHODOLOGY WITH HOTEL COMPANIES

The teaching methodology follows the **Problem Based Learning approach**, allowing the participants gain deeper insights into management issues and their solutions.

Through Problem Based Learning, **students have direct contact with real companies, sharing challenges and concerns**. The participation of the international hotel organizations in the program will take different forms: plenary lectures, workshops, or visits. The common aspect of all these companies centers on a real problem needing a solution.

Problem Based Learning is **an enjoyable and effective way to learn** for future international leaders in the hotel sector.

OPERATIONAL WEEK

To become a well-rounded hotel manager, it is imperative to fully comprehend the operating aspects in the hospitality industry. This program allows the students to **immerse themselves in a hotel establishment for a short period of time with the aim to shadow managers** and understand what are the challenges they face on a day to day basis.



ADMISSIONS AND REQUIREMENTS

ADMISSIONS

Admission

- > Information and advice
- > Interview to assess the candidate's future career development.

Application and documentation

The application form must be completed and submitted along with the following documentation:

- > Updated curriculum vitae
- > University Bachelor Degree
- > Certificate stating that the university qualification obtained enables the candidate to enroll in a master program in their home country
- > Academic transcript of records
- > English Language Certification accredited (C1 Level)
- > Photocopy of ID or passport
- > Two letters of recommendation
- > A letter of motivation

Intake interview

Personal interview (telephone or online) with a member of the admissions committee.

Admissions Committee

Will assess the application and approve the admission of candidates.

Statement of admission

Within one month of completion of the intake interview, the candidate will receive the final decision of the committee.

Rolling applications are accepted all year round.

REQUIREMENTS

- > A minimum three year Bachelor Degree required
- > English fluency
- > Hospitality values

MORE INFORMATION ABOUT THE ADMISSION PROCESS CAN BE FOUND AT

<http://www.tsi.url.edu/eng/masters/master-in-hotel-management>
tur@tsi.url.edu

WE ARE HOSPITALITY



C/ Marqués de Mulhacén 40-42
(Campus ESADE Pedralbes. Edificio 2)
08034 Barcelona
+34 93 252 28 91
tur@tsi.url.edu
www.tsi.url.edu

[www.tsi.url.edu/eng/masters/
master-in-hotel-management](http://www.tsi.url.edu/eng/masters/master-in-hotel-management)

tur@tsi.url.edu

<http://twitter.com/turismostignasi>
www.facebook.com/Turismosantignasi