



SCHOOL
OF TOURISM
& HOSPITALITY
MANAGEMENT
SANT IGNASI

RAMON LLULL UNIVERSITY

UPGRADE/ME

University Masters Degrees

HTSI is affiliated to the
ESADE Foundation



UPGRADE ME

The tourism and hospitality sector is one of the areas with the greatest projection in the world economy. Millions of people travel internationally every day in an increasingly changing and digitalized society. Professionals with excellent academic training who are up-to-date on the latest tendencies are needed so that they can easily adapt to an industry that is constantly evolving. **The University Master Degrees offered by the School of Tourism and Hospitality Management Sant Ignasi** (Ramon Llull University) give you an opportunity to consolidate your management skills in order to lead international projects in tourism and hospitality businesses, and to take on positions of responsibility in the industry.

If you consider yourself apasionate of the hospitality industry, you want to push your professional career and expand your network, these programs are for you.

Current Employment Status



84.6%
PROFESSIONALLY ACTIVE



15.4%
OTHER PROFESSIONAL SITUATIONS

Positions



53.5%
ARE IN MIDDLE MANAGEMENT AND MANAGEMENT POSITIONS

The University Master Degree in Innovative Hospitality Management offers the opportunity to work with a diverse group of students to gain a more strategic and creative way of thinking. The program has a sound mix of theory and practical group-orientated work, allowing us to learn from ourselves as well as our colleagues.

Nick van der Werff / Class of 2014

First Employment after graduation



36%
BEFORE GRADUATING



48%
LESS THAN 3 MONTHS




12%
FROM 4 TO 6 MONTHS



4%
OVER 6 MONTHS

The University Master Degree in Hotel Management has allowed me to deepen in into the field of hospitality and has provided me with the knowledge and abilities I need to become a well-rounded professional in the industry. Focusing on real cases, partnering and working with different companies in the sector through projects throughout the year are its main attributes.

Teresa Roig / Class of 2016

 **88.5%** Will recommend an HTSI University Master Degree

TOP 10 REASONS

- 1 Get specialized and renew yourself for a professional upgrade. Push your career and make your **profile more attractive** to the job market.
- 2 **Get an official University Master Degree** (European Higher Education Area), granted by Ramon Llull University and recognized by the Spanish Ministry of Education and Science.
- 3 Get prepared in a **dynamic, international environment**, where you can develop your crosscultural abilities.
- 4 **Broaden your advanced knowledge** and learn about new tendencies in order to become an expert capable of leading tourism and hospitality businesses in an innovative environment.
- 5 **Develop skills in leadership and business management and consolidate your skills** as an entrepreneur, acquiring the knowledge needed to start your own business.
- 6 **Work with the best** and expand your network of personal contacts with classmates and professors to benefit your professional future.
- 7 Complete an **international internship** in the best tourism and hospitality companies in the world (visa permitting).
- 8 **Study with a problem-based learning methodology**, where subjects are connected to top companies, allowing you to take on current challenges faced by tourism and hotel management.
- 9 Experience **visits to hotel companies** and an **educational trip** to become acquainted with different hospitality models and exchange impressions with leading hospitality managers.
- 10 **Study in Barcelona** (Spain), a dynamic, cosmopolitan city that continues to gain relevance in the tourism and hotel sector.

YOUR CLASSMATES

- ▶ Different nationalities with diverse cultures.
- ▶ Special interest in innovation and trends in management.
- ▶ Different academic backgrounds and a broad range of professional experiences.
- ▶ Entrepreneurs with a project in mind in search of the skills to make it a reality.






DURING THE PROGRAM

- > Teaching methods are based on **combining theory with practice** (real case studies of leading hospitality companies) to reinforce academic knowledge and provide you with tools for success in your professional career.
- > The program is taught by **academic lecturers and professional collaborators** with wide **experience in the sector** that are specialized in each of the areas addressed.
- > You will enrich your experience with **practical cases, master classes** from guest professors, professionals from the sector and **technical visits**. Get to know the reality of the sector on the ground!
- > You will be in **constant contact with the industry**. As a result, you will get to know the current environment, tendencies and business opportunities, and you will establish a network of contacts that is essential to your professional future.
- > You have the option of creating a **Business Plan** or **Consultancy Report** as your thesis project at the end of the program, allowing you to develop your entrepreneurial and innovative spirit, or to promote your leadership and management skills.

ASPIRATION

ACHIEVE YOUR PROFESSIONAL UPGRADE



At HTSI, our goal is to accompany you on the road towards your professional upgrade. Our Department of **Career Services** will advise you and guide you to put together an action plan to improve your career.

- 1 Personalization**, according to your needs, your skills and your preferences, is the key to a successful job placement.
- 2** Our Career Services Department will offer you **one-on-one assistance and an interview** to help you achieve the better internship according to your profile. You will also attend recruitment sessions to interact with industry leaders and manage your professional experiences.
- 3** HTSI's University Master Degrees include a **mandatory internship period** (visa permitting) in prestigious companies from the tourism and hospitality industry. Personalization based on your needs, academic and language skills and previous professional experience are the keys to a successful professional placement.
- 4** Once the program is completed, you will be part of the **HTSI Alumni Community**, with permanent access to our job offers.

PROFESSIONAL INTERNSHIP REAL EXAMPLES

- > Hotel Sixty Two (Barcelona)
[\[Cross Training\]](#)
- > Hotel Banke (Paris)
[\[General Manager Assistant\]](#)
- > Cellai Hotel Boutique (Florence)
[\[Marketing Department\]](#)
- > H10 Duque de Loulé (Lisbon)
[\[Human Resources Department\]](#)
- > Costa Rica Marriott (Costa Rica)
[\[Finances\]](#)
- > Park Hyatt Hotels (Australia)
[\[Guest Services Manager\]](#)
- > Hilton Parklane (London)
[\[Revenue Management\]](#)
- > Hotel Majestic (Barcelona)
[\[General Manager Assistant\]](#)
- > Worldhotels (Frankfurt)
[\[Global Marketing Department\]](#)
- > Me Ibiza (Ibiza)
[\[F&B Supervisor\]](#)
- > Me Madrid (Madrid)
[\[Marketing & Sales\]](#)
- > Magma Hospitality Consulting (Barcelona)
[\[Consultancy\]](#)
- > Holland Destination Management (Amsterdam)
[\[Marketing\]](#)
- > Sportpaleis (Antwerp)
[\[Events\]](#)
- > HotelsDot (Barcelona)
[\[Revenue Management\]](#)
- > TIG Sports (Amsterdam)
[\[Events\]](#)



UPGRADE ^{ME}

University Masters Degrees

University Master Degree in Hotel Management

DEGREE: Official University Master Degree in Hotel Management, granted by Ramon Llull University and recognized by the Spanish Ministry of Education and Science.

CREDITS: 90 ECTS

DURATION: 16 months

MODALITY: Full time

SCHEDULE: Monday – Friday, from 3 pm to 6:45 pm

DIRECTOR: Dr Esther Binkhorst
(esther.binkhorst@htsi.url.edu)



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The University Master Degree in Hotel Management is aimed at university graduates with an interest in the hotel industry. This program gives you the opportunity to **consolidate** the **management skills** you need to lead **international hotel projects** and assume positions of responsibility in the hospitality industry. It places special **emphasis on financial aspects and team management** in international hospitality companies.

PROFILE

- > **Graduates in tourism**, hotel management and similar bachelor programs who want to take a step further in their professional careers, to acquire advanced knowledge and learn about new tendencies in hotel management.
- > **Graduates in business administration, economy, finances** and other degrees related to management who want to join the international hotel industry.
- > **Professionals from different backgrounds** interested in beginning a career in the world of international hotels.
- > **Entrepreneurs** who want to carry out a business idea involving the hospitality industry.

The University Master Degree in Hotel Management is a year-and-a-half programme designed entirely for pursuing a successful international career in the hospitality industry. It helps you to gain hospitality management abilities and develop professional and personal skills through real case studies. What's more, the programme lets you get in touch with top companies in the sector to set up your future career. Insights delivered by established professionals in the industry, problem solving methods and company visits help students to become future leaders.

Enetz Arzak / Class of 2017

MAIN AIMS

The goal of this master program is to offer you 360° training including:

1 Leadership and Professional Development

Knowledge of the international sector, networking and leadership are key skills covered in this module.

2 International Hotel Management

Skills in international strategic management, with a focus on decision-making, finance, marketing and sustainability.

3 Research in Hospitality

To face challenges in the hotel industry, helping managers make better decisions.

4 Internship

An international internship in a hotel, consultancy or tourism-related company (visa regulations permitting).

A PROGRAM CENTERED ON THE WELL-ROUNDED HOTEL MANAGER



● For your personal growth

● For developing managerial competencies

● For a Better Hotel Sector



CONTENTS

SEMESTER 1 (AUTUMN)

- | | | | |
|--|---|--|--|
| <p>5 ECTS INNOVATION AND STRATEGIC MANAGEMENT</p> <ul style="list-style-type: none"> > The Strategic Management Process > Analysis of the International Environment and Stakeholders > Creating the Competitive Advantage > Growth Strategies > Disruptive Business Models | <p>5 ECTS HOTEL OPERATIONS AND SERVICE MANAGEMENT</p> <ul style="list-style-type: none"> > Process Management > Food & Beverage > Service Quality > Planning a Hotel Opening > Operational Week > Hotel Business Game | <p>5 ECTS INTERNATIONAL FINANCIAL MANAGEMENT</p> <ul style="list-style-type: none"> > Hotel Real Estate > Corporate Finance > Investment Strategies for Financial Markets > Asset Management | <p>5 ECTS LEADERSHIP DEVELOPMENT</p> <ul style="list-style-type: none"> > Understanding Leadership > Self-Leadership > Leading the Hotel Industry > Communication Skills > Self-Management |
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SEMESTER 2 (SPRING)

- | | | | |
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| <p>5 ECTS HUMAN RESOURCES MANAGEMENT</p> <ul style="list-style-type: none"> > Strategic Change Management > Cultures, Structures and Standards | <p>5 ECTS NEW EVOLVING TRENDS IN MARKETING</p> <ul style="list-style-type: none"> > Service Strategies, Customers and Brandings > Online Marketing Strategies | <p>5 ECTS ELECTRONIC DISTRIBUTION AND REVENUE MANAGEMENT</p> <ul style="list-style-type: none"> > Revenue Management > Reputation Online > E-Distribution | <p>10 ECTS INTERNATIONAL INTERNSHIP</p> |
| <p>5 ECTS INTERNATIONAL FINANCIAL MANAGEMENT</p> <ul style="list-style-type: none"> > Growth Strategies: Franchising, Acquisitions and Mergers > Strategic Controls and Performance Outcomes | <p>5 ECTS SUSTAINABILITY AND SOCIAL RESPONSIBILITY</p> <ul style="list-style-type: none"> > Understanding Sustainable Development > Ethics of Environment and Development > CSR and Globalization > Opportunities for CSR Investment | <p>5 ECTS RESEARCH METHODS IN HOSPITALITY</p> <ul style="list-style-type: none"> > Planning a Research > Conceptual Design > Technical Design > Research Proposal | |

SEMESTER 3 (AUTUMN)

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|---|---|
| <p>20 ECTS INTERNATIONAL INTERNSHIP</p> | <p>10 ECTS MASTER THESIS
Consultancy Report OR Business Plan</p> |
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PROBLEM BASED LEARNING

Problem Based Learning is an effective and dynamic education method for the future leaders which provides continuous, guided and effective learning based on:

- > **Innovative methodology** where HTSI and leading companies work together in each subject of the master.
- > **Companies present a real problem** aligned with the challenges that you will face as a hotel manager and allows participants to gain a deeper insight into the area of management.
- > **Lecturers and companies guide you** in the development of alternative solutions for solving the problem.
- > **Participants** discover, create, experiment, compare, integrate, and understand in a **real environment**.

COLLABORATING COMPANIES.



DURING THE PROGRAM

OPERATIONAL WEEK

During one week each student will participate in an **immersion in a prestigious hotel business**, where hospitality managers will help them get to know how each of the hotel's departments operate. This experience will allow students:

- > **To connect** the theory obtained in the classroom from case studies, projects and debates with the reality, challenges and concerns of an hotel manager in their day-to-day activities.
- > To have an **all-around vision of how hotels** are organized. By shadowing general hotel managers, students acquire valuable information on the tasks, responsibilities and challenges faced.
- > To identify possible **areas of interest**, as well as the **abilities and skills** needed to be successful in the hotel industry.

STUDY TRIP

You will participate in a study trip where you will get to know different types of accommodations companies, analyse their management models and interact with their leaders.

INTERNSHIP

You will develop your hotel management skills in an international internship in a hotel, consultancy or tourism related company worldwide (visa regulations permitting).

FACULTY

The program is taught by **prestigious lecturers, professors and collaborators** with international experience in the sector and with deep knowledge of each of the content areas.

Dr Esther Binkhorst (*Bachelor Degree and University Masters Director*) | Dr Marian Buil (*Lecturer at TecnoCampus*) | Iñaki Bustinduy (*Partner/Consultant at H&B Human and Business*) | Dr Mónica Cerdan (*HTSI Researcher and Lecturer*) | Olga Cherepanova (*Director of Revenue Management in Renaissance Barcelona Fira Hotel*) | Dr Marc Correa (*Executive Director of ESADE's Executive Masters Unit*) | Dr Albert Fornells (*HTSI Vice Dean, Researcher and Lecturer*) | Daniela Freund (*HTSI Researcher and Lecturer*) | Dr Gilda Hernández (*HTSI Researcher and Lecturer*) | Dr Hubert Joo (*HTSI Researcher and Lecturer*) | Toni Mestres (*International Purchasing & Project Manager at Oms & Viñas*) | Dr Ricard Santomà (*HTSI Dean, Researcher and Lecturer*)

Admissions requirements

- > Official university degree with a minimum of 180 ECTS
- > English fluency

Application and Documentation

- > Up-to-date CV
- > Diploma and official academic record
- > Two letters of recommendation
- > A letter of motivation
- > Official certification of level B2 in English

Information and continuing admissions throughout the year

ONLINE AT

www.htsi.url.edu/hotelmanagement

IN PERSON, BY CONTACTING WITH THE HTSI FUTURE STUDENTS' SERVICE

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