

Master in Hospitality Management & Innovation

E-LEARNING
2011-2012

■ Programme

Mod 1 - INNOVATION & TOURISM 12 ects	Mod 2 - ORGANIZATION & HOTEL OPERATIONS - 12 ects	Mod 3 - HOSPITALITY MANAGEMENT & INNOVATION - 16 ects
International Economy and Tourism competitive environment Innovation and Competitiveness Innovation management skills International Hospitality Industry & Tourism Sector Responsible Tourism and Quality	Organization of Hotel Companies (Human Resources and Operations) Frontdesk & Housekeeping Food & Beverage Management Hotel equipment and sustainability	Strategic Management & Innovation Financial Management Marketing for the Lodging Industry Innovation Management in hotels Market Segmentation in the Hospitality Industry (3 electives)
Mod 4 - HOTEL PLACEMENT - 10 ects	PROFESSIONAL SEMINARS	ELECTIVES
Training period in Hotels for students without experience in the Sector	Tourism Innovation and Competitiveness Management Skills Workshop Market Segmentation in Hotels International Congress of Rural Tourism MICE (Meetings Industry) Health Tourism & Wellness	Rural Tourist Accommodation MICE (Meetings Industry) Health Tourism & Wellness
Mod 5 - MASTER THESIS - 10 ects		INTERNATIONAL VERSION
Hotel Project Management Master Thesis		

60 ECTS – One year. From October 2011 to September 2012

Modules	ECTS	2011			2012									
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
M1 Innovation & Tourism	12,0	★	★											
M2 Organization & Hotel Operations	12,0													
M3 Hospitality Management & Innovation	16,0			★		★		★	★					
M4 Hotel Placement	10,0													
M5 Project Management - Master Thesis	10,0													
UCB International Version in Birmingham	20,0													

★ Professional Seminars