

# 赫羅納大學附設 桑特波爾酒店觀光學院



ESCUELA UNIVERSITARIA  
DE HOTELERÍA Y TURISMO  
HOTEL-ESCUELA DE SANT POL DE MAR

Centro adscrito:





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## ◆ 學校介紹

桑特波爾酒店觀光學院是**全球前50名**飯店管理學校，也是西班牙第一個授予酒店與旅遊管理學士的培訓機構。



學校擁有國際化的教師團隊並與酒店&旅遊管理領域的知名企業成為合作夥伴，更是Hotel Schools of Distinction 創始成員及南歐唯一代表。

學校提供學士、碩士學位及暑假短期專業課程，組織專業參訪與業界緊密結合。



# 2018QS排名-飯店管理領域

- 位居西班牙第1名(唯一進榜)，全球第48名

# RANK	UNIVERSITY	LOCATION	COMPARE	QS STARS™
2018 ▾	University search 🔍	Spain ✕	↓	<input type="checkbox"/> Rated only
=48	 University College of Hospitality Management Sant Pol de Mar, Barcelona <a href="#">More</a>		<input type="checkbox"/>	

Ranking 1 of 1 (51 items)    < 1 >    Results per page: 25 ▾



- 業界名聲：位居全球第5名，西班牙第1名

Hospitality & Leisure Ma... ▾		Refine: By location ▾				
# RANK	UNIVERSITY	OVERALL SCORE	ACADEMIC REPUTATION	EMPLOYER REPUTATION	CITATIONS PER PAPER	H-IN
2018 ▾	Uni Search 🔍	⌵	⌵	⌵	⌵	
1	Glion Institute of Higher Education	79.6	80.7	100	-	
2	Ecole hôtelière de Lausanne	88.6	92.8	95.5	-	
3	Les Roches Global Hospitality Education	79	81	94.9	-	
4	Swiss Hotel Management School	76.1	80.6	77.7	-	
5	University College of Hospitality Management Sant Pol de Mar, Barcelona	59.5	59.8	77.4	-	



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# 附屬於赫羅納大學

- 赫羅納大學(The Universitat de Girona)以觀光系聞名，在赫羅納、巴塞隆納及濱海聖波爾都有校區。
- 桑特波爾酒店觀光學院由赫羅納大學授予學位。



UNIVERSITY COLLEGE OF  
HOSPITALITY MANAGEMENT  
AND CULINARY ARTS  
HOTEL SCHOOL SANT POL DE MAR





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Centro adscrito:  
Universitat  
de Girona

# 台灣認可之外國大學



教育部外國大學參考名冊查詢

-  **Universidad de Girona (UDG)**
-  **PJ's College of Cosmetology-Bowling Green**
-  **Columbia-Greene Community College**
-  **Green Mountain College**
-  **University of Wisconsin-Green Bay**
-  **Nehru Gram Bharati Vishwavidyalaya**
-  **Cégep François-Xavier Garneau**
-  **Bowling Green State University-Firelands**
-  **Bowling Green State University-Main Campus**
-  **Graham Hospital School of Nursing**
-  **Daymar College-Bowling Green**
-  **Ross Medical Education Center-Bowling Green**

# 學生



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Number of  
NATIONALITIES

> 14



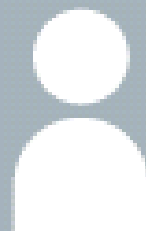
Professional  
EXPERIENCE

0-3  
years



Average  
AGE

24



International  
STUDENTS

67%





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# 就業機會

透過第一年的實習，能擴大學生們在觀光、飯店及餐飲領域的知識。此時，企業合作夥伴會根據條件及未來職業提供實習名額。

每年學校都會舉辦專業發展日，邀請重要的飯店觀光餐飲機構到校徵才，一方面讓同學接觸到國內外觀光/飯店領導機構，也幫助完成學業即將取得最終實習的同學進入公司。此外，100%同學可獲得實習，而**94%**同學在結束實習後繼續工作。



# 企業合作夥伴

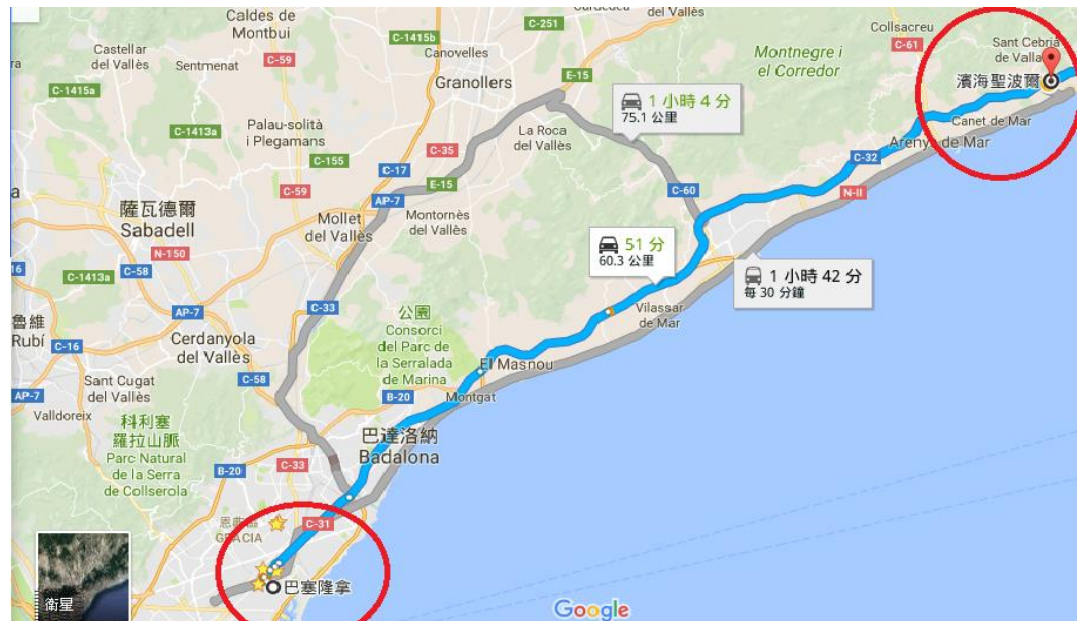


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## ◆ 學校位置

- 學校位於**Sant Pol de Mar**(濱海聖波爾)，是西班牙加泰羅尼亞巴塞隆納省的一個市鎮，從巴塞隆納出發車程約1小時內。
- 總面積7.49平方公里
- 總人口5066人
- 租屋:250~350歐/月



# 附近生活機能

學校到海邊距離300公尺



## ◆ 學校設施

- 學校擁有自己的培訓酒店(HOTEL GRAN SOL)，且不單只有培訓用，酒店也對外向大眾開放。

# 學校宿舍

HOTEL GRAN SOL設有學生宿舍(距離學校步行1分鐘)

配有浴室、網路、書桌、從陽台可見海景。

## 2019-2020房價 | (含三餐)

- 單人房：9,650歐元
- 雙人房：6,950歐元

※於課程開始前一天入住，課程結束後隔天離宿  
能提前入住四天，每日35歐元計價 (全包)



# ✓ 酒店管理碩士

## Master in Hospitality Management

- 學習時間：課程8個月(十月至隔年六月)及3-6個月的實習
- 學分：60
- 授課語言：英語
- 專業：飯店管理、餐飲管理
- 學費：16,800歐

(文化大學1+1碩士雙聯之學生有20%獎學金優惠)

- 開課日期：9月



# 為什麼選擇STPOL的原因

1. STPOL是歐洲酒店學校的先驅，自1996年起，在真正的酒店環境和設施，培育未來的酒店接待員、管理者及領導者。
2. STPOL是酒店教育業的標杆，在頂尖的飯店及餐飲公司中，服務部門最為有名，這是學校最寶貴的資源之一，這使酒店管理碩士的同學畢業後能獲得很好的機會找到工作。
3. STPOL開設由國際知名酒店專業人員和總經理授課的大師班。
4. STPOL是Hotel Schools of Distinction 創始成員及南歐唯一代表。
5. 優質的教師團隊幫助同學能於學校酒店部門實習

- **申請資格**(非相關背景亦可申請)

1. 大學學歷
2. 英語程度B2

- **就業方向**

酒店管理、行銷銷售、諮詢開發、住宿、餐飲、活動。

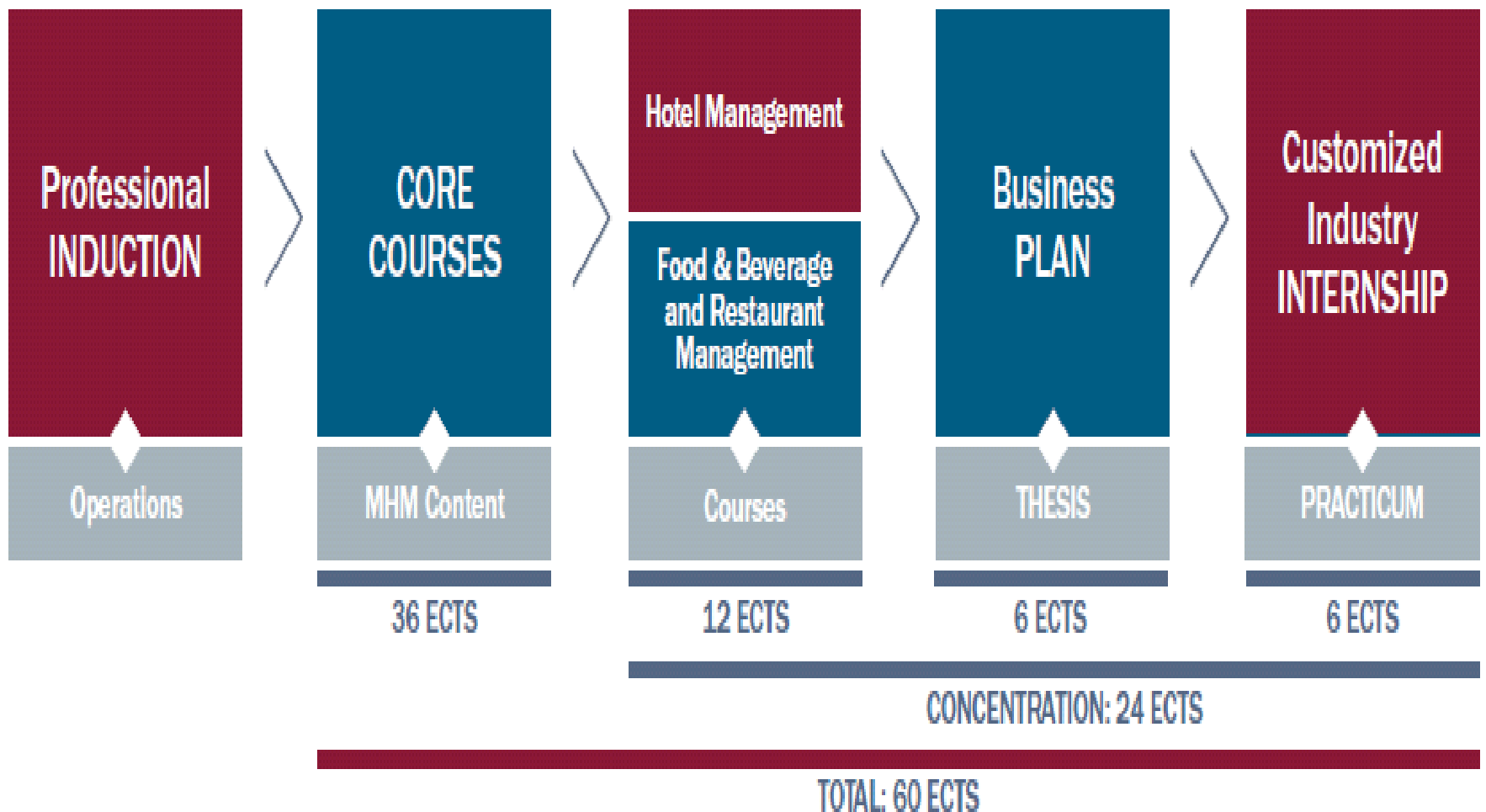
- **實習**[不支薪]

實習帶來一個真正的工作機會，有3~6個月的時間。

不論是國內外實習，學校都會依據每位學生的狀況，做個人化安排。



# 課程計畫



# 前導課程

INDUCTION			
	class hrs.	practice hrs.	ECTS
M1: PROFESSIONAL INDUCTION	54	80	
FOOD & BEVERAGE SERVICE OPERATIONS	15	40	
Restaurant service operations			
Food & Beverage service operations for hotels			
Team organization			
Traditional management of room dining services			
Suppliers and equipment			
Banquets and catered events			
Bar management and service			
FOOD PREPARATION OPERATIONS	15	40	
Departmental organization in the traditional kitchen			
Cost control			
Food production			
Purchasing Department management			
Health and safety			
INTRODUCTORY WINE COURSE	12		
Fundamentals of wine: wine making			
Geographic study of wines			
Wine tasting and food pairing			
COMMUNICATION AND PUBLIC SPEAKING	12		
Communication strategies			
Communication tools			
Public speaking			
Engaging with your audience			

# 必修-核心課程

<b>M2: HOSPITALITY ECONOMICS AND FINANCE</b>	<b>6 ECTS</b>
HOSPITALITY ECONOMICS AND MANAGERIAL ACCOUNTING AND FINANCE	6
Financial statement analysis	
Analysis of working capital	
Analysis of the income statement. USALI	
Profitability and financial leverage effect	
Implementation of the economic and financial planning	
<b>M3: BUSINESS RESEARCH</b>	<b>6 ECTS</b>
QUANTITATIVE AND QUALITATIVE METHODS	6
Research design, sampling & quotas	
Quantitative data collection - Questionnaires	
Descriptive statistics	
Qualitative research in hospitality industry	

<b>M4: STRATEGIC MANAGEMENT</b>	<b>12 ECTS</b>
STRATEGIC MANAGEMENT IN HOSPITALITY	3
Importance and relevance of strategic management	
The role of the environment and its impact on hospitality	
To provide an in-depth account of business strategies	
Corporate strategy in H&T organizations	
TOTAL QUALITY MANAGEMENT & SUSTANABLE DEVELOPMENT	3
Fundamentals of quality, total quality management and sustainability	
Quality theory, philosophies and frameworks in tourism services	
Implementation process of TQM: theory and case studies	
ENTREPRENEURSHIP	3
Fundamentals of Entrepreneurship	
Entrepreneurship and small businesses	
Operational aspects of entrepreneurship	
Strategy and entrepreneurship	
TRENDS IN HOSPITALITY	3
New trends for future hospitalities and coolhunting	
Critical reflection on current trends	
Trends research for new developments	
Blogging on trends	

M5: TALENT DEVELOPMENT	6 ECTS
HOSPITALITY HUMAN RESOURCES MANAGEMENT	3
Communication and counseling	
Emotional intelligence	
Recruitment	
Training and development skills	
PERSONNEL DEVELOPMENT AND CORPORATE ORGANIZATION	3
Organizational behavior and corporate culture	
Leadership	
Corporate communication	
Organizational structure	

M6: MARKETING	6 ECTS
HOSPITALITY STRATEGIC MARKETING	3
Company analysis, competitor analysis, customer analysis	
Product, services and branding strategies	
Integrated marketing communication channels of distribution	
Service for hotels and restaurants, CRM	
REVENUE AND YIELD MARKETING MANAGEMENT	3
Fundamentals of revenue and yield management	
New technologies in revenue management	
Strategic revenue management for sales	
Strategic revenue management for finance	

# 選修A-飯店管裡

M7A: HOTEL MANAGEMENT CONCENTRATION	24 ECTS
FOOD & BEVERAGE STRATEGIC MANAGEMENT *	3
Fundamentals of the restaurant management	
Pricing strategy for restaurants	
F&B hotel department organization	
Business intelligence	
EVENT PLANNING AND MANAGEMENT *	
Event planning and budgeting	
Outdoor logistic requirements and planning	
Protocol requirements management	
Event planning for hotels	
ROOM DIVISION MANAGEMENT	3
Front office and back office operations	
Front office and back office management	
Forecasting and reporting	
Housekeeping management	

HOTEL REAL ESTATE AND VALUATION	3
Market snapshot of the hotel real estate industry in Spain and Europe	
General structure of a feasibility study	
Application of USALI to the projects	
Valuation and asset management	
HOTEL FACILITIES AND DESIGN	3
Elements of interior Design: line, space, form, texture, color	
Principles of Interior Design	
Maintenance, planning and management	
Landscape Design	
FINAL PROJECT: HOTEL BUSINESS PLAN	6
PRACTICUM: INDUSTRY INTERNSHIP	6

# 選修B-餐飲管理

M7B: FOOD & BEVERAGE AND RESTAURANT MANAGEMENT CONCENTRATION	24 ECTS
FOOD & BEVERAGE STRATEGIC MANAGEMENT *	3
Fundamentals of the restaurant management	
Pricing strategy for restaurants	
F&B hotel department organization	
Business intelligence	
EVENT PLANNING AND MANAGEMENT *	3
Event planning and budgeting	
Outdoor logistic requirements and planning	
Protocol requirements management	
Event planning for hotels	
FOOD & BEVERAGE COST CONTROL MANAGEMENT	3
Food cost, beverage cost, labour cost and other expenses	
Cost strategies for profitability	

FOOD & BEVERAGE PROCESS MANAGEMENT	3
The value chain	
Process mapping for restaurant business	
Balanced scorecard implementation for process performance	
The PDCA model. A tool to improve restaurant process	
FOOD & BEVERAGE SALES MANAGEMENT	3
Knowledge and use of the KPI's of sales in restaurant management	
Effective sales promotions	
Restaurant e.commerce and social media channels	
Commercial planning for restaurants	
FINAL PROJECT: FOOD & BEVERAGE OR RESTAURANT BUSINESS PLAN	6
PRACTICUM: INDUSTRY INTERNSHIP	6



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# 申請資訊

## 申請資格：

1. 具備大學學歷，並已完成文化大學與本校雙聯之碩士碩一課程
2. 具備英語程度B2

多益600↑ 如未滿600分或未有英語程度證明  
面談時學校將直接評估同學的語言程度

## 申請資料：

1. 大學畢業證書 [公認證&官方翻譯]
2. 大學成績單 [公認證&官方翻譯]
3. 可研讀證明 [公認證&官方翻譯]
4. 個人履歷
5. 動機信
6. 護照
7. 申請表
8. 英語程度證明 \*\*

# 申請流程

4/15以前

備齊申請資料(電子檔)  
繳交給碩士雙聯項目負責人

資料請一份一份分開  
勿將全部放在同一個檔案

4月底前

審核學生資料及資格  
確認人選

資料不符規定→修改

5月

與學校  
面談

錄取信

繳交學費

提供入學  
許可

