

Our Master's degree in Hospitality Management comprises 60 ECTS (European Credit Transfer System). One ECTS is equivalent to approximately 25 hours of study work (classes, personal study, tasks, examinations, tutorials, etc.)

Focus on career: you will select one of two concentrations:

- Hotel Management
- Food & Beverage and Restaurant Management

CONTENT - MASTER IN HOSPITALITY MANAGEMENT

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			



CORE COURSES

36 ECTS	
M2: HOSPITALITY ECONOMICS AND FINANCE	6 ECTS
HOSPITALITY ECONOMICS AND MANAGERIAL ACCOUNTING AND FINANCE	
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	
M3: BUSINESS RESEARCH	6 ECTS
QUANTITATIVE AND QUALITATIVE METHODS	
Research design, sampling & quotas	
Quantitative data collection - Questionnaires	
Descriptive statistics	
Qualitative research in hospitality industry	
M4: STRATEGIC MANAGEMENT	12 ECTS
STRATEGIC MANAGEMENT IN HOSPITALITY	
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	
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	
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	

CONCENTRATIONS

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



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

*Compulsory for both concentrations