

Master in Hotel Administration & Hospitality Management (online)

COURSE

2021-2022

PRE-REGISTRATION

01/03/21 fins al 17/10/21

REGISTRATION PERIOD

01/03/21 fins al 17/10/21

TUITION

6700 €

There are no scholarships, but discount programs. Preus de Liquidació UdL: 1. Descompte del 15%. 5.695? 2. Descompte 25%. 5.025?

ACADEMIC DEGREES EXPEDITION

Se aplicará la tasa vigente en el momento de la expedición del título

MAXIMUM OF STUDENTS

0

TYPE

Màster

CATEGORY

Empresa, Cultura i Societat, Economia, Humanitats, Turisme

CREDITS

60 ECTS

TRAINING MODALITY

No presencial

COORDINATION

Arturo Cuenllas Soler

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ORGANIZATION

Centre de Formació Contínua UdL

C/Jaume II, 71

Campus de Cappont

25001 - Lleida

PRESENTATION

INSIGHT INTO THE HOSPITALITY INDUSTRY

Building a firm knowledge base in the hospitality industry from an international perspective and always with an executive approach.

GLOBAL VISION

Training directors equipped to manage tourism companies and who are able to achieve the expected results at a global level.

DEVELOPMENT OF STRATEGIC PLANS

Learning the key factors in drafting strategic and immediate action plans in multinational tourism settings.

SUSTAINABLE INNOVATION AND MANAGEMENT

Developing the skills required of a global manager of tourism companies to enable them to work cooperatively, assertively and in participation with all the members of the team.

EXECUTIVE TRAINING

Developing the skills required of a global manager of tourism companies to enable them to work cooperatively, assertively and in participation with all the members of the team.

SCHEDULE

Structure and international finance of the tourism sector

- Tourism and Global Hospitality Businesses
- Finance Management in the Tourist Sector
- Hospitality Budgeting and cost control

Talent management and innovation in global contexts

- People Leadership in high performing hospitality organizations
- Innovation and entrepreneurship

Strategic and operational management in hotel and restaurant companies in a global context

- Hospitality Management and Operations
- Sustainable Operations in Hospitality Businesses

International marketing and commercialization for hotels and restaurants

- Marketing and Sales Management
- Revenue Management

Food and Beverage Management

- Food and Beverage Management

Final Master Thesis

- Final Master Thesis

LECTURERS

Adorna Caballero, José Ignacio

Alcocer Fernández-Pinilla, Antonio

Arnedo Vizcaino, José Antonio

Barroso Lorenzo, Edgar

Contreras Contreras, Pablo

Cuenllas Soler, Arturo

Rodríguez Santamaría, María del Mar

Santos González, Diego

Sánchez Butragueño, Ignacio

Travé Molero, Raúl

Villanueva Bossard, Elena

OTHER INFORMATION

ADMISSION REQUIREMENTS

The master is aimed at two types of candidates:

? Professionals with experience in other sectors that are not Tourism and that want to reorient their professional career.

? Newly graduated in the initial phases of their professional career who want to guide them towards the field of tourism

PROCEDURE SELECTION

Personal selection interview to confirm the adequacy of the entry profile.

TEACHING PERIOD

Fecha inicio 19/10/21 - Fecha finalización 31/05/22

Ostelea Online

DATES AND HOURS

Lunes-Viernes: 20:00-22:00

COMPLEMENTARY INFORMATION

[imatges](#)

[Online Master in Hotel Management and Hospitality__Ostelea.pdf](#)

Enlace Web

<https://www.ostelea.com/programas/masters-online-en-turismo/online-master-in-hotel-management-and-hospitality?c=IES001MBT01>