



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



88.5% Will recommend an HTSI University Master Degree

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

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 Innovative Hospitality Management

DEGREE:

- > Official University Master Degree in Innovative Hospitality Management, granted by Ramon Llull University and recognized by the Spanish Ministry of Education and Science.
- > Official Certificate in Hospitality Management awarded by Zuyd University of Applied Sciences, Hotel Management School Maastricht.

CREDITS: 60 ECTS

DURATION: 12 months

MODALITY: Full time

LOCATION:

- > 1st Block – Barcelona (Spain)
- > 2nd Block – Maastricht (The Netherlands)
- > International Internship worldwide



HTSI is affiliated to the **ESADE Foundation**

Hotel Management School Maastricht **ZU YD**

IN ASSOCIATION WITH:

OXFORD BROOKES UNIVERSITY

The University Master Degree in Innovative Hospitality Management is the result of an international collaboration between **HTSI** (Barcelona-Spain) and the **Hotel Management School Maastricht** (the Netherlands).

If you are **creative, innovative, and enterprising** and you are **passionate about the hospitality industry and multiculturalism**, start building your professional future with this Master Degree, which offers you the key skills required to start a successful professional future:

- > Leadership
- > Creativity
- > Ethical commitment
- > Service orientation
- > Teamwork
- > Interculturality
- > Problem solving
- > Being proactive

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 hospitality management.
- > **Graduates in business administration, economy, finances** and other degrees related to management who want to join the international hospitality industry.
- > **Professionals from different backgrounds** interested in beginning a career in the world of international hospitality businesses.
- > **Entrepreneurs** who want to carry out a business idea involving the hospitality industry.

The IHM was the ideal choice for me. The program did not just prepare me for my professional work, but also my personal life and the challenges ahead.

Andre Rauch / Class of 2016

Leadership, innovation, team building, problem solving and entrepreneurship are just some of the skills you will develop while you work with and learn from cross-cultural teams.

Jorge Aguilar / Class of 2015

MAIN AIMS

1 LEADERSHIP SKILLS

The people working in hospitality are the ones in charge of making it an interesting field for personal and professional growth. Skills monitored include personal development, communication skills, interculturality, leadership and networking skills.

2 INNOVATION IN HOSPITALITY

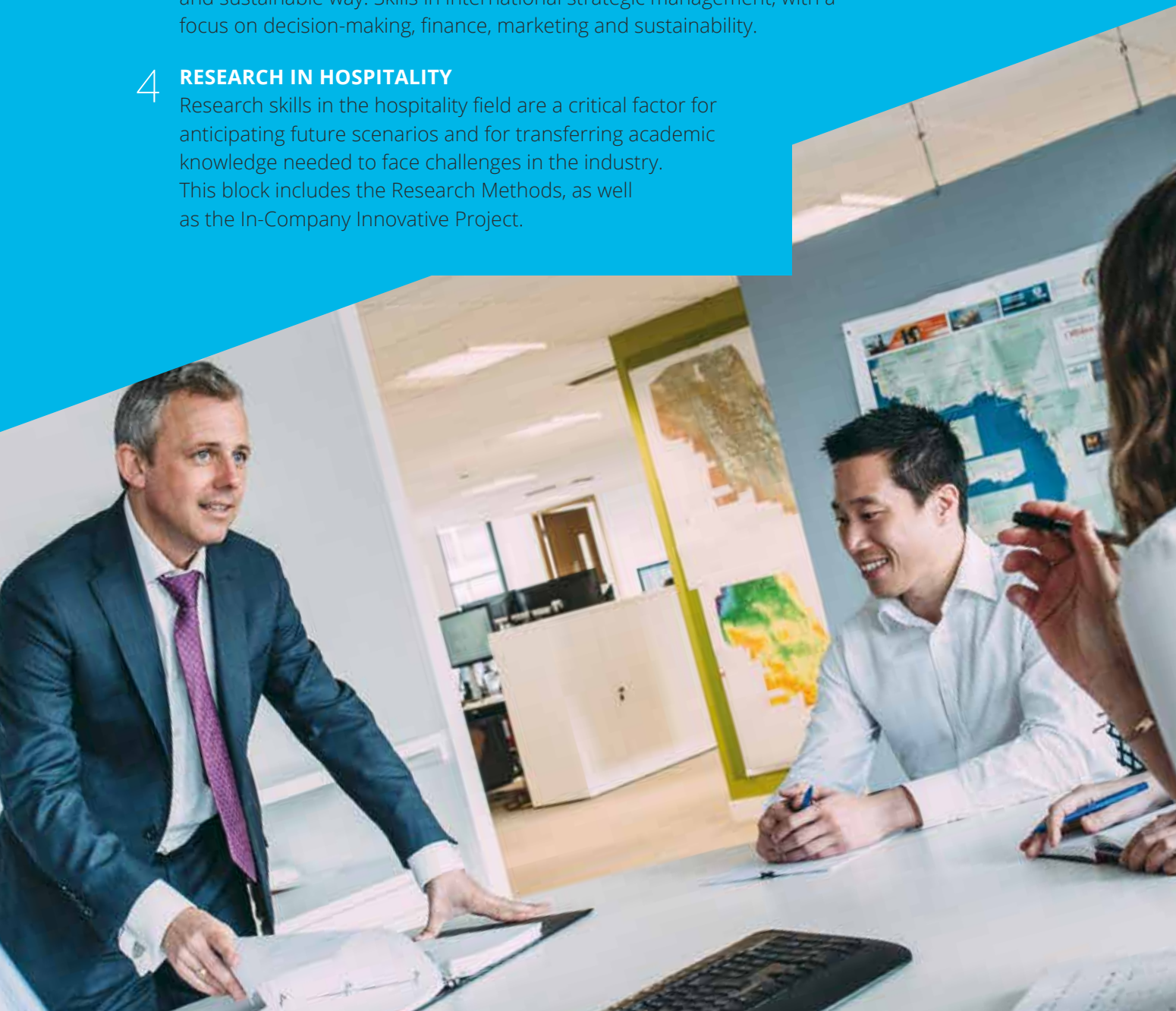
Be able to create new products, services and memorable experiences in the hospitality sector, taking into account market opportunities, emerging technologies and competitive advantages of the industry.

3 HOSPITALITY MANAGEMENT

Become acquainted with a creative and systematic pursuit of organizational goals within the hospitality industry, by planning, organizing, leading and controlling the available resources in a concerted and sustainable way. Skills in international strategic management, with a focus on decision-making, finance, marketing and sustainability.

4 RESEARCH IN HOSPITALITY

Research skills in the hospitality field are a critical factor for anticipating future scenarios and for transferring academic knowledge needed to face challenges in the industry. This block includes the Research Methods, as well as the In-Company Innovative Project.



CONTENTS

SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
BARCELONA BLOCK				MAASTRICHT BLOCK				INTERNATIONAL INTERNSHIP				
<p>LEADERSHIP COMPETENCIES AND TRENDS IN HOSPITALITY (25 ECTS)</p> <ul style="list-style-type: none"> > Leadership Development > Cross-Cultural Communication > New evolving trends in Marketing > Innovation and Strategic Management in Hospitality > Research Methods <p>Disruptive Innovation Week Educational Study Trip</p>				<p>INTERNATIONAL HOSPITALITY MANAGEMENT (20 ECTS)</p> <ul style="list-style-type: none"> > International Strategic Business Management > Redefining the Hospitality Experience > Internacional Financial Management > Entrepreneurship and Intrapreneurship in the Service Industry <p>Disruptive Innovation Week Educational Study Trip</p>				<p>> In-Company Innovative Project & International Internship (15 ECTS)</p>				

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, HMSM 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 hospitality 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

DISRUPTIVE INNOVATION WEEKS

You will **develop two Disruptive Innovation Weeks** (one in Barcelona and one in Maastricht) with the aim of fostering entrepreneurship and intrapreneurship while drawing innovation into hospitality companies.

- > During these weeks, you will live a **changing experience** while finding ways to contribute to making the hospitality industry into a more high-performance, innovative and globally-oriented sector.
- > You will generate **unique and creative solutions** while empowering yourself in competitive and challenging contexts.

Special sessions with key speakers on **innovation and disruptive business models** will help you to face entrepreneur challenges.

INTERNSHIP

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

STUDY TOURS

You will participate in 2 Study Trips to become acquainted with different hospitality models and exchange impressions with leading hospitality managers.

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 Pedro Aznar (Associated Professor from ESADE's Department of Economics, Finances and Accounting) | Dr Marian Buil (Lecturer at TecnoCampus) | Dr Marc Correa (Executive Director of ESADE's Executive Masters Unit) | Rob Giardina (Lecturer at HTSI) | Mireia Guix (lecturer and researcher) | Dr Matt Heckman (Senior Researcher and Lecturer at Hotel Management School Maastricht) | Dr Antonio Herмосilla (Director of Executive Masters) | Dr Gilda Hernández (Director of University Masters at HTSI) | Jan Ewoud (Lecturer at Hotel Management School Maastricht) | Stan Josephi (Senior Lecturer at Hotel Management School Maastricht) | Tugba Kalafatoglu (International Entrepreneur and HTSI Lecturer- Esade Alumni) | Dr Sandra Samper (HTSI Professor. Doctor in Tourism, Leisure and New Business Models)

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 C1 in English

Information and continuing admissions throughout the year

ONLINE AT
www.masterinnovativehospitality.com

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