

MASTER PROGRAMMES

# International Master in HOSPITALITY MANAGEMENT



# EADA

Where business people grow



# Opt for EADA and differentiate yourself



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Where business people grow

To become a successful manager in the hospitality industry, you need specialised knowledge and a wide range of skills designed to achieve the following objectives: make the customer feel welcome, make things work for the customer, and ensure that the first two goals can be reached while also making a profit.

Although you could begin working in the field directly to gain experience, it would take several years to master the skills required to become a manager in the food, accommodation, travel or events industry.

EADA's programme will help you acquire the skills and knowledge to become a successful manager by applying your experience in one sector to a broader vision of hospitality.

**We would like to welcome you to the programme.**



**Mireia Montané**

Director Hospitality Management  
and Tourism Management  
Programmes

## WHY CHOOSE EADA'S MASTER IN HOSPITALITY MANAGEMENT?

### International recognition: rankings and accreditations

EADA belongs to the strategic group of top 100 Business Schools worldwide and top 50 in Europe according to the Financial Times and The Economist. Moreover, EADA has been awarded the internationally prestigious EQUIS, AMBA and AEDE accreditations.



**Experience:** over 50 years of history  
More than 120,000 participants from over 50 different countries have entrusted their training to us, a fact that highlights EADA as one of the most innovative and prestigious business schools in Spain.

## Learn from the industry leaders

EADA's faculty has extensive experience in a wide range of sectors within the hospitality industry including accommodation, food service, consulting and leisure travel. The expertise of professors creates a challenging and rewarding learning environment in which participants are invited to actively take part in class discussions and contribute to group work.

## Management Trainee Programme

This programme offers challenging 3 to 4 month work assignments combined with a complimentary learning component. The incorporation of practical work experience, formal training, and support by career development advisors provides participants with the unique opportunity to develop and assume challenging responsibilities within the hospitality industry.

## Barcelona: a city to live, learn and grow in

Barcelona is a lively international city with a wide range of cultural activities. The city has everything you need to have an unforgettable year.





# “Educated in Barcelona, prepared for the world”

## METHODOLOGY “Learning by doing”

**EADA** has developed its own practical, active and participatory approach with an emphasis on “**learning by doing**”. The methodology reflects companies’ demand for professionals with skills such as the capacity to reflect, the ability to act in the face of change, the versatility to work in multifunctional teams and the adaptability to face the challenges of a global environment.

These competencies are developed at **EADA** through the Case Method, business projects, business simulations, analysis and discussion groups and team-working activities. Participants are consistently placed in real-life business situations and forced to think like executives and make strategic decisions.



## FOCUS ON MANAGEMENT SKILLS: The Collbató Experience

**EADA** is one of the few business schools in Europe (and the only one in Spain) with a **Residential Training Centre**. We believe that good managers have emotional intelligence, problem-solving skills and leadership capabilities. For this reason, in the Centre participants take part in **EADA's** unique Personal Development Programme, focused on outdoor training, business simulations and individual follow-up, all carefully monitored by our experts in professional development.

## MULTICULTURAL ENVIRONMENT: EADA's International Culture

Participants from **more than 50 nationalities** all over the world share different experiences, backgrounds, languages and interests, preparing them to succeed in a globalised world.

## SMALL GROUPS: Constant Interaction

Annual intake is **between 20 and 30 students** per class. Small class sizes increase the active participation of the students and encourage feedback and personal follow-up.

## PARTICIPANT PROFILE

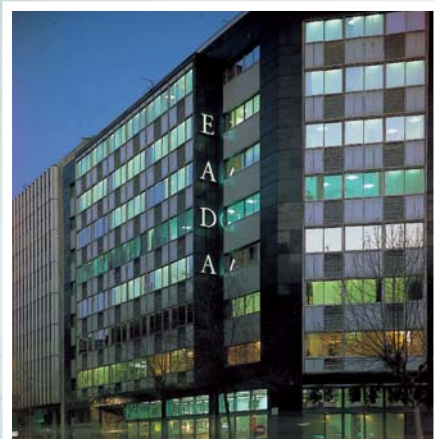
Participants have a university degree (minimum three years) and an advanced level of English. They are familiar with the hospitality industry, usually from internships or university, and demonstrate both a high level of motivation and a commitment and willingness to work in a multicultural environment. Work experience is welcome, but not necessary.

## OBJECTIVE

The objective of the **International Master in Hospitality Management** is to give participants a professional competitive advantage by focusing on two fundamental areas:

- mastery of specific business tools and techniques for the hospitality industry.
- development of the leadership skills essential to international managers.

Participants will learn to effectively apply these elements as they develop their professional careers.





# INTERNATIONAL COMPONENTS

## INTERNATIONAL WEEKS

During the International Weeks, participants choose electives taught by visiting faculty and managers with extensive experience in their field. The International Weeks module is part of all full time Masters curriculum, and is an ideal opportunity to make contact with participants from other programmes.

## EXCHANGE PROGRAMME

**EADA** offers participants the chance to supplement their learning with an exchange programme once they have successfully completed the Master in Barcelona. Participants study one term abroad in our selected network of international partner schools.



## PROGRAMME STRUCTURE

1 <sup>st</sup> Term	2 <sup>nd</sup> Term	3 <sup>rd</sup> Term
<b>PERSONAL DEVELOPMENT PROGRAMME</b> <ul style="list-style-type: none"><li>• Diversity Management</li><li>• Effective Communication</li><li>• Teamwork</li></ul> <b>CORE COURSES</b> <ul style="list-style-type: none"><li>• ABCs of the Hospitality Industry</li><li>• Finance &amp; Accounting</li><li>• HR Management</li><li>• International Economy</li><li>• Marketing Management</li><li>• Strategic Management</li></ul>	<b>PERSONAL DEVELOPMENT PROGRAMME</b> <ul style="list-style-type: none"><li>• Conflict Resolution Management</li><li>• International Negotiations</li></ul> <b>CORE COURSES</b> <ul style="list-style-type: none"><li>• Operations and Facilities Management</li><li>• Strategic Marketing</li><li>• Revenue Management</li><li>• Company Development &amp; Expansion</li><li>• Quality &amp; Leadership</li></ul>	<b>PERSONAL DEVELOPMENT PROGRAMME</b> <ul style="list-style-type: none"><li>• Leadership</li></ul> <b>CORE COURSES</b> <ul style="list-style-type: none"><li>• Management of Conflict &amp; Diversity</li><li>• IT for Hospitality Managers</li></ul> <b>PROFESSIONAL CONCENTRATIONS</b> <ul style="list-style-type: none"><li>• Hotel chains and independent hotels</li><li>• Catering companies / Restaurants</li><li>• Consulting</li><li>• Travel industry</li><li>• M.I.C.E. industry</li></ul>

## PERSONAL DEVELOPMENT PROGRAMME

The Master programme includes the **Personal Development Programme (PDP)** that is carried out in **EADA's Residential Centre in Collbató**. The PDP includes a plan of personal and professional growth for participants and helps position them for entry or re-entry into the hospitality industry.

Modules in Collbató are based on developing the key competencies needed to succeed in the hospitality industry: the ability to work in diverse teams and adapt to multicultural environments, the ability to communicate effectively and to make powerful presentations, negotiation techniques and leadership skills.



## CALENDAR

### International Master in Hospitality Management

**Start date:** 4 October 2010

**Finish date:** 25 July 2011

**Timetable:** Monday to Friday from 9.30h to 13.30h

**Fee:** 14,500 €

### Management Trainee Programme

**Start month:** May

**Finish month:** July

The Management Trainee Programme (MTP) can take place in any country of the world and will be a 3-4 month full-time job during the summer term.

MTP placements in 2008-2009 included the regional Marketing office of Relais & Chateaux (Spain), Hotel Rey Juan Carlos I (Spain), Menabria & Co Ltd in Nessebar (Bulgaria) and the Elaine Bell Catering Company (USA).





# Passion for service in the hospitality industry

## LEADERS FROM THE SECTOR PARTICIPATING IN THE PROGRAMME

*"You will find success if you are passionate about excellence, you will find recognition if you are passionate about other people's smiles, you will find satisfaction if you are passionate about giving, you will find growth if you are passionate about embracing diversity, you will find knowledge if you are passionate about learning from others, and you will be happy if you are passionate."*

**SUSANA MARIN**, Master in Hospitality Management, University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management; General Manager, Hotel Casa Camper Barcelona (Spain); Former General Manager, Hotel Pulitzer Barcelona (Spain); Former Quality Director, The Ritz-Carlton Barcelona Hotel Arts (Spain)

*"In a global world such as ours, the only borders that exist in the hospitality industry are the ones established by each one of us. Getting an International Master in Hospitality Management is one of the best paths to advance in this passionate and competitive industry and EADA is one of the best travel companions."*

**NÚRIA GALIÀ**, Master in Tourism Management, EADA; General Director, Relais & Chateaux (Spain)

*"As the world continues to get smaller and more interconnected through technology, it is extremely important to continue to enhance our knowledge of global cultures. The role of the hospitality industry is vital in maintaining the essence of human connection on a global scale. The International Master in Hospitality Management is your gateway to be part of this extraordinary endeavour."*

**HERMAN USCATEGUI**, Master in Economics, Temple University; International Business Development Director, Starbucks HQ, Seattle (USA); Former Worldwide Projects Director, Westin Hotels & Resorts HQ, Seattle (USA)

*"Distribution choices are one of the most important strategic issues related to succeeding in the hospitality industry. New technologies also play a vital role in success."*

**ATHINA SISMANIDOU**, MBA Manchester Business School; Director of the Board, Vivacances.com, Paris (France); Former International Strategic Planning Manager, Amadeus IT, Madrid (Spain)

*"Service is the most important thing we sell. Service is our invisible product and is what ultimately brings our customers back. How good are we, in the hospitality industry, at delivering service? Service is an art, an illusion, a perceived value, an experience. Our International Master in Hospitality Management will help you develop the right competencies to maximize your natural talent for service and properly train everyone on your staff to be service-oriented professionals."*

**OLGA MILIÁN PEÑA**, Hospitality Management & Tourism, Universitat de Girona; Career Services and Alumni Club Director, EADA; Former HR Director, Gran Hotel La Florida (The Stein Group), Barcelona (Spain); Former Reservations, Front Desk and Training Manager, The Ritz-Carlton Hotel Company (USA, Mexico, Puerto Rico and Spain)

## ADMISSION PROCESS

1. Fill out the online application form at [www.eada.edu](http://www.eada.edu)
2. Send the following documents to [master@eada.edu](mailto:master@eada.edu):
  - Certified copy of university degree
  - University transcripts
  - 2 letters of recommendation
  - Copy of passport or EU identification
3. Send the results of the GMAT (min.: 600) and, if not a native English speaker, the TOEFL (min. IBT: 83), or take EADA's admission tests in Barcelona or online.
4. Complete a personal interview.

## CONTACT

In addition to our campus in Barcelona, EADA has an international network of representatives around the world. For contact details of EADA's representative in your country or for more information about our programmes, please contact:

[master@eada.edu](mailto:master@eada.edu)

### EADA

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- > MANAGEMENT
- > MARKETING
- > FINANCE
- > HUMAN RESOURCES
- > HOSPITALITY MANAGEMENT



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