

Master's programme "Hospitality Management"

2 semesters, 60 credits in ECTS

The cipher for the Master's program:

1385 (full-time learning, self-financed)

(the cipher is used during the filling in of documents for applying/enrolling)

General characteristics of the major

The Master's degree program in "Hospitality Management" is designed to meet the business needs of qualified staff in the hospitality industry. The curriculum includes courses that provide in-depth knowledge about the different aspects and activities referring to the hospitality industry as well as about general knowledge in the fields of management and economics.

Knowledge

Students acquire thorough and up – to – date knowledge about the technology and organization of the units of the hotel business in particular and the hospitality industry as a whole. Special attention is paid to providing the knowledge referring to the possibilities for effective management. Students also acquire:

- Knowledge concerning the marketing of hotels, the factors influencing the business behavior of organizations, the assessment of the role of communications and the opportunities provided by IT in the process of making management decisions.
- Specific economic knowledge related to the systems of Human Resources organization, the forms and deadlines required for appropriate operational, accounting and statistical reporting of the activities in the hotel business and knowledge about the laws and regulations concerning the organisation of work.
- Knowledge about the organizational management of projects.
- Knowledge about the specifics of guest behavior and guest service, staff behavior, and the principles of event management and tourist animation.

Skills

After the successful completion of the programme, students will be able to:

- Analyze and evaluate economic information and make well - reasoned managerial decisions.
- Manage specific activities by applying the principles of strategic management.
- Apply the information and communication technologies in the sphere of hotel business.
- Develop and manage projects.
- Apply, stimulate, plan, report and control the systems of work organization and implement the law and regulations and the methodological materials related to work organization.
- Work in teams; apply an individual approach to staff and manage them.
- Extract information from sources in foreign language and communicate with guests in a foreign language.

Competencies

Autonomy and responsibility

Ability to analyze particular situations and make responsible management decisions.

Learning competencies

Ability to build on the acquired competences in the field of tourism management and improve them.

Communication and social competencies

Ability to organize, synchronize, motivate and supervise the activities of the particular units of the managed organizational structures.

Professional competencies

With reference to the marketing tools and their capabilities, abilities

- to create and offer innovative hotel products and services depending on tourism demand;
- to analyze and assess the market situation and make effective management decisions in accordance with specific conditions.

Professional realization

A degree in hospitality management allows students to have leadership positions in various hotels and restaurant in the hospitality industry. Upon graduation, students can apply for a number of positions, including:

- General Managers
- Food and Beverage Managers
- Restaurant managers
- Bar Managers
- Floor Managers
- Event Planners
- Sales and marketing specialists
- Human Resources managers

Courses included in Semester 1:

Module 1

Food and Beverage Management. The purpose of the course is to provide knowledge and skills that will be useful for pursuing a career in the field of restaurant business. The course involves obtaining expertise and skills related to the organisation and technology of the restaurant business. The acquisition of the course content will equip students with the necessary theoretical and practical knowledge that will allow them to become effective managers in the field of restaurant business.

Hotel Management. The purpose of the course is to provide knowledge and skills that will be useful for pursuing a career in the field of hotel management. The course involves obtaining expertise and skills related to the organisation and technology of the hotel business. The acquisition of the course content will ensure that students have the necessary theoretical and practical knowledge that will allow them to become effective managers in the field of hotel business.

Module 2

Human Resource Management in Hospitality. Human Resource Management in Hospitality offers a system of knowledge about the creation of a specific business environment for maintaining competitiveness and implementing the business organization strategy, based on one of the most important factors - the human factor. From this perspective, the main purpose of the course is to gain comprehensive theoretical knowledge and practical skills on attracting, using, motivating, training, developing and managing of human resources in hospitality business. Within the discipline, the main issues are oriented to both the classical aspects of human resources management and to the latest theory and practice problem areas and areas for development.

Hospitality Marketing. The course “Tourism and Hospitality Marketing” provides an introduction to the marketing concepts and techniques inherent in the tourism and hospitality industries. It is focused on the evaluation of marketing environments that affect the hospitality and tourism businesses, segmentation, targeting and positioning in the tourism and hospitality industries, establishment of marketing plan. This course covers the design and delivery of marketing components for a tourism and hospitality business based on customer services to achieve guest satisfaction and competitive distinctiveness.

Elective Course (One of the three disciplines is chosen):

Business English - B1-B2

Business Deutsch

Business Russian

Courses included in Semester 2:

Module 1

Tourist Animation and Event Management. The main objective of the course is to acquaint students with the functions and tasks of tourist animation and management of events. The criteria for the classification and the main types of animation and events also are explained. Special attention is paid to event management.

Elective Course (One of the two disciplines is chosen):

Information and Communication Technology Application in Hospitality. The main purpose of the course “Information and communication technology application in hospitality” is to offer the students scientific, theoretical, practical and applicable professional knowledge in the field of ICT usage in hospitality. Its content explains the role of ICT in hotels and similar accommodation establishments as well as restaurants and catering organizations. It illustrates how the hospitality business uses ICT to improve internal efficiency and to communicate with partners and customers. Along with this, it has been made a distinction between large hotel chains and small independent hotels and it is demonstrated that ICT can benefit both.

Hospitality Organizational Project Management. Building knowledge and skills in the students from MA program Hospitality Management, associated with modern views, principles and best practices in project management in the hospitality industry. At the end of the course, students will know the basic concepts of project management methodology PMI, the main logical relationships and practices for project planning and management in the hospitality industry. Students will be able to identify key stakeholders in the hospitality sector, to analyze their requirements, to draw up project management plans, time and costs

management, to develop risk records, progress reports, audit trails and other related documents.

Master's Degree Seminar in Hospitality Management. The main objective of the course is to teach students how to handle the methodology and tools for conducting research. To acquaint students with the manner in which significant research problem, methods of collecting, analyzing and summarizing scientific and applied data. Students will be able to demonstrate ability to separate analysis and interpretation with breadth and depth of understanding and solving practical problems, ability to use obtained during the training knowledge and skills.

Module 2

Master's thesis defence