

# Hospitality Management. Concentration: Hotel Management

**3rd Edition**

**Code:** 213505

**Category:** Specialist Diploma (postgraduate)

**Credits:** 54.00

**Language:** English

**Start date:** 04/10/2021

**End date:** 15/10/2022

**Day and Time:** ON LINE

**Location:** ON LINE

**Places available:** 30

## Prices and discounts

**Price:** 5.850 €

## Reasons for doing the course

With the online MHM you will:

- Enhance your creativity and entrepreneurial spirit to disrupt the hospitality industry.
- Define a strategic business plan acknowledging the key factors of leisure and tourism world.
- Get a firm knowledge of the hospitality industry and keep updated about the latest trends and innovations.

## Professional outings

The online MHM will give you the tools and skills to develop your professional career in:

- Hotel General Management
- Food & Beverage Management
- Events or Restaurant Management
- Marketing, Finance and Sales
- Consulting and Development
- Rooms Division Management
- Any other hospitality related position

## Who the course is for

- Young professionals who are already in the hospitality industry and wish to fast-track their careers.
- Entrepreneurs who want to become the new managers of the hotel and food and beverage industry.
- Professionals from other backgrounds who want to switch into the hospitality world.

# Syllabus

## Hospitality Economics

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Managerial Accounting and Finance

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Quantitative and qualitative methods

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Strategic Management in Hospitality

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Total quality management & sustainable development

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Entrepreneurship

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Trends in hospitality

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Hospitality Human Resources Management

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Personnel Development and Corporate Organization

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Hospitality Strategic Marketing

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Revenue and yield management

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Hotel Real State and valuation

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Room division Management

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Food and Beverage Strategic Management

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Hotel facilities and Design

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Industry internship

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## Qualification

Specialist Diploma in Hospitality Management. Concentration: Hotel Management by the University of Girona\*

\* It does not include the rate of issue of the title

Note: who do not have a previous university degree will be entitled to receive, under the same conditions, a certificate of attendance issued by the Fundació UdG: Innovació i Formació.

## Teaching and Assessment

Recorded sessions by the professors and one to one meetings.

Case studies.

Support and additional material.

Professional industry internships.

## Teaching table

Management

**Maria Eva Canaleta Safont**

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Coordination

**Blanca Roura Ferrer**

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Teaching staff

**You can find the list of teachers in this section soon**

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\*Management reserves the right to modify the teaching staff, if necessary, to ensure the levels of quality and professional category.

# Promoting entities

Fundació UdG: Innovació i Formació



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EUHT Sant Pol de Mar



