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3rd PRIVATE
UNIVERSITY IN SPAIN



EXCELLENT



MASTER'S DEGREE IN HOSPITALITY MANAGEMENT



MODALITY
Online



START DATE
November



MANAGEMENT
Ginesa Martínez
del Vas



CREDITS
60 ECTS



DURATION
1 Academic year



TUITION FEE
€4,600

Presentation

The tourism sector is a strategic sector for economies and a clear commitment to the future. Therefore, the demand for qualified professionals who can adapt to the reality of new productive structures and the constant transformation of business management is increasingly important, as can be seen in the hotel industry. The hospitality activity, in particular, is the sector that generates the highest employment rate worldwide. Moreover, the hotel sector is closely related to other key sub-sectors, such as catering, events, entertainment, wellness, sports, and golf, which have a significant impact on the labor supply in certain tourist areas or regions.

Curriculum

MODULE	SUBJECT	TYPE	ECTS
Module I	Hospitality analysis, description and main trends. New business models	OB	3
Module II	Sales and Marketing Management - Sales and Marketing Management (4ETCS) - Digital Management (3ETCS)	OB	7
Module III	Operations management in the hospitality industry	OB	9
Module IV	Financial Management And Cost Accounting - Hospitality Financial Management (4ETCS) - Hospitality Cost Accounting (3ETCS)	OB	7
Module V	Quality and sustainability management	OB	3
Module VI	Management skills and human resource management	OB	5
Module VII	Master Final Project	TFM	6
Module VIII	Internship Practical	PE	20

External Internships



Objectives

The Master's Degree in Hospitality Management aims to offer students the necessary training to achieve personal and professional development as high-level managers in companies related to the international hospitality industry.

Therefore, the curriculum is designed to provide students with theoretical and practical knowledge to ensure their professional development as directors. The practical component of the Master's, which consists of 500 hours, is an essential part of the student learning process. This experience is fundamental to the employment prospects of students in this Master's program and is facilitated by various professional collaborators in the hotel industry. Students are also able to raise the internship hours up to 1250 to further enhance their skills and knowledge.

Target group

The Master's Degree in Hospitality Management is aimed at university graduates with a passion for the hospitality and tourism sector and a specific vocation for planning, developing, and managing hotels and catering companies. This program is designed for students who wish to pursue a Master's degree and obtain an official qualification approved by ANECA upon successfully passing all the exams.

Career opportunities

- Both at Corporate and at Business Unit level.
- Hotel and Catering Company Manager.
- Marketing, Communication and Sales Manager.
- Food and Beverage/ Catering Manager.
- Quality Manager.
- Customer Experience Manager.
- Director of Revenue Management.
- Operations Manager.
- Accommodation Manager.
- Hotel Asset Manager.
- Hotel Consultant.