



**EUROPEAN INSTITUTE TEACHING & RESEARCH**  
**Alameda de Colón 16. 2º, 3A**  
**29001 Málaga**

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We are pleased to present the International Master's Degree in Hospitality Management, it was born due to necessity of create competent professional in this industry.

Postgraduate in Hospitality Management : aimed at achieving the bilingual, international, technological and practical program.

Our institute is formed by professionals in the hotel sector from several European locations (Brussels, Paris, La Haya, Saarbrucken and Zurich). The postgraduate course in Hospitality Management is directed at people from different educational and professionals backgrounds, in order for them to become competent hotel managers for the twenty first century.

THE OBJECTIVE of the course is *to train* our students in order for them to manage a hotel and provide them with in-depth knowledge of all of the related departments within a hotel. In addition, for our students to be able to adapt their Spanish hotel management studies to a European level. The professional track comprises a three to six month period of practical training in a national or international hotel as part of an educational cooperation agreement.

#### Methodology

- Small group classes in spanish, english,( french and german optional)
- Studies in applying and analyzing real cases

The student becomes the central figure of the learning process throughout the master's course, both in and outside the classroom.

A practical case-by-case study brings into the classroom the managers' experience in different business situations related to the hotel and tourism sector. Students work in teams analyzing these real cases, under the constant guidance of professors and lecturers who monitor the discussions and facilitate reflection and debate. This, in turn, favors the exchange of ideas, know-how and solutions.

-Virtual campus-Internships in five star hotels (Aleysa Playa, in Benamádena)

- Visits to European hotels
- Supervised internships in European hotels
- Work job.



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Content:

- Languages:
  - Spanish and English compulsory
  - French and German optional
- Accommodation Management:
  - Reception
  - Reservations
  - Housekeeping
  - Food and Beverage Management :
    - Culinary Concepts
    - Health promotion
    - Event Management.
- Human Resources :
  - Psychologies
  - Labor rights.
- Accounting.
- Commercial:
  - Sales
  - Marketing,
  - Public Relations . Communication.
- Security
- Related computer programs.
- General Manager.
- Supervised internships in European hotels etc.

Admission Criteria:

Rigorous initial student selection, both in the admission process and when forming workgroups, their emotional intelligence, drive to succeed, motivation capabilities, attitudes and perceptions of the world around them.

Candidates must fulfil the following basic requirements:

- Bachelor's degree or equivalent from an officially accredited institution



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- Have proven fluency in English. (This is a fundamental requirement due to the fact that some classes at European Institute are taught in English.) We offer level testing and courses to improve during the first part of the course.
- Personal interview.

**Personal Interview:**

The documentation received will be evaluated by the Admissions Board to select the candidates who best fit the required profile.

Postgraduate Studies in Hospitality Management

**Total Duration:**

-From 6 months to 1 year (depend on training period ).