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MASTER'S DEGREE IN HOSPITALITY MANAGEMENT



MODALITY
Online



START DATE
November



MANAGEMENT
Ginesa Martínez
del Vas



CREDITS
60 ECTS



DURATION
1 Academic year



COORDINATOR
Eduardo Serrano
Martínez

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.

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.

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.

Curriculum

MODULE	CREDITS
I. Hotel Sector and Catering Companies	3 ECTS
II. Commercial Management	7 ECTS
III. Operations Management	9 ECTS
IV. Economic and Financial Management and Cost Structure	7 ECTS
V. Quality Management and Sustainability	3 ECTS
VI. Management Skills and Human Resources Management	5 ECTS
VII. External Internships	20 ECTS
VIII. Master's Thesis (TFM)	6 ECTS
TOTAL	60 ECTS

External Internships

