



Master of Science (MSc)

# Innovative Hospitality Management

**TSI** TURISMO  
Saint Ignasi  
Universitat Ramon Llull

Hotel Management  
School Maastricht **ZU  
YD**

IN ASSOCIATION WITH:  
**OXFORD  
BROOKES  
UNIVERSITY**

TSI is affiliated to the  
**ESADE Foundation**

# MSc Innovative Hospitality Management

The Master of Science (MSc) program in Innovative Hospitality Management (60 ECTS) is the result of an international collaboration between TSI-Tourism Sant Ignasi (Barcelona, Spain) and the Hotel Management School Maastricht (Maastricht, the Netherlands). This one-year full time program, held in association with the Oxford School of Hospitality Management (Oxford, UK), is directed at **graduates with a particular interest in the creative and multicultural aspects of the hospitality industry.**



**TSI-Turismo Sant Ignasi**, of Ramon Llull University, is a Jesuit University, and affiliated to the ESADE Foundation. It has a clear mission: to impel teaching, research and to provide its students with the essential knowledge for management of organizations in tourism and hospitality. TSI's aim is to contribute to the scientific, social and humanistic skills of competent graduates who are the professionals of the future. TSI graduates are aware of their responsibility, and the importance of their contribution to the ethical development of tourism, within the context of intercultural dialogue. TSI is a young university, open to students' active participation, through the culture of dialogue and responsibility, in the spirit of excellence and concern for social transformation.



**Hotel Management School Maastricht (HMSM)** was founded in 1950 and is one of the leading hotel management schools in the world. HMSM is part of Zuyd University of Applied Sciences, a high ranking University of Applied Sciences in the Netherlands. *'The Next Step in Hospitality'* is the tag line of HMSM, which represents our aim to be a leading innovative school that provides the hospitality industry with the best young professionals. Hotel Management School Maastricht has a clear mission: to train young adults to become qualified and passionate professionals who can contribute to the development and innovation of the national and international hospitality industry. It seeks to do so through its curriculum, research and life-long learning.



The Innovative Hospitality Management Master Program is run in collaboration with **Oxford School of Hospitality Management.**

The aim is to enhance the Master's student's experience in each of the centers, and to specifically underpin future development with a focus on research and innovation.

Do you consider yourself to be a creative manager, a responsible entrepreneur and/or a hospitality trendsetter?

Then start building your future and join an enriching multi-cultural environment which blends Knowledge, Vision and Networking to provide you with key competencies required for a successful start of your international career:

- ▶ LEADERSHIP
- ▶ TEAM BUILDING
- ▶ CREATIVITY
- ▶ SENSITIVITY TO DIVERSITY
- ▶ ETHICAL AWARENESS
- ▶ PROBLEM SOLVING
- ▶ SERVICE ORIENTATION
- ▶ SELF-EFFICIENCY

Who are you going to share the classroom with?

Students in Innovative Hospitality Management are:

- ▶ International students with different nationalities and cultures
- ▶ Interdisciplinary university graduates from multiple business areas
- ▶ Professionals with an interest in the hotel sector with initial experience in the field
- ▶ Creative people, driven by constant innovation
- ▶ Entrepreneurs with a passion for learning

## Top 5 Reasons

- 1 Gain an International MSc Degree in a cross-cultural experience within one year
- 2 Enhance professional competencies
- 3 Network within three leading hospitality focused universities
- 4 Develop into an innovative leader
- 5 Broaden your passion for the hospitality industry

Age Range

24.5 

Number of nationalities

23 

## Background Studies

BACHELOR IN HOTEL MANAGEMENT

 33.8% 

BACHELOR IN BUSINESS ADMINISTRATION

 29.2% 

BACHELOR IN TOURISM MANAGEMENT

 23% 

OTHERS

 14%

# Main Focuses

## Leadership Competencies

The people working in hospitality are the ones in charge of making it an interesting field for personal and professional growth. Competencies monitored include personal development, communication skills, intercultural, leadership and networking skills.

## Innovation in hospitality

New trends in the hospitality field are changing the scenario of jobs in the future. The program prepares students to provide a more creative and efficient approach to the profession. Real life case studies complement the academic inputs.

## Hospitality Management

Students become acquainted with a creative and systematic pursuit of organizational goals within the hospitality industry, by planning, organizing, leading and controlling the available resources in a concerted and sustainable way.

## Hospitality Research

IN ASSOCIATION WITH OXFORD SCHOOL OF HOSPITALITY MANAGEMENT

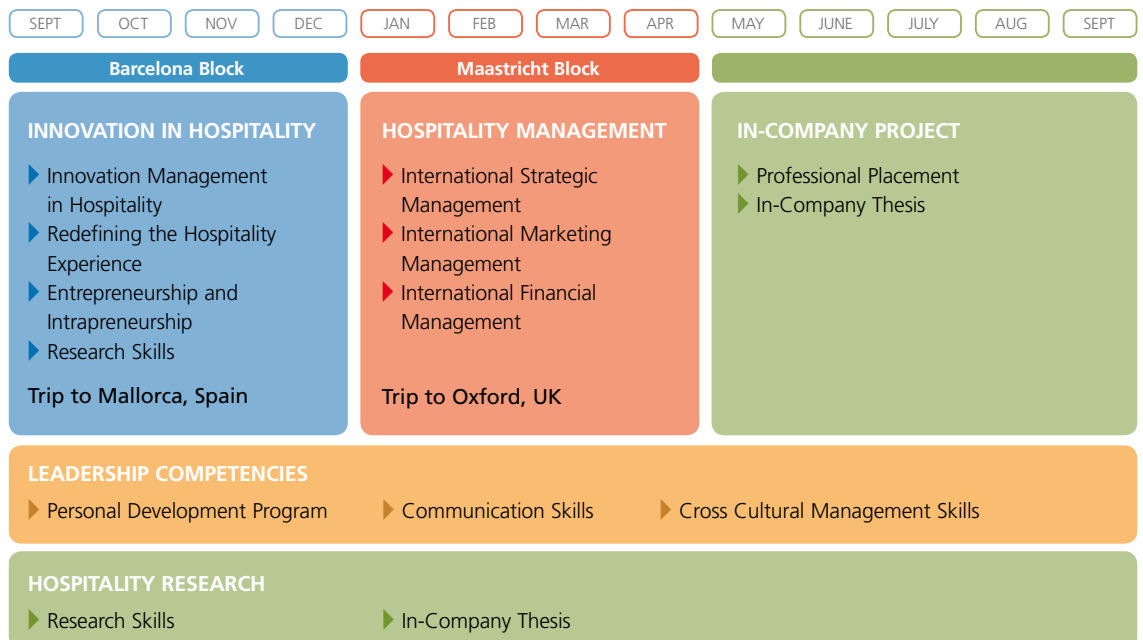
Research skills in the hospitality field are a critical factor for anticipating future scenarios and for transferring academic knowledge needed to face challenges in the industry.

### SOME IMPORTANT FACTS

**Program duration:** one year - full time  
**Hours:** Monday to Friday  
**Location:** Barcelona, Spain.  
 Maastricht, The Netherlands.  
 In-Company Placement WorldWide  
**Language:** English

### DURING THE PROGRAM

- ▶ The first academic block takes place in **Barcelona**, Spain, followed by the second academic block in **Maastricht**, The Netherlands. The In-Company Research Project (internship) could take you anywhere **worldwide** (visa permitting).
- ▶ You will experience **two educational study trips** to become acquainted with different hospitality models and exchange impressions with leading hospitality managers.
- ▶ The sessions are conducted by **renowned lecturers**. Our learning environment includes academic lectures, team work, coaching, case studies, contact with professionals, cross-cultural experiences, virtual learning and guest speakers.



# Study Plan

## LEADERSHIP COMPETENCIES

### **Personal Development Program** 4 ECTS

Students are guided in developing the basic competencies for professional life, with a special focus on the requirements of working as Hospitality Managers.

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### **Communication Skills** 3 ECTS

Principles and practices of management, communication and consulting will be introduced and practiced. These skills will be applied in a short but realistic management project.

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### **Cross Cultural Management Skills** 3 ECTS

Assessment and advice on how to release higher potential in individuals enabling sustainable success by making the most of alternative cultural perspectives.

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## INNOVATION IN HOSPITALITY (BARCELONA)

### **Redefining the Hospitality Experience** 5 ECTS

It focuses on concept and idea generation frameworks for identifying and creating hospitality business opportunities through the enhancement of the guest experience. Cool Hunting, Design Thinking processes and Imagineering and Co-creation are specific topics covered within the module. Selected tools, techniques and examples of good innovation management will be covered.

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### **Innovation Management in Hospitality** 5 ECTS

This module reviews relevant innovation concepts in tourism and hospitality, with a specific focus on the main factors and drivers in innovation in relation to hospitality organizations.

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### **Entrepreneurship and Intrapreneurship** 5 ECTS

This module focuses on the challenges of turning ideas and innovations into profitable and sustainable business, either by creating a new company or entrepreneuring inside an existing one.

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## HOSPITALITY RESEARCH 20 ECTS (IN ASSOCIATION WITH OXFORD BROOKES UNIVERSITY)

### **Research Skills**

The aim of Research Skills is to reinforce your expertise in research. This academic block involves: problem solving; research design; information management and research; analysis and synthesis of data; writing research reports.

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### **Professional Placement**

The universities collaborate in finding an international internship in a hotel, tourist organization, consultancy or tourism related company (visa regulations permitting), of a minimum duration of 18 weeks. In many cases, students are offered positions within the company upon graduation.

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## HOSPITALITY MANAGEMENT (MAASTRICHT)

### **International Strategic Management** 5 ECTS

Starting from the mission and vision and given the objectives of a company, a strategic analysis of a real company in the hospitality industry will be submitted. After completing the strategic analysis, students will make an implementation plan, including risk management. Competitive and internationalization strategies, will be evaluated among others and a choice will be made for the company.

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### **International Marketing Management** 5 ECTS

Keywords are: relationship management approach, customer value and growth strategies. A marketing plan for an existing company will be developed, in which all important marketing decisions are featured, such as international service and brand management, international price, communication and distribution management.

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### **International Financial Management** 5 ECTS

This module provides essential financial skills necessary in order to analyze different business scenarios. Financial competencies are directly related to top performance careers within the industry. The components towards successfully applying revenue management will be introduced and discussed step by step.

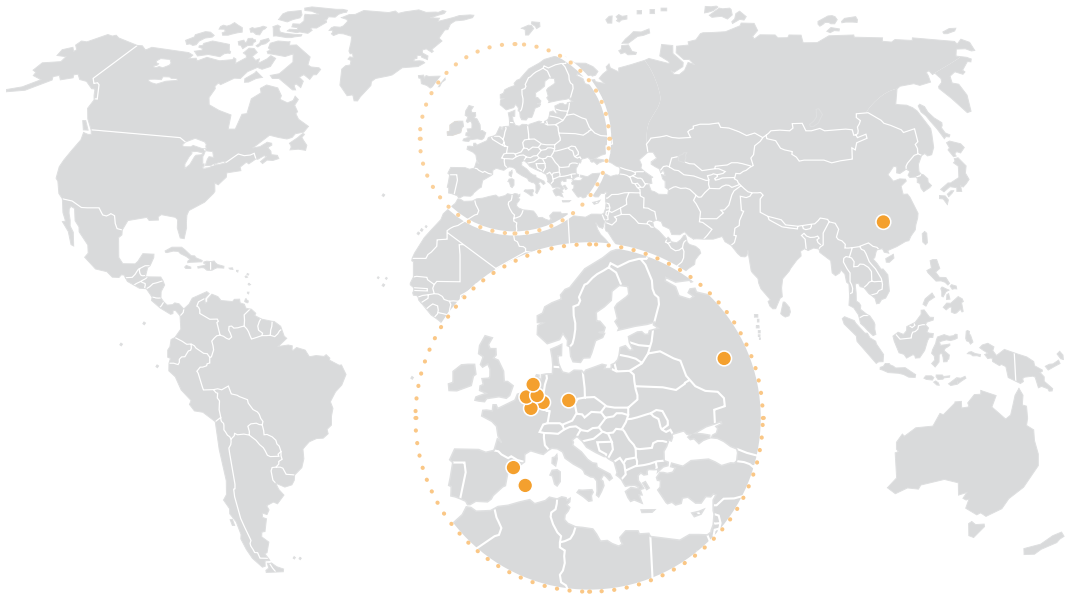
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### **In-Company Project**

A research assignment will be carried out during the professional placement. A clearly-defined area will be determined, to which this practice-oriented research project will make a significant contribution. The research projects, are a win-win situation both for hospitality companies and for students. Projects may range from feasibility studies, clarifying a policy problem, identifying bottlenecks, making recommendations for improving an existing situation or evaluating processes.

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# Positions In-Company Placement



- **Front Office**  
Grand Metropark Hotel Suzhou  
China
- **Global Marketing Department**  
Worldhotels Frankfurt  
Germany
- **Executive Search**  
HSV Moscow  
Russia
- **Sales Department**  
Hotel ME (Sol Meliá)  
Spain
- **Leisure Sales**  
Starwood Regional Sales Office  
Spain

- **Consulting**  
Magma TRI Hospitality Consulting  
Spain
- **Innovation & Insights**  
Connecting Brains  
Spain
- **Business Development**  
Hilton Hotels Spain & Portugal  
Spain
- **Social Media**  
Xhotels  
Spain
- **Marketing**  
Dream Decide Do  
Spain

- **Duty Management**  
Pulitzer Hotel Amsterdam  
The Netherlands
- **International Sales**  
NH Hotels Head Office  
The Netherlands
- **Duty Management**  
Bilderberg Kasteel Vaalsbroek  
The Netherlands
- **Food & Beverage**  
Wyndham Apollo Hotel  
The Netherlands
- **Finance**  
Hotel Crowne Plaza Den Haag  
The Netherlands

## And after graduation ...

(SURVEY OF STUDENT'S PROFESSIONAL PLACEMENT INNOVATIVE HOSPITALITY MANAGEMENT MSc GRADUATES FROM 2009, 2010 AND 2011)

### Current employment status

**94%**  
PROFESSIONALLY ACTIVE



**6%**  
OTHER PROFESSIONAL SITUATIONS

### First employment after graduation

BEFORE GRADUATING

**6.7%**

LESS THAN 3 MONTHS

**40%**

FROM 4 TO 6 MONTHS

**40%**

OVER 6 MONTHS

**13.3%**

### Positions

MANAGEMENT

**6.7%**

MIDDLE MANAGERS

**66.7%**

OPERATIONAL

**13.3%**

OTHER

**13.3%**



# Admissions and requirements

## REQUIREMENTS

- ▶ A minimum of a three year university degree at a Bachelor level
- ▶ Business English
- ▶ Hospitality and cross-cultural values

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MORE INFORMATION ABOUT  
THE ADMISSION PROCESS  
CAN BE FOUND AT

[www.masterinnovativehospitality.com](http://www.masterinnovativehospitality.com)  
[ihm@tsi.url.edu](mailto:ihm@tsi.url.edu)

## ADMISSIONS

### Information and Advice

Interviews to assess the candidate's future career development.

### Application and documentation

The application must be completed and submitted along with the following documentation:

- ▶ Updated curriculum vitae
- ▶ Official university degree
- ▶ Certificate stating that the university qualification obtained enables the candidate to enroll in a master program in their home country
- ▶ Academic transcript of records
- ▶ English Language Certification accredited (C1 Level)
- ▶ Photocopy of ID or passport
- ▶ Two letters of recommendation
- ▶ A letter of motivation

### Intake interview

Personal interview (telephone or online) with a member of the admissions committee

### Admissions Committee

Will assess the application and approve the admission of students

### Statement of admission

Within one month of completion of the intake interview, the candidate receives the final decision of the committee.

Rolling applications are accepted all year round.

# Contact us

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