

Study Manifesto

Master 1st level in „Hospitality Management” EMHM (Executive Master)

in cooperation with:

Cornell University – School of Hotel Administration (USA)

Falkensteiner Michaeler Tourism Group



2014/2015 academic year

COURSE OUTLINE

Faculty	Economics and Management (in Bruneck/Brunico)
Length	2 years
Credit points	60 (based on the European Credit Transfer System)
Languages used in teaching	English
Admission title	University degree (min. 3 year, 180 CP)
Language requirements	Knowledge of English (level B2)
Study places	25
Admission procedure	University diploma grades, CV
Deadline for application	20th March 2015 (until 12:00 midday)
Deadline for enrolment	02nd April 2015, 12:00 (midday)
Tuition fees	11.159 Euro
Classes start	13th April 2015



Program

The Executive Master Program is a highly specialized study program for practicing hospitality professionals.

The program is based on a collaboration of the School of Economics and Management (Free University of Bozen/Bolzano), the School of Hotel Administration (Cornell University), and Falkensteiner Michaeler Tourism Group (FMTG).

Principal Aim

The Executive Master Program in Hospitality Management (EMHM) is designed as a postgraduate program targeted towards tourism sector professionals with experiences in hospitality and hotel management. It is designed to further develop managerial capabilities and it provides participants with a solid foundation in management, along with in-depth knowledge of the hospitality industry.

The program offers:

- a high quality and internationally competitive education and training for individuals, businesses and organisations, requiring specialized post graduate education and training;
- an intensive exchange of knowledge, experiences, skills and competences between academics, practitioners, experts and participants in the program;
- an institutional platform for the development and exchange of knowledge and skills between tourism and hospitality organizations and the university;
- a basis for the development of new knowledge, competences and skills essential in tourism businesses in a local, regional and internationally competitive environment;
- knowledge and skills development for small and medium sized enterprises operating in the tourism industries;
- a contribution to regional sustainable development by educating graduates who may seek a career in SME's in the region;
- the advancement of strategies and practices in businesses and an improvement in the competitiveness of an industry that is subject to fast and radical change.

Educational Objectives

- to improve participants' understanding of business and management at the operational and strategic level;
- to provide for a holistic understanding of how current and evolving economic and societal developments may impact on business, its overall performance and its future sustainability;
- to develop strategic management skills and competencies based on strategic thought processes, including an international perspective and best practice approaches;
- to advance managerial competencies in a transversal and cross-functional manner;
- to make current corporate and functional management techniques available with an emphasis on tools that link skills to the business environment;
- to sharpen key abilities needed to work cross-culturally and to strengthen organizational and corporate culture;
- to provide for working solutions, offering effective technical and operational tools directly applicable at work;
- to encourage a proactive approach to work and to improve integration and teamwork by broadening practical competencies and working tools, by providing for new insights through the exchange of experiences and ideas with instructors, industry leaders and participants in the program;
- to acquire a vision for industry and company strategies in order to develop the leadership and management skills required in today's industry setting;
- to complete and integrate the managerial education of participants to improve their individual career perspectives, as well as the conduct and performance of businesses.

Facilities

All teaching activities, seminars and workshops will take place at the Bruneck/Brunico campus of the School of Economics and Management, Free University of Bozen/Bolzano. Part of learning and teaching activities may take place at external facilities, which will be provided by partners of the Program.

Language

The teaching and learning language is English. Complementary and thematically relevant additional courses may be held in German or Italian.

Faculty

Lecturers in the program are national and international experts with extensive teaching and operating experience. Within the program, 40% of all courses will be taught by faculty from Cornell University's School of Hotel Administration.

Participants

A maximum of 25 participants will be admitted to the program, with nine study places being reserved for qualified FMTG-applicants; 13 study places will be available for persons applying for admission to the program directly.

The EMHM program will only commence, if a minimum number of 15 participants is achieved.

In addition to participants regularly enrolled in the EMHM program, up to 20 participants may be admitted to each individual module.

Timeframe*

The program is to commence April 13th, 2015 and is to be concluded in March 2017. The program is based on a mixed model, to suit the needs of executive and operational managers in companies, as well as the needs of owner-managers of small and medium sized, family owned businesses.

The program requires 10 weeks of participation in class-room activities and instruction, plus approx. 10 days of examinations and thesis presentation. It is structured into:

- eight instructional modules of five days each, covering the core content of the program and each contributing five (5) credit points to the total degree requirement;
- four instructional modules (two to three days each), providing insights and experiences into current special topics, and each contributing two (2) to three (3) credit points to the total degree requirement;
- thesis work, which will contribute a maximum of 10 credit points to the total degree.

Five-day modules are taking place on consecutive days from Monday to Friday. Two and three-day modules are delivered on consecutive days from Monday to Thursday.

* a detailed timetable is to be found at the end of the document

Admission requirements

- a) Eligible for enrolment into the program Executive Master in Hospitality Management are applicants who hold a first university degree (min. 3 years, 180 credit points).
- b) Participation in the program is also open to individuals with high managerial potential and at least three years of professional experience. A first university degree is not required, but completing the program does not result in a Master in Hospitality Management, but in a "University Certificate in Hospitality Management".
- c) Participation in any of the individual modules of the program is possible. Only participants holding a first university degree may obtain credit points for passing single modules.

Note: Concurrent admission/enrolment at more than one Italian university or in different programs at the same university is not possible in Italy.

Language

All instruction, examination, communication, discussion is in English. Hence, program as well as module participants need to be proficient in English (minimum level required: level B2).

Online application

Online application will open on **February 26th, 2015**. Digital application forms need to be completed **until March 20th, 2015 (12:00, noon)**.

Please be advised that application has to be done and completed online, any paper forms and or emails sent to the School cannot be considered as application.

For technical advice on how to apply electronically, please consult:

http://www.unibz.it/SiteCollectionDocuments/Student%20Secretariat/Other/2014_vademecum_preiscrizione.pdf

Log-in

To be able to use the Application Portal, please log in to <https://aws.unibz.it/exup/>.

Please register, and:

- update your personal data
- fill the online application.

Uploading attachments

Once you have sent your application, you need to electronically upload the documents required. If uploading does not work properly, please submit your documents to the Secretariat in Bruneck/Brunico via email or direct delivery.

The Application Portal allows you to evaluate the status of your application. Documents received as well as missing documents are indicated with different color codes (with missing documents highlighted in red).

Remember to upload:

- a passport-size colour photo;
- a photocopy of a valid identity card or passport (front/back);
- a curriculum vitae;
- a university degree certificate (min. 3 years, 180 credit points/ECTS);
- an English language certificate (min. level B2) from an institution recognized by the Language Centre of the Free University of Bolzano (see www.unibz.it). Alternatively, mandatory phone interviews in English may be held.
- a declaration of equivalency (dichiarazione di valore) of the applicant's university qualification(s) (for applicants with qualifications from abroad only) *);
- a copy of a current visa endorsement / residence permit for Italy (non EU-citizens only) **)

*) If you have obtained your higher education abroad, you need to provide for an original declaration of equivalency (dichiarazione di valore) of your degree, together with the original or an authenticated copy of your university certificate, both as attested translations into Italian. Declarations of equivalency are issued by the Italian consulate or embassy in the country where the title was achieved. Certificates need to be applied for at the earliest convenience, since they may require extended processing periods.

**) Non-EU citizens with a valid residence permit for Italy need to submit a copy of their valid residence permit ("permesso di soggiorno"). A visa issued for educational reasons or a tourist visa is not sufficient for enrolment in the program. If the current residence visa has expired, a copy of the request for renewal needs also to be attached.

Non-EU applicants resident abroad need to apply for all visas required at the Italian consulate or embassy in their home country. Visas need to be applied for at the earliest convenience, since they may require extended processing periods.

Evaluation of your application and ranking for admission

Evaluation of applicants takes place on the basis of documents provided to the School of Economics and Management. All application forms and accompanying documents have to be uploaded by the deadline set for application. Incomplete applications cannot be considered and do result in exclusion from the evaluation procedure and subsequent enrolment.

The admission commission evaluates the applicant's motivation and the level of knowledge and skill with regard to the EMHM program content. Based on the results of the evaluation, a ranking, based on the following criteria and corresponding weights, is established:

- professional experience: 40/100
- final grade of University degree: 30/100
- professional training, subject-specific courses etc.: 20/100
- language certificate B2 or above: 10/100.

The ranking list for admission will be published until March 25th 2015

on <http://www.unibz.it/en/economics/progs/masterfirstlevel/hospitality/default.html>. Rankings are valid for the specific academic year the program is scheduled to start.

If ranked applicants do not apply for enrolment within the published enrolment period, the Free University of Bozen/Bolzano reserves the right to accept applications from lower ranked students. The final admission list will be published

on <http://www.unibz.it/en/economics/progs/masterfirstlevel/hospitality/default.html>.

Renouncement of application

Applicants who do not wish to take part in the EMHM program after the ranking list has been established, will need to inform the Program Director and the Secretariat in Bruneck/Brunico in writing. After receiving this waiver, the study place will be offered to a lower ranked applicant.

Enrolment

Qualified applicants, who are eligible to be admitted to the program, need to officially enrol into the two-year post-graduate "Executive Master in Hospitality Management". The enrolment form is to be found on <http://www.unibz.it/en/economics/progs/masterfirstlevel/hospitality/default.html>.

Applications have to be submitted the Secretariat in Bruneck/Brunico by midday of April 2nd, 2015 (12:00). Alternatively, applications for enrolment can be sent by regular mail, whereas the application has to arrive at the Secretariat before the deadline set above (posting date is not considered). A receipt of the tuition fees paid has to be attached to the application.

Applicants with university certificates or qualifications from abroad also need to enclose to their application:

- the original declaration of equivalency (*dichiarazione di valore*) of the university degree/certificate/qualification, issued by the Italian consulate or embassy in the country where the title was achieved; EU citizens and citizens given parity of treatment can, as an alternative, submit the Diploma supplement, in the case they have achieved their university title in a Member State of the European Union (or in Switzerland, Liechtenstein, Norway or Iceland). In the Diploma supplement it must be indicated:
 - that the student has achieved at least 180 credit points (ECTS)
 - that the study title gives access to a Master course.

In case of doubt, unibz reserves the right to request further documents.

- the original of the official translation of the academic qualification/degree/certificate into Italian (a translation is not required if the certificate has been issued in German language).

Applicants who are non-EU citizens also need to enclose to their application for enrolment a valid permit to stay in Italy.

Tuition fees and payment

Tuition fees for the EMHM program are Euro 11.000 (not including a tax of Euro 143 per year, and a

revenue stamp of Euro 16). The tax of Euro 143 has to be paid for each subsequent year, whereas the amount may be subject to variation.

Tuition fees paid cannot be refunded, unless sufficient enrolment numbers are not achieved and the program will not be started.

Tuition fees have to be paid via bank transfer. Receipt of payment has to be sent to the Secretariat in Bruneck/Brunico, together with the enrolment form.

Participants in program modules

The EMHM program offers, additionally to the regular study places, the option to enrol into individual modules of the program. The maximum number of individual module participants is set at 20.

Enrolment forms for individual module participation are available on:

<http://www.unibz.it/en/economics/progs/masterfirstlevel/hospitality/default.html>

- Non-EU citizens with a valid residence permit for Italy need to submit a copy of their valid residence permit ("permesso di soggiorno"). A visa issued for educational, or a tourist visa is not sufficient for enrolment in the program. If the current residence visa has expired, a copy of the request for renewal request needs also to be attached.
- Non-EU applicants resident abroad need to apply for all visas required at the Italian consulate or embassy in their home country. Visas need to be applied for at the earliest convenience, since they may require extended processing periods.

Participants in individual program modules are free to take part in exams, but no credit points will be assigned to individual module exams. An attendance certificate will be issued, if at least 70% participation in the individual module is achieved.

Tuition fees for individual module participation are:

- five (5) day module: Euro 1.600,00
- three (3) day module: Euro 1.100,00
- two (2) day module: Euro 800,00

Academic degree and title

At conclusion of the Master program, if all academic requirements are satisfied:

- Program participants holding a first University degree will be awarded the following University diploma (German/Italian/English): Master universitario di I livello in „Hospitality Management“
- Participants without a first University degree will receive a “University Certificate in Hospitality Management”.

Requirements for obtaining the academic degree and title

Requirements for the conferment of the academic degree and title are:

- at least 70% attendance of lectures, exercises and seminars
- achieving at least a “pass” grade in all exams
- a positive evaluation of the Master-thesis
- achieving at least a “pass” grade in the final exam.

Exams and Examination board

Examinations for all modules (five-, three and two -day modules) will take place during days and weeks specified in the study plan of the EMHM.

Exams (modular and final) are managed by an examination board which, for the final exam evaluates:

- Participation rate of applicants (at least 70% attendance of lectures, exercises and seminars)
- Exam results of all modules
- Performance in the final exam (documentation and presentation)

The examination board determines the grade for the final exam. To obtain the academic title, the applicant must present the receipt of submission of the AlmaLaurea form.

Advisory Service

The Advisory Service informs prospective students about faculties and degree courses offered, and provides support regarding the choice of study.

At InfoPoints in Bozen/Bolzano and Bruneck/Brunico information material can be obtained, as well as information about courses. An individual consultation service complements that service.

Information on contact details can be found on the last page of this manifesto.

Students with disabilities or learning disorders

Advisory Service will provide support for participants in the program with disabilities and learning disorders.

Advice and information about access to and movement around the university's premises, or about the benefits and opportunities available to students with disabilities, is available from Advisory Service.

Other forms of support are offered by the School and University Welfare Office of the Autonomous Province of South Tyrol.

Master program structure

The Program is structured into four (4) competence areas with three (3) individual modules each. The fifth competence area comprises a thesis/project, and is not modularized.

Modules cover lectures, exercises, workshops and seminars altogether account for 500 hours of supervised work including the final thesis/project; about 1.000 hours are assigned to self-study.

The Program seeks to integrate practical applications into the theoretical framework by active involvement of participants with reference to the organisations they work in.

- purposefully formulated study groups (according to profile and experience of the participants) are to be constituted to maximize the wealth of participants' experience.
- individual learning, according to the background of the participants involving the exigencies and the individual character of the businesses into the learning context, interactive teaching methods and experiential learning through a good balance between theory and practice.

Eligible participants obtain up to 60 credit points during the duration of the program, which are distributed in the following way:

- 50 credit points for attendance of modules (lectures and seminars)
- 10 credit points for final exam and presentation

The timing and order of modules may be changed, as well as the title and content of 2- and 3-day modules (3 and 2 credit points).

Teaching calendar and timelines*

Semester	Scientific Code	Exam Code	Competency Area	Courses	CP	Timeline
1	SECS-P/08	32006	Strategic Marketing and Management	Marketing Management	5	13.04.15 – 17.04.15
1	SECS-P/08	32007		Strategic Hospitality Management	5	18.05.15 – 22.05.15
1	SECS-P/08	32008		Special Topics in Hospitality Marketing Management: <i>Digital Marketing of Services</i>	3	21.09.15 – 24.09.15 EXAM 21.09.15

Semester	Scientific Code	Exam Code	Competency Area	Courses	CP	Timeline
2	SECS-P/07	32009	Financial Management	Managerial Cost Accounting for Hospitality Enterprises	5	19.10.15 – 23.10.15
2	SECS-P/07	32010		Financial Analysis and Planning for Hospitality Enterprises: <i>Thinking like a financial Manager</i>	5	30.11.15 – 04.12.15
2	SECS-P/07	32011		Special Topics in Financial Analysis and Planning for Hospitality Enterprises: <i>Advanced Revenue Management</i>	3	18.01.16 – 21.01.16 EXAM 18.01.16
3	SECS-P/10	32000	Organizational Behavior and Human Resource Management	Organizational structures and behavior	5	11.04.16 – 15.04.16
3	SECS-P/10	32001		Building Human Capital Base: Essential Human-Resources Practices for Managers	5	23.05.16 – 27.05.16
3	SECS-P/10	32002		Special Topics in Hospitality Organizational and HR Management: Succession Planning	2	26.09.16 – 28.09.16 EXAM 26.09.16
4	MAT/09	32003	Decision, Risk and Operations Management	Quantitative Methods for Operations Analysis in the Hospitality Industry	5	24.10.16 – 28.10.16
4	ING-IND/35	32004		Hotel Revenue Management	5	28.11.16 – 02.12.16
4	SECS-P/08	32005		Special Topics in Analysis for Hospitality Industry: Food and Beverage Management	2	23.01.17 – 25.01.17 EXAM 23.01.17
			Thesis discussion and final exam		10	20.03.17 – 24.03.17

** subject to change*

In the 1st and 2nd semester students of this second master cycle will attend classes with the ones of the first master cycle, the courses of the 3rd and 4th semester with the ones of the 3rd cycle

FOR FURTHER INFORMATION:

WHO?	WHAT?	WHERE?	WHEN?
Secretariat in Bruneck/Brunico Tel. +39 0474 013 600 hospitality@unibz.it http://www.unibz.it/en/economics/progs/masterfirstlevel/hospitality/default.html	Online application, admission procedure, enrolment, tuition fees, didactics	Bruneck/Brunico Universitätsplatz/Piazza Università 1 1 st floor	Mon + Wed + Fri 10:00 – 12:00 Tue + Thu 14:00 – 16:00
Program Director Prof. Oswin Maurer Tel. +39 0471 013160 Oswin.maurer@unibz.it	Didactical issues	Bruneck/Brunico Universitätsplatz/Piazza Università 1 1 st floor	By appointment
Advisory Service Tel. +39 0471 012 100 study@unibz.it	General information and course guidance, foreign students and students with disability, accommodation	At Bozen/Bolzano: Universitätsplatz/Piazza Università 1 Building E – 1 st floor Office E1.23 Infopoint	Tue + Thu 14:00 - 16:00 Wed + Fri 10:00 - 12:30
		At Brixen/Bressanone: Regensburger Allee/Viale Ratisbona, 16 1 st floor Office 1.07	Thu 14:00 - 16:00 and by appointment
Language Centre Tel. +39 0471 012 400 language.centre@unibz.it	Online upload of language certificates, enrolment to language assessment tests, language courses	At Bozen/Bolzano: Universitätsplatz/Piazza Università 1 Building E – 1 st floor Office E1.23 Infopoint	Tue + Thu 14:00 - 16:00 Wed + Fri 10:00 - 12:30
		At Brixen/Bressanone: Regensburger Allee/ Viale Ratisbona, 16 1 st floor Office 1.17	Thu 09:00 - 11:00 (from October to June)
Amt für Hochschulförderung, Universität und Forschung / Ufficio per il Diritto allo Studio universitario, l'Università e la Ricerca scientifica Office for School and University Assistance Tel. +39 0471 412 941 / 412 927 hochschulfoerderung@provinz.bz.it L.G. Nr. 4 vom 13.2.1997 Maßnahmen des Landes Südtirol zur Förderung der gewerblichen Wirtschaft. www.provinz.bz.it/tourismus www.provinz.bz.it/tourismus/downloads/2011/A_NWENDUNGSRICHTLINIEN.pdf	Grants, accommodation for students.	Bozen/Bolzano Andreas-Hofer-Straße/Via Andreas Hofer, 18 2 nd floor Office 209, 213, 216 (Grants) Office 214 (Student halls)	Mon, Tue, Wed, Fri 09:00 - 12:00 Thu 08:30 - 13:00/14:00 - 17:30

www.fondimpresa.it