



FREIE UNIVERSITÄT BOZEN
LIBERA UNIVERSITÀ DI BOLZANO
FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Wirtschaftswissenschaften

Facoltà di
Economia

School of
Economics and Management

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



2013/2014 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 pre-enrollment	21st January 2014 (until 12:00 midday)
Deadline for enrollment	14th February 2014, 12:00 (midday)
Tuition fees	10.000 Euro
Classes start	7th April 2014



Course description

The Executive Master Program is a highly specialized study program for practicing hospitality professionals which emerged from a collaboration of the School of Economics and Management of the Free University of Bozen/Bolzano, the Cornell University, School of Hotel Administration (USA), the Falkensteiner Michaeler Tourism Group (FMTG) and the South Tyrolean „Hotelier and restaurateur“ association (HGV).

Principal Aim

The Program in “Hospitality Management” (EMHM) is a postgraduate Master program targeted towards tourism sector professionals with certain experience levels in hospitality and hotel management. It is designed to further develop their managerial capability and it gives participants a solid foundation in management along with in-depth knowledge of the hospitality industry, necessary to manage positions of responsibility in a variety of hospitality and tourism sectors. The program aims to provide for:

- a high quality and internationally competitive education and training opportunity 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 the respective participants in the program (methods and theories, application and implementation, development);
- 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 needed 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 and/or in the region;
- the improvement of strategies and practices in businesses and the competitive position of an industry that is subject to fast and radical changes on the demand and supply side, with regard to enablers/intermediaries, channel and communication structures and strategies.

Educational Objectives

- to improve participants' understanding of business and management at the operational and strategic level;
- to provide for a deep understanding of how current and evolving economic and societal developments may impact on a 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 the latest 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 in addition to theoretical models, 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 other 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 individual career perspectives, as well as the conduct and performance of businesses.

Lecture Facilities

All teaching activities, Seminars and Workshops take place at the Free University of Bolzano/Bozen, School of Economics and Management, campus Bruneck/Brunico. Part of the activities can also take place in external facilities, which will be provided by partners of the Program.

Languages used in teaching

The teaching language is English. Some complementary and thematically relevant additional courses can also be held in German or Italian.

Academic staff

The University lecturers are national and international experts with extensive teaching and operating experience. 40% of the courses will be held by lecturers from the Cornell University, School of Hotel Administration (USA).

Participants

A maximum number of 25 participants will be admitted. Of these 25, nine study places are reserved for qualified FMTG-candidates and 16 study places are reserved for other participants applying at the Free University of Bozen/Bolzano.

The Program will start with a minimum number of 15 enrolled participants (of the 16 places reserved for the University, at least 6 must be covered by enrolment).

In addition to master degree participants, up to 20 single-module participants will be admitted to special topic modules.

Timeline*

The Program starts on 7th of April 2014 and ends in March 2016. The Program is based on a mixed model, which suits the needs of freelancers, executive managers and personnel of companies.

- In total, the program includes 10 weeks of study program instruction and about 10 days of exams and thesis presentation totaling 60 credit points. The study program includes eight, five-day instructional modules covering core topics and four, two or three-day instructional modules covering special topics. The five-day instructional modules are conducted on consecutive days Monday through Friday. The two and three-day special topic modules are also conducted on consecutive days between Monday and Thursday. Thus, the master's program includes a total of 50 days (400 hours) of Study Program instruction and about 10 days (80 hours) of examinations and thesis presentation. Each of the eight, five-day instructional modules contribute 5 credit points to degree requirements (collectively 40 credit points), and each of the two and three-day special topic modules contribute either 2 or 3 credit points to the degree requirement total (collectively 10 credit points). The thesis will contribute a maximum of 10 credit points to the degree requirement total.

* detailed timetable at the end of the document

Admission requirements

- a) Candidates are eligible to enroll for the Executive Master in Hospitality Management if they possess a University degree (required duration at least 3 years with 180 credit points).
The participants with a University degree who successfully completed the Program will be awarded a University diploma for a:

German: „Master universitario di I livello in Hospitality Management“

Italian: “Master universitario di I livello in Hospitality Management”

English: “Master universitario di I livello in Hospitality Management”

- b) The Program can also be accessed by freelancers, executive managers and the personnel of companies

with high managerial potential, without a university degree. In this case, at least three years of professional experience are required.

Participants without a University degree, who successfully completed all modules, including the final thesis, will receive a "University Certificate in Hospitality Management".

- c) Applicants are also allowed to attend single modules of the Program, and may obtain a participation certificate for the single modules. Only participants in possession of a university degree will get the credit points assigned to the single modules.

All instruction is in English. Therefore it is highly recommended to apply for this Program or for single modules only with a good language proficiency (min. B2 level).

Concurrent enrollment at several universities or in several courses at the same university is not allowed in Italy.

ONLINE PRE-ENROLMENT

The pre-enrolment application must be completed online between the *1st of October 2013 and the 21st January 2014 (until 12:00 midday)*

LOG-IN

In order to pre-enroll, you must first log in to the portal available at www.unibz.it.

Once registered, you can:

- fill in the pre-enrolment application
- upload your language certificates (if available)
- update your personal data.

ATTACHMENTS

Once you have sent the application, you should upload the required attachments in the portal. If uploading is not possible, documents can be submitted to the Student secretariat (in Brunico/Bruneck) by email or handed in personally.

In the portal, you can view the status of your application and your attachments aided by color coding with a different status conditions (e.g., missing documents will be highlighted in red).

Evaluation can then only take place on the basis of the documentation you have presented by the deadline with the application form. If there are any incomplete applications, the Committee can decide to exclude the candidate from the evaluation procedure.

You must upload:

- a passport-size colour photo;
- a photocopy of a valid identity card or passport (front/back);
- the attachments listed in the section entitled "Selection procedure"
- a copy of the declaration of equivalent value of the candidate's qualification(s) (only for candidates with a qualifications gained abroad) – see next paragraph;
- a copy of the valid permit to stay for Italy (only for non EU-citizens legally resident in Italy) – see next paragraph.

If you have qualifications from abroad you must also deliver – at the latest upon enrollment – the original **declaration of equivalent value**, together with the original or an authenticated copy of your secondary school certificate and an official translation into Italian. The declaration of equivalent value is issued by the Italian consulate or embassy abroad and confirms that your qualification would grant you entry to a similar university course in the country in which the qualifications were achieved. The declaration must be applied for as soon as possible since it can often require long processing times.

Non-EU candidates with valid permit to stay for Italy (see article 39, paragraph 5 of decree no. 286 of 25.07.1998,) must submit a copy of their valid permit to stay for Italy ("**permesso di soggiorno**" for work, family reasons, political or humanitarian asylum, religious reasons). A permit of stay for study reasons, or a visa for tourism, is not sufficient.

If the permit deadline has expired, a renewal request must also be attached.

If you are a non-EU candidate resident abroad, you must apply for all required visas at the Italian authorities (consulate or embassy) in your country.

Selection procedure and admission ranking list

The selection committee reviews and verifies the following submitted documents:

- university final degree certificate (min. 3 years, 180 credit points/ECTS). Final degree certificates issued by Italian universities must be substituted by a self-declaration.
- English language certificate at least at B2 level recognized by the Language Centre of the Free University of Bolzano (see www.unibz.it)
(Alternatively mandatory phone interview in English. In this case candidates will not get points corresponding to 10% of the overall rating)
- Curriculum vitae

A subsequent colloquium evaluates the candidate's motivation and the precognitions in the scientific areas of the master's program course contents. Based on the results of the selection procedure, a ranking list will be drawn up (if the number of pre-candidates is higher than the fixed enrollment limit). The ranking criteria and their weights are as follows:

- 40% professional experience
- 30% Final grade of University degree
- 20% professional training, subject-specific courses etc.
- 10% language certificate B2 or higher level.

Ranking list publication

The ranking list will be published on the website of the Free University of Bozen/Bolzano (www.unibz.it) and is valid only for the academic year for which it has been drawn up: Planned ranking lists will be published on the web site likely by the 31st January 2014.

If candidates on the list do not apply to become students by the date stated, the Free University of Bozen/Bolzano will reserve the right to accept applications from students further down the ranking list. The names will be published on www.unibz.it.

Renouncement

Admitted candidates, who renounce their participation in the Master Program, are requested to advise in writing the director of the Program, and the student administration office in Bruneck/Brunico. In case of renouncement of one or more candidates applications from further down the ranking will be accepted.

Enrolment

Qualified candidates, who have been admitted through the ranking list, can enroll for the post-graduate Master of a two-years course program in "Hospitality Management".

Qualified candidates must submit their application **by 14th February 2014, 12:00 midday**, at the student administration office in Bruneck/Brunico. Alternatively the application can be sent by normal post. The submission will be considered to have occurred on the date of receipt, not the date of sending. The postmark date will not be considered. The receipt of the paid tuition fees must be attached to the application. The application form for enrollment will be published on the website of the University (www.unibz.it).

Candidates with university certificates or qualifications from abroad must also enclose:

- Original of the declaration of equivalent value of the university certificate/qualification issued by the Italian consulate or embassy abroad
- original of the official translation of their academic qualification into Italian (translation is not necessary if the certificate has been issued in German)

Non EU citizens must also enclose a valid permit to stay in Italy.

Tuition fees and payment possibilities

Tuition fees amount to 10.000€ (exclusive of the provincial tax of 141€ for the applicable year 2013, and the revenue stamp of 16,00€). For the subsequent years the provincial tax has to be paid separately. The amount can vary.

There will be no refund of the tuition fees, unless the Master does not take place due to insufficient enrollment. The tuition fees must be paid via bank transfer. The receipt must be submitted with the application form for enrollment.

Participants of single modules

The Program offers a maximum number of 20 places for participants of single modules as a professional training.

Candidates can enroll using the form for applying to single subject courses available on <http://www.unibz.it/en/prospective/apply/nondegree/default.html>

Non-EU candidates with valid permit to stay for Italy (see article 39, paragraph 5 of decree no. 286 of 25.07.1998,) must submit a copy of the document("permesso di soggiorno" for work, family reasons, political or humanitarian asylum, religious reasons). A permit of stay for study reasons, or a visa for tourism, is not sufficient. If the permit deadline has expired, a renewal request must also be attached.

Non-EU candidates resident abroad must also apply for all required visas at the Italian authorities (consulate or embassy) in their country.

Participants of single modules are allowed to take exams but will not get the credit points assigned to the single modules. With an attendance of at least 70% they obtain an attendance certificate.

The tuition fees for single modules are as follows:

- 5 days (5 Credit Points) amount to 1.600,00 €
- 3 days (3 Credit Points) amount to 1.100,00 €
- 2 days (2 Credit Points) amount to 800,00 €

Academic title

At conclusion of the Master program, according to the attendance to courses, the grades of single exams and the final exam, and the evaluation of a specially nominated committee for the final exam the participants with a University degree will be awarded a University diploma for a:

German: Master universitario di I livello in „Hospitality Management“

Italian: Master universitario di I livello in “Hospitality Management”

English: Master universitario di I livello in „Hospitality Management”

Participants without a University degree, who successfully completed all modules, including the final thesis, will receive a “University Certificate in Hospitality Management”.

Requirements for the conferment of the academic title

The requirements for the conferment of the academic title are:

- at least 70% attendance at lectures, exercises and seminars
- the passing of the exams
- the evaluation of the Master - thesis
- the passing of the final exam

Exams and Examining board

Examinations for all modules, five and two or three-day modules, will typically not be administered immediately upon completion of the module, but rather will be administered in a subsequent week in which a two or three-day module of instructions takes place.

The examining board for the module tests and the final exam, consists of 1 member of the program council, and an external expert. This examining board must evaluate the following aspects within the scope of the final exam:

- Participation (70% attendance at lectures, exercises and seminars)
- Test/Exam results
- Final exam (documentation and presentation)

The evaluation of the final exam will be communicated to the candidate and the student administration office (in Brunico-Bruneck) of the Free University of Bozen/Bolzano through the examining board. To obtain the academic title, the candidate must present the receipt of the submission of the AlmaLaurea form.

STUDENT RESOURCES

Please visit:

[HTTPS://WWW.UNIBZ.IT/EN/STUDENTS/LIFE/ACCOMMODATION/DEFAULT.HTML](https://www.unibz.it/en/students/life/accommodation/default.html)
<http://accommodationunibz.blogspot.it/search/label/Bruneck%2FBrunico>

ADVISORY SERVICE

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

In the InfoPoints in Bolzano and Brunico you can view information material and receive information about the courses. There is also an individual consultation service available for anyone who is interested.

Addresses and telephone numbers can be found on the last page of this Manifesto.

STUDENTS WITH DISABILITIES OR LEARNING DISORDERS

If you have a disability or a learning disorder, the Advisory Service will provide support throughout your time with us at the University.

If you need advice or information about access to and movement around the premises, or about the benefits and opportunities available to students with disabilities, please contact the Advisory Service when you submit your pre-enrolment application and in any case at least one month before any admissions exams that you have to do. In this way we can guarantee any assistance that is necessary so that you can sit the admission exams without difficulty.

Information concerning exemptions to paying university fees can be found in the paragraph entitled "Tuition fees".

Other forms of support are offered by the School and University Welfare Office of the Autonomous Province of South Tyrol (address and other details can be found on the last page).

Organization of the Master program with timeline

The Program is divided into didactic units, which are subdivided into single modules:

These modules cover lectures, exercises, workshops and seminars and the performance of a final project, altogether with a duration of 500 hours in total. 1.000 additional hours are provided for self-study.

The theoretical part of the Program seeks to integrate practical applications through the active participation of the candidates with reference to the business enterprises in which they work.

- Purposefully formulated study groups (according to profile and experience of the participants) will be constituted so as to maximize the richness of participants' experience.
- individual learning subjects 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.

Candidates obtain up to 60 Credit points which are divided as follows:

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

The topical modules are divided as follows: NB: The order of the modules can be changed. Also the denomination and the content of the modules with 3 and 2 credit points can vary

Lecture calendar and timeline*:

<i>Competency Area</i>	Courses	CP	Semester	Offered by	Time period
Organizational Behavior and Human Resource Management	Organizational structures and behavior	5	1	UNIBZ	2 nd week in April
	Building the Human Capital Base: Essential Human-Resources Practices for Managers	5	1	Cornell	4 th week in May
	First day: Module Exam Special Topics in Hospitality Organizational and HR Management: <i>Succession Planning</i>	2	1	UNIBZ	4 th week in September
Decision, Risk and Operations Management	Quantitative Methods for Operations Analysis in the Hospitality Industry	5	2	UNIBZ	4 th week in October
	Hotel Revenue Management	5	2	Cornell	1 st week in December
	First day: Module Exam Special Topics in Analysis for the Hospitality Industry: <i>Food and Beverage Management</i>	2	2	UNIBZ	3 rd week in January
Strategic and Marketing Management	Marketing Management	5	3	UNIBZ	2 nd week in April
	Strategic Hospitality Management	5	3	Cornell	4 th week in May
	First day: Module Exam Special Topics in Hospitality Marketing Management: <i>Digital Marketing of Services</i>	3	3	UNIBZ	4 th week in September
Financial Management	Managerial Cost Accounting for Hospitality Enterprises	5	4	UNIBZ	4 th week in October
	Financial Analysis and Planning for Hospitality Enterprises	5	4	Cornell	1 st week in December
	First day: Module Exam Special Topics in Financial Analysis and Planning for Hospitality Enterprises: <i>Advanced Revenue Management</i>	3	4	UNIBZ	3 rd week in January
Thesis/Project	Thesis projects will entail identifying, defining, analyzing, modeling and solving a problem within the organization of the student's employer. These projects will be required to	10	2-4	UNIBZ	

	involve a reasonable amount theoretical thinking and reasoning, and the final results will be presented to the management and peers within the student's organization.				
	Final exam and thesis discussion				2 nd week in March

** subject to change*

FOR FURTHER INFORMATION:

WHO?	WHAT?	WHERE?	WHEN?
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
Student Secretariat Tel. +39 0471 012 200 student.secretariat@unibz.it	Online application	Bozen/Bolzano Universitätsplatz/Piazza Università 1 Building B – 1 st floor Office B1.10	Mon + Wed + Fri 09:00 - 12:00 Tue + Thu 14:00 - 16:00
School of Economics and Management Tel. +39 0471 013 000 schoolofeconomics@unibz.it	Admission procedure, ranking lists, didactics	Bozen/Bolzano Universitätsplatz/Piazza Università 1 Building E – 4 th floor Office E.402	Mon 10:00 - 12:00 / 13:30 - 16:30 Wed 10:00 - 12:00 / 14:00 - 16:00 Thu 10:00 - 12:00 Fri 13:30 - 16:30
Secretariat – Bachelor in Tourism, Sport and Event Management Tel. +39 0474 013 600 tourism@unibz.it sport-event@unibz.it tourism-sport-event@unibz.it	enrolment, tuition fees	Bruneck/Brunico Universitätsplatz/Piazza Università 1 1 st floor	From Mon to Fri 08:30 – 12:30
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