

# UET

SCUOLA UNIVERSITARIA  
EUROPEA PER IL TURISMO

## The UET MBA in Global Hospitality & Tourism Management *in Milan and Palermo*



*The Other Side of*  
**Hospitality and Tourism.**  
The Journey to World Class Professionalism

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# MBA in Global Hospitality and Tourism Management

The MBA in Global Hospitality and Tourism Management is an accelerated, full-time programme that is designed to help creative, resourceful people acquire the solid hospitality and tourism management skills that will enable them to turn projects and enterprises into success whether they are currently working in the hospitality and tourism industry and would like to climb the career ladder or have a managerial role in another industry and wish to switch to the hospitality and tourism industry.

The MBA is also excellent for graduates from hospitality and tourism or management programmes with junior or no experience in the hospitality and tourism industry. We will help you acquire that experience through our internship in phase 2 of the programme to apply the theory you receive in phase 1 and be inspired for topics that matter for the industry in the capstone project during phase 3.

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## After Graduation

On completion of this degree, it is expected that you will be able to pursue careers in numerous areas including:

- Hotel management, development and investment companies,
- Tour operators and travel companies,
- Destination management organisations,
- International and regional tourism organisations,
- Consultancy (research) firms, or
- Become entrepreneur.



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## Recognition

UET Italia is: (1) authorised/recognised by the then Italian Ministry of Education as a higher education institution specialising in tourism and hospitality (by Protocol No. 1240 del 16.02.1996 and No. 3404 del 19.02.2007), (2) officially registered as a participating organisation of the Education and Culture Directorate-General and the Education, Audiovisual and Culture Executive Agency of the European Commission, with the identification number (PIC) no. 942715162, (3) acknowledged by Regione Lombardia on 6/12/2005 by decree 18416, and (4) certified by TÜV Rheinland Italia S.r.l./ACCREDIA: Design, management and delivery of placement and professional training services for tour operators.

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## A Culture of Excellence

Founded in 1990 as L'Unité d'Enseignement du Tourisme (UET) by Nouvelles Frontières, the leading French tour operator with 1.6 million passengers today and is part of TUI AG the global German tour operator. Our vocational and professional roots and tradition together with the academic rigour of our curricula enrich the learning experience for our students. The majority of our instructors are professionals from the tourism and hospitality industry.

We are selecting smart, passionate people and educating them to become leaders with a deep sense of social responsibility, an innovative spirit and a constant striving for excellence, rooted in the history and values of hospitality and tourism.

We have developed an active learning approach based on group work, case studies and experimentation, both on- and off-campus, at school and on the job.

You will also experience a truly international education and cultural diverse study environment, with several nationalities.

## Programme Overview

The MBA in Global Hospitality and Tourism Management is designed to be the catalyst that will help you develop the hard and soft skills needed for the next step in your professional life. The pace of the program is brisk: breadth, depth and diversity are abundant as you experience a mixture of the programme's main ingredients:

### Hospitality and Tourism Excellence

UET prepares ambitious students for leading edge careers in the global hospitality and tourism industry. Our philosophy of learning, combining experience and discovery, leads to the mastery of the arts and science of hospitality and tourism management.

### Business Administration Acumen

Whether joining the MBA programme with a business degree or not, you will engage in a comprehensive study of business administration with instructors that are both experts from the industry and from the academic field. Critical thinking, strategic insight and careful decision making is emphasised in order to develop your business acumen.

### Personal Development & Lifelong learning

Throughout the MBA programme you will work with state-of-the-art methods, techniques, tools and instructor to develop yourself individually, including a career action plan and life-long learning perspectives.

### Leadership

Leadership skills are essential in order to climb the career ladder, whether as an employee or an entrepreneur. Developing these skills is one of the programmes' main goals. You will work alongside students who, like you, have been selected for their leadership potential and are well suited to the programme's rigour and pace. Over the course of the programme, through the combination of personal development work, hands-on experience, mentoring and group work, you will learn how to maximise your potential and emerge as a truly effective and confident business leader.

## PHASE 3: 4 MONTHS

### Capstone Project

The capstone project provides a customised opportunity for you to reinforce your career prospects by addressing a practical, real-world challenge using the skills and knowledge you acquire during your programme of study, mentored by both academics and industry professionals. You may propose your own project, or collaborate with a company to further develop expertise and experience in an area of personal interest. You will be mentored by our instructors. Examples of capstone projects include: international product launches, office openings in multinational locations, global surveys of potential customers, improvement of complex hospitality processes or start-up of own hospitality and tourism enterprise.

*\*Contact hours are approximate and disciplines can be taught as independent units or diffused over various programme themes*

## Key Topics

### PHASE 1: 4 MONTHS

- **Tourism Analysis** (30 contact hours) - *with focus on strategic analysis of the macro and micro environments, and company analysis.*
- **Marketing Management for Hospitality and Tourism** (60 contact hours) - *with focus on etourism & social media, channel and revenue management, and customer relationship management*
- **Financial Management for the Hospitality Industry** (30 contact hours) - *with focus on financial statement analysis, project evaluation, valuation of the firm and raising capital.*
- **Hotel Real Estate Investment and Asset Management** (30 contact hours) - *with focus on the investment process, negotiation and transactions, asset management, and brokerage and agency*
- **Strategic Management for Hospitality and Tourism** (30 contact hours) - *with focus on strategic analysis, choice and implementation*
- **Organisational Behaviour for Hospitality and Tourism** (30 contact hours) - *with focus on organisation structure, leadership and management.*
- **Research Methods and Data Analysis for Hospitality and Tourism** (30 hours) - *with focus on the research process, quantitative and qualitative data analysis, and reporting.*

*\*Contact hours are approximate and topics can be taught as independent units or diffused over various programme themes.*

### PHASE 2: 4 MONTHS

### Internship

You will be placed on a 4-month internship in the tourism and hospitality industry to gain real life experience and apply your study knowledge. This is excellent for your CV adding to it actual work experience. You will write a field advisory report supported by our experts. You will also submit full capstone project proposal on the back of the internship report.

## Admissions Requirements

- Minimum 22 years of age,
- Have a bachelor degree hospitality and tourism or related discipline or equivalent experience in the hospitality and tourism field,
- A 500-word motivational letter in English,
- Completed student application form
- Proficiency in English at B2-level, or pass our online interview and/or written test.

*One full year of professional experience is desirable (preferably in the hospitality and tourism industry).*

## Selection Criteria

We look for candidates with the intellectual capacity to cope with the academic demands of a challenging programme and the motivation and potential to succeed in a complex and dynamic industry.

In addition to your academic qualifications, you will need to demonstrate a mix of the artistic and scientific skills that are essential for hospitality management.

We look for a good balance among the following criteria: motivation & talent for the industry / academic abilities / work experience & leadership potential / international outlook & cultural openness.

You should also be able to show that you are both creative and business focused.

## How to apply

The first step in the application process is to fill in our student application form enclosing the required documents including copies of your highest qualifications and your passport for an initial evaluation. We will arrange an interview, which can be conducted on campus in Milan or Palermo, by phone or on Skype.

Final decisions will be made after the interview has been completed and the Admissions Committee has reviewed your complete file. If everything goes well you will receive an unconditional offer from us.

### Key Dates

The next intakes:

- November 2016 (Palermo & Milan)
- March 2017 (Milan)

## Visa Requirements

EU, EEA, Swiss, British and British overseas territory national applicants do not need a student visa to study in Italy. Students from other nationalities will require a student visa to enter Italy, so please verify the visa requirements for your nationality and apply at the right time. It may take anywhere from 4-12 weeks to obtain a student visa.

Applicants requiring student visas will need the letter of acceptance (enrolment letter) and related documents, and the receipt of the tuition fees payment to apply for their visa. Neither UET nor its representatives have any jurisdiction over decisions concerning visa applications. All decisions are made by the relevant Italian authorities.

## Tuition Fees

The tuition fees for the 12-month programme is: €6,950. Tuition fees do not include room and board, health insurance or other related expenses.

## Scholarships

At its own discretion, UET provides a limited number of scholarships to new students. Each scholarship is defined by specific criteria and once a student has submitted a completed application, eligibility is then decided on a case-by-case basis. Scholarships cover UET tuition fees only and they are in the form of reduction in fees.

- Alumni and Children of Alumni (up to 10%)
- Hotelier (HOSPITALITY) Scholarship (up to 10%)
- EU Nationals (up to 45%)  
International Students (up to 25%)

## CONTACTS

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