



European Institute of Innovation, Entrepreneurship, and Technology

in partnership with



Executive MBA in HoReCa industry (Hotel, Restaurant, Catering)

About Us

Welcome to our Executive MBA program specializing in Hospitality, Restaurants, and Catering (HoReCa) which will be delivered in partnership with the University of Tourism and Hotel Management (WSTiH).

In today's dynamic business landscape, the hospitality industry shapes economics world-wide. With the growing demand for innovative solutions and exceptional customer experiences, there is an increasing need for skilled professionals who can navigate the complexities of the HoReCa sector. Our executive MBA program is designed to equip aspiring leaders with the knowledge, skills, and strategic insights necessary to thrive in this competitive industry.

At eilET, we open the door of opportunities to the HoReCa industry for all our students, and our high-quality educational service will help them achieve a good-quality academic degree and a professional life.

Message from the Faculty

"Welcome to eilET, where we work to create a community that values, celebrates, and empowers each individual student. We guarantee that you receive a comprehensive education that not only prepares you for academic success but also develops your creativity, critical thinking, and leadership abilities via the use of cutting-edge tools and innovative teaching techniques. You are more than simply a student at eilET; you are a vital and diverse member of a community that fosters inquiry and cooperation."

"Remember, learning is a lifelong journey, and here we are committed to empowering you to become lifelong learners and global citizens, equipped to make a positive impact on the world."

- Cornelia Schmidt- Braul



Transform Your Future, Transform Your Skills with eIET, Berlin.

Step 01 - Introduction to the Executive MBA program is to give ambitious executives the know-how, abilities, and strategic perspectives they need to succeed in this cutthroat sector.

Step 02 - Specialization and In-Depth Study: Focus on specific areas of interest within the hospitality industry, culinary arts, customer service, and business operations tailored specifically to these sectors.

Step 03 - Practical Application: Apply your knowledge through hands-on projects, gaining practical experience in reservation systems and e-technologies in the hotel industry and organization of menu development, kitchen management, food and beverage trends, hospitality marketing, and customer relationship management.

Step 04 - Networking and Internship: Build connections with industry professionals and pursue internship opportunities to gain real-world experience, enhancing your resume and understanding of industry operations.

Step 05 - Soft Skills Development: Develop essential soft skills, including communication, customer service, and teamwork, which are crucial for success in hotel, restaurant and catering sectors.

Step 06 - Job Search and Career Launch: Prepare for interviews, boost your confidence, and explore job opportunities including roles in management, culinary arts, hospitality, customer service, event planning, and marketing. The industry is diverse and can cater to various skills sets and interests.



Subjects Details

First Semester

- Management of the investment process
- Hotel systems and management models
- Legal conditions in the hotel industry
- Building management
- Human resources
- Organization of operational departments
- Hotel catering management
- Marketing communication
- Sales and distribution
- Organization of meetings industry events
- Revenue Management
- Organization and management of the spa & wellness zone



Second Semester

- Management accounting
- Computerization and robotization
- Employee development path strategies
- Guest experience management
- Socio-economic environment of the hotel industry
- Asset management
- Effective hotel manager – case studies
- Project management in the hotel industry
- The company's market strategy
- Creativity and creative thinking in the HoReCa business
- The ABC of diplomacy
- Artificial intelligence in the HoReCa industry



Intakes

February May August October

Study Mode:

- 1) Full-time (on campus)
 - 1.1 Weekdays
 - 1.2 Weekend
- 2) Hybrid (on campus & online)

Duration:

2 semesters (One year)

Study Plan

- 1) Full-time (on campus)
 - 1.1 Weekdays: classes at the Institute, from Monday to Thursday, from 7:00 to 14:00.
 - 1.2 Weekends: classes at the Institute on Saturdays and Sundays; 10 meetings per semester.
- 2) Hybrid: the online classes are held remotely using the educational platform. There will be three stationary meetings a year at the institute from Monday to Friday, from 07:00 to 14:00.

Understanding the HoReCa Industry

The HoReCa industry encompasses various businesses, including hotels, restaurants, cafes, and event management companies. As one of the fastest-growing sectors globally, it presents abundant opportunities for career growth and entrepreneurship. However, it also presents unique challenges, such as changing consumer preferences, technological advancement, and regulatory requirements. Our program delves deep into these complexities, providing students a comprehensive understanding of the industry dynamics.



Programme Overview

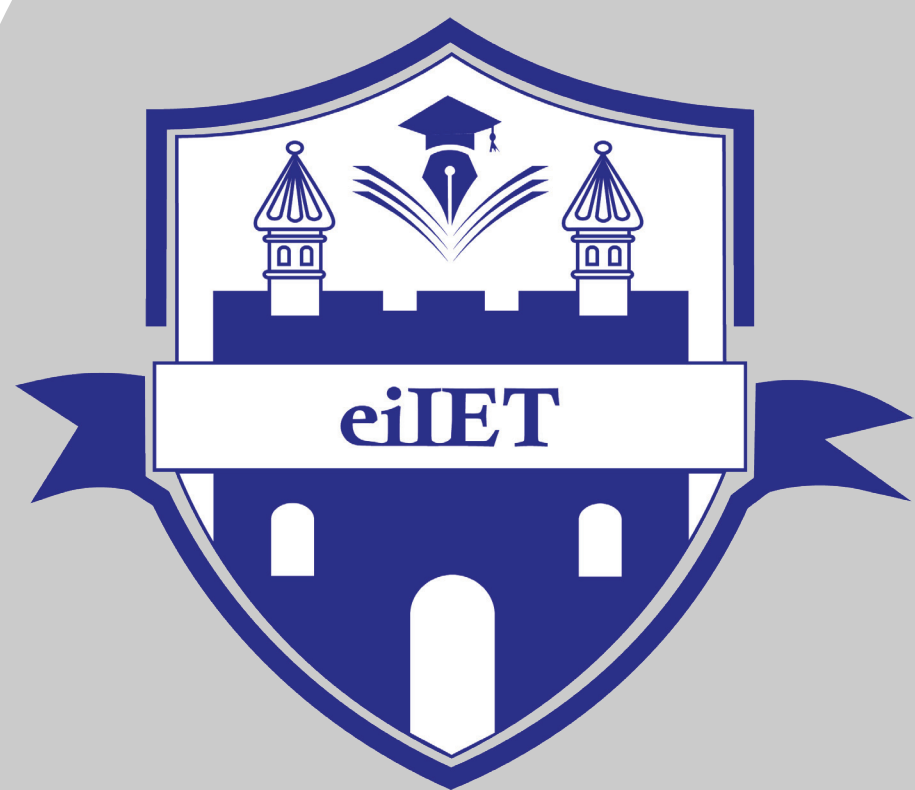
Our MBA in HoReCa is a rigorous and extensive course designed to prepare students for leadership roles in hospitality management. Through a blend of conceptual knowledge and practical application, students will develop the skills needed to excel in various facets of the industry, including operations management, marketing finance, human resources, and strategic planning. The syllabus is carefully crafted to address the challenges and opportunities faced by HoReCa professionals, ensuring that graduates are well-equipped to make a meaningful impact in their careers.



Learning Objectives

- a) Gain a deep understanding of the HoReCa industry, including its historical evolution, current trends, and future outlook.
- b) Learn to leverage technology and data analytics to optimize business operations and enhance customer experiences.
- c) Develop expertise in hospitality management principles, including customer service, revenue management, and quality control.
- d) Cultivate leadership skills essential for managing diverse teams and driving organizational success.





*"Building a Bridge to the Future through
Innovation, Entrepreneurship, and Technology"*

Contact us

www.eiiet.com

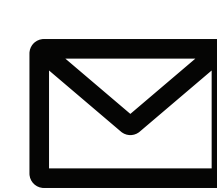
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