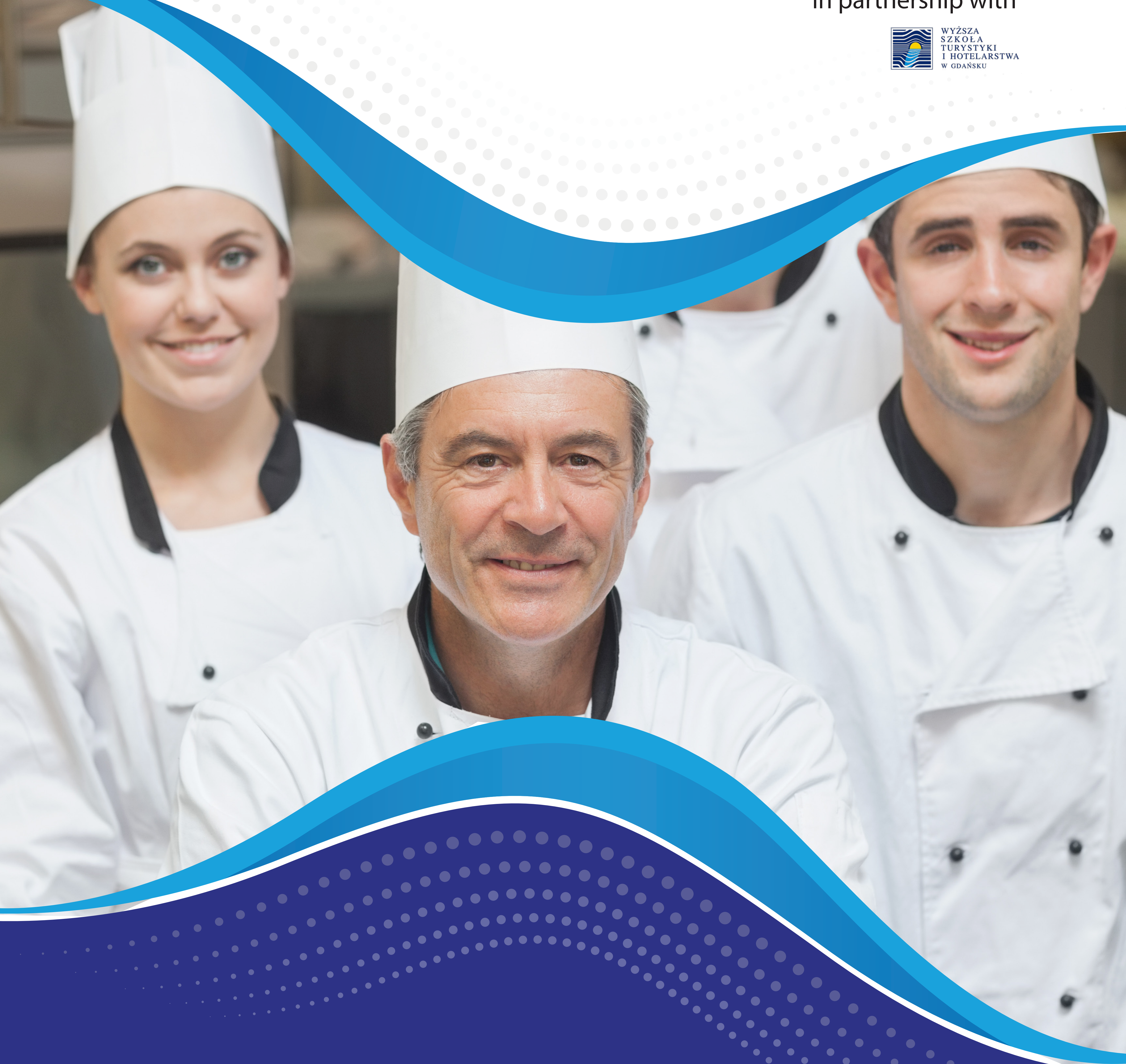




# European Institute of Innovation, Entrepreneurship, and Technology

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 worldwide. 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*





# 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



## 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 7:00 to 14:00.

# Contact



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

**European Institute of Innovation, Entrepreneurship, and Technology**



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