



# European Institute of Innovation, Entrepreneurship, and Technology

in partnership with



**UCAM**  
UNIVERSIDAD CATÓLICA  
DE MURCIA



# Master's Degree in Hospitality Management

# About Us

The Master in Hospitality Management at the European Institute of Innovation, Entrepreneurship, and Technology (EIIET), offered with Universidad Católica San Antonio de Murcia (UCAM), helps professionals succeed in the changing hospitality industry.

The program covers key areas of hospitality management, such as strategic decision-making, customer experience, and running operations smoothly. It emphasizes leadership and practical business skills, so you can handle industry challenges, lead teams, and provide great service in a competitive market.

You will gain a solid understanding of the global hospitality industry and learn how to adapt to new trends and challenges. Practical projects let you use what you learn in real situations. After finishing the program, you will be prepared to lead teams, improve operations, and help businesses grow in a fast-paced, customer-focused field.

## Master's Degree in Hospitality Management

Take your next step into leadership within the global hospitality industry with our Master in Hospitality Management. This program equips you with advanced management expertise while developing the strategic, operational, and leadership skills required to manage and elevate hospitality organizations in a dynamic and competitive environment.

Duration: 12-18 months

Total ECTS: 90

Total Modules: 12



# Module List

- Introduction to the Hospitality Industry – 5 ECTS
- Sales and Marketing Management – 7 ECTS
- Operations Management in Hospitality – 9 ECTS
- Quality and Sustainability in Tourism and Hospitality – 4 ECTS
- Management & Communication Skills – 6 ECTS
- Financial & Cost Accounting in Hospitality – 4 ECTS
- Financial Management – 4 ECTS
- Cost Accounting – 4 ECTS
- Human Resource Management – 4 ECTS
- Practical Internship / Industry Placement – 7 ECTS
- Elective 1 – 6 ECTS
- Master's Thesis / Final Project – 30 ECTS



## Speciality Subjects

- Artificial Intelligence in Hospitality Management
- Data Analytics and Business Intelligence for Tourism
- Digital Transformation and Smart Tourism



## Career Outcomes



### Hotel Manager

Overseeing the day-to-day operations of a hotel, managing staff, ensuring guest satisfaction, and optimizing the overall performance of the establishment.



### Event Planner

Organizing and managing large-scale events, conferences, weddings, trade shows, or festivals. This involves planning, logistics, budgeting, and managing client relationships.



### HR Manager

HR Managers in hospitality handle staff recruitment, training, and compliance with labor laws. They ensure smooth operations by maintaining employee satisfaction and managing compensation.

# Application Process

1. Apply at [service.eiiet.com/programmes](http://service.eiiet.com/programmes) or email [admission@eiiet.com](mailto:admission@eiiet.com).
2. Conditional Offer: Applicants will receive a Conditional Offer Letter.
3. Enrollment & Unconditional Offer: Once all conditions are met, you will receive your Unconditional Offer Letter, a vital document for your visa application.
4. Financial & Academic Planning: Prepare for your move by arranging the required financial means (Blocked Account).
5. Visa Application & Interview: Submit your visa application at the German embassy or consulate in your home country.
6. Visa Approval & Departure: With your visa approved, you are ready to join us! Step into a perfect setting designed for entrepreneurship and innovation, and begin your journey toward mastering the technology of the future.

## Eligibility Requirements

To ensure academic success and a vibrant learning community, applicants must meet the following criteria:

1. A recognized Higher Secondary Education Certificate (High School Diploma) or equivalent qualification that grants university entrance.
2. A Bachelor's Degree in a relevant field from a recognized institution for those applying to Master's or MBA programmes.
3. A score of IELTS 6 or higher (or equivalent English qualification such as PTE or TOEFL).
4. A minimum of 50% in English subjects at the higher secondary level.
5. The Medium of Instruction (MOI) from the previous studies.
6. A current Curriculum Vitae and a Motivation Letter explaining your professional goals and interest in our innovative programmes.

(Note that the above are minimum criteria. Each application is assessed on its individual merit, considering academic achievements, extracurricular involvement, and unique professional experiences.)

## Intakes

January, April, August, October

## Contact

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