INTERNATIONAL MASTERS

tourism

International Master in Tourism & Hospitality Management
EADA at a glance

EADA is among the top business schools in Europe, with more than 50 years of experience in executive training. More than 120,000 participants from over 50 nationalities have entrusted their training to us.

Rankings

EADA is part of a strategic group of the best European business schools in the field of tourism and hospitality management.

| Rankings | 
|-----------------|-----------------|
| Eduniversal | 1st in Spain 9th in the World |
| Financial Times | Top 25 in Europe Based on MBA, MiM & Executive Education |

Accreditations

- EFMD EQUIS Accredited
- AMBA Accredited

Partnerships

- Financial Times
- CFA Institute
- Bloomberg
- University of Houston
Leadership skills & confidence
The skills and confidence to be an effective team member and leader in diverse business environments.

Critical thinking & rigour
The strategic perspective and critical thinking skills to make a significant contribution to the company.

Latest professional practice
The edge and know-how to apply the latest professional practice and tools in the real world.
Where will I learn critical thinking skills?

**EADA-BARCELONA CITY CENTRE CAMPUS**

**REAL-LIFE CASE STUDIES, BUSINESS SIMULATIONS, ANALYSIS AND GROUP DISCUSSIONS IN THE HEART OF BARCELONA**

In the EADA-Barcelona City Centre Campus, you are consistently placed in **real-life business situations**, challenged to think like an executive and make strategic decisions. Lively class discussions take place in an **engaging, multicultural environment**, in which you examine real case studies critically and learn from others as they learn from you. Classes at EADA are small, allowing for the daily exchange of ideas and debate among classmates and the **personal guidance** from professors that is so critical to our methodology.

Where will I learn leadership skills?

**EADA-COLLBATÓ RESIDENTIAL TRAINING CAMPUS**

**OUTDOOR TRAINING, ROLE PLAYS AND TEAM-BUILDING ACTIVITIES IN THE MONTSERRAT MOUNTAINS**

EADA has its own residential training campus dedicated to the development of leadership skills. The campus provides high impact, lasting learning by pushing you **out of your comfort zone**. You develop an **action plan** that will be your guide for personal and professional development throughout the year and beyond. This **experiential learning** is combined with **professor-led workshops** focused on team and leadership theory, ensuring that you effectively transfer what you have learned to the workplace.
ACHIEVING YOUR FULL POTENTIAL

Our faculty’s objective is to help you achieve your full potential. Professors focus on the development of the key skills and competencies for the solution of management challenges. Our faculty’s experience in business ensures real-world relevance and a strong pedagogical model promotes critical thinking and sound analytical skills. The role of the professor is to guide your learning by reproducing real-world experiences that demand your involvement and action.

Key skills and competencies

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Corporate connections

BRINGING BUSINESS INTO YOUR DAY

As an executive training centre, EADA Business School understands that being close to business is one of the central pillars of its activity. To this end, EADA faculty has extensive business experience, which ensures that you will be able to apply what you learn in class directly to your future career.

Throughout the year, core faculty are joined by visiting professionals to provide insight into the challenges they face and explain how concepts introduced in class are being applied in companies today. International alumni guests enrich this perspective further by sharing how they have applied their EADA learning post-graduation.
Participant profile

The complete International Masters cohort includes between 250 and 300 participants from more than 50 nationalities who interact and network throughout the year. The profile below represents the participants in the International Master in Tourism & Hospitality Management.

**Average age:** 24

**Nationalities represented:** 19

**International students:** 94%

**With previous work experience:** 94%

**Average age:** 24

**International students:** 94%
Latest Professional Practice

INTERNATIONAL FAIRS
Barcelona is a world hub in international trade fairs and you will be able to take advantage of that. You will attend IBTM, the most important M.I.C.E. fair in the world, as well as other fairs that provide invaluable insights into best business practices in innovation, sustainability and productivity in the hospitality industry.

EXCHANGE WITH CONRAD N. HILTON COLLEGE
For real exposure to the latest professional practice, there is nothing like joining peers at a leading institution abroad like Conrad N. Hilton College in Houston. Consistently ranked among the top hospitality programmes in the world, Hilton College offers you the opportunity to study a term at their cutting-edge facilities.

Corporate connections

HOSPITALITY TRAINING PRACTICUM (HTP)
The HTP is a challenging work assignment that allows you to directly apply what you have learned in the classroom. The HTP can take place in any country of the world and is focused on one of four areas: hotels, catering companies/restaurants, consulting or the travel industry.

COMPANY VISITS
Company visits allow you to see case studies in action and meet business leaders. Barcelona is a leader in the hospitality industry, providing the opportunity to visit companies such as the Mercer Hotel Barcelona, Casa Camper Barcelona, the Yurbban Trafalgar Hotel, Port Aventura Convention Resort, and the Sant Pau Restaurant with 5-Michelin-Star Chef Carme Ruscalleda.

International exposure

INTERNATIONAL WEEKS
The International Weeks provide the perfect opportunity to expand your network and gain a fresh perspective from electives taught by visiting professors and senior managers with outstanding experience.

EXCHANGE PROGRAMME
Enhance your international vision and broaden your network at one of our 30 top-ranked partner schools in Africa, Asia, Europe, Latin America and the United States. Double Degree exchange opportunities are also available at Aston Business School, EDHEC, EBS and HHL.
PROGRAMME STRUCTURE

International Master in Tourism & Hospitality Management

PHASE 1

September - December

- Orientation module
  - Financial pre-course
  - Case Study Methodology
  - Beginner Spanish Course (optional)
- Collbató Residential Training Campus
  - Teamwork & Cultural Diversity
  - Communication Skills
- Barcelona City Centre Campus
  - ABCs of Hospitality Management
  - Finance for Managers
  - Geoeconomics & Geopolitics
  - Strategic Management I
  - Marketing Management
  - Service Operations Management
  - Organisational Behaviour
- Marketing Challenge
- International Weeks

PHASE 2

January - March

- Collbató Residential Training Campus
  - Negotiation Techniques
- Barcelona City Centre Campus
  - Quality and Leadership
  - Strategic Marketing
  - HR Management
  - Innovation in the Hospitality Industry
  - Professional Concentration in Travel Distribution
  - Professional Concentration in Consulting
- Marketing Challenge
- International Weeks

PHASE 3

April - June

- Collbató Residential Training Campus
  - Leadership Skills
- Barcelona City Centre Campus
  - Management of Information Systems
  - Sustainability in the Hospitality Industry
  - Revenue Management
  - Strategic Management II
  - Entrepreneurship in the Hospitality Industry
  - Professional Concentration in Food & Beverage or Hotels & Resorts
  - Professional Concentration in M.I.C.E

PHASE 4

July - September

- Hospitality Training Practicum
  - A challenging work assignment with a complementary learning component.

60 ECTS

Graduates receive a private Master title from EADA as well as an official university title from our partner university*. This title has 60 ECTS credits and is recognised within the European Higher Education Area.

* Participants with an official undergraduate university degree are eligible for the official Master diploma.

A detailed description of each course is available on EADA’s web site: www.eada.edu.

EADA reserves the right to make changes to the schedule and the topics offered during the programme.
Hospitality Training Practicum

The Hospitality Training Practicum (HTP) takes place between July and September and offers challenging work assignments (min. 400 hours) combined with a complementary learning component. The incorporation of practical work experience, formal training, and support by career development advisors provides participants with the unique opportunity to develop and assume challenging responsibilities within the hospitality industry. The HTP can take place in any country of the world and is focused on one of the following areas: hotels, catering companies/restaurants, consulting, the travel industry or the M.I.C.E. Industry.

Examples of HTP from previous years:

Europe
- Horwath HTL, Croatia
- Capgemini Worldwide, France
- Reed Expositions, France
- Crowne Plaza Barcelona, Spain
- Marriott International, U.K.
- Starwood Hotels & Resorts Worldwide, all over Europe

North America
- Elaine Bell Catering Company, U.S.
- Eurobuilding Hotels Group, U.S.
- Mélia Hotels International, U.S.
- Trump National Doral, U.S.

Latam & Caribbean
- Eurobuilding Hotel Boutique, Argentina
- Budgetplaces, Panama
- Sandy Lane, Barbados

Middle East
- Mélia Hotels International, UAE
- One&Only, UAE

Australasia
- Four Seasons Hotels and Resorts, French Polynesia

Asia
- Hyatt, China
- Interlaken OCT Hotel, China

Employment Report

67% of graduates find jobs through EADA Careers and alumni networking

89% of graduates employed after 5 months

Employment by region
- 65% Europe
- 23% The Americas
- 12% Asia

Companies where our graduates work:
International Master in Tourism & Hospitality Management

The International Master in Tourism & Hospitality Management aims to **boost your professional opportunities** in the hospitality industry, whether you aim to take your first steps in the profession or to accelerate your career progression. Graduates find work in the top companies in the sector across all areas, including **hotels, consulting, food and beverage, travel distribution** and the **M.I.C.E. industry**. The programme is designed to ensure that you will be able to apply your new skills in the workplace quickly after graduation and advance rapidly in your chosen area.

### Year of graduation

| Business Center & Meetings Trainee | Graduate Management Trainee (Radisson) |
| Business Development Junior Catering Assistant Manager Consultant, Operations Excellence Event Manager F&B Assistant | Graduate Management Trainee (Starwood Hotels & Resorts) Guest Relations Agent Junior Account Manager Junior Consultant Sales Coordinator |

### 3 years after graduation

| Business Development (Club Ecommerce, Spain) Club Lounge Agent (The RitzCarlton, Austria) Consultant (Horwath HTL, Croatia) Development & Asset Management (Catalonia Hotels & Resorts, Spain) E-commerce Executive, Veneto (Wyndham Grand Hotel, Panama) Events Manager (Accenture, Spain) Food & Beverage Supervisor (Marriott, Dominican Republic) Founder, Finance Director and E-Commerce (BFS GROUP SAS, Colombia) | Front Office, Rooms Division Responsible (Mandarin Oriental Hotel Group, Italy) General Manager (Sites Hotel, Colombia) Guest Relations Manager (Starwood Shanghai, China) Human Resources Coordinator (Portals Hills Boutique Hotel, Spain) Project Manager (Placement International, Spain) Team Leader, Guest Experience (Hyatt, China) |

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CAREER & NETWORKING OPPORTUNITIES

EADAAlumni
A LIFELONG COMMUNITY

EADAAlumni aims to promote lasting bonds with alumni through services that add value to your international network and professional growth.

International network

Your relationship with EADA starts from day one, when you automatically become part of an international network of alumni. Regular Meet Ups around the world provide alumni with the opportunity to reconnect and network with like-minded professionals.

Professional growth

We ensure you will receive all the support needed to take your career to the next level. For this reason, alumni have access to resources including personalised career counselling, our exclusive jobsite and job search tools.

For the entrepreneurs among our alumni, EADA’s Entrepreneurship Centre offers expert online mentoring and follow-up as well as specialised tools.

MORE THAN 15 ALUMNI MEET UPS PER YEAR

OVER 120,000 EADA ALUMNI

ALUMNI FROM 87 COUNTRIES SPREAD ACROSS ALL 5 CONTINENTS

1,700 JOBS OFFERS PUBLISHED ANNUALLY

20 INTERNATIONAL CORPORATE PRESENTATIONS IN 2016

20 INTERACTIVE WEBINARS HOSTED BY TOP EMPLOYERS
Online career resources

Access to online resources with country-specific career and employment information, corporate profiles for key employers around the world, and international job listings.

EADA Careers

PREPARING THE BUSINESS LEADERS OF TOMORROW

The success of the EADA Careers Department depends on your success. EADA Careers is your partner during your Master, providing you with the necessary tools to reach your professional goals post-graduation.

Training Lab

Career training that keeps you informed about labour market trends and hones your skills for a successful career post graduation. Training sessions include How to Ace your Interview and Building an Effective Professional Online Brand.

Development Lab

Career resources designed to help you develop your career path and bring your future professional goals closer.

- One-to-one career counselling sessions with your own personal Career Advisor, who is with you every step of the way: from establishing your career goals to landing that dream job.
- Interactive webinars hosted by top employers around the world.
- Alumni presentations & mentoring platform to connect current participants and expert alumni.
- Legal guidance seminars with up-to-date information about residence and work permits.

Professional Lab

Recruiting events and career search tools that make your professional goals a reality such as EADA’s online jobsite.

Examples of international corporate presentations in 2015:
Preparing for life in Barcelona

At EADA Business School, we know that it can be a challenge to relocate to a new city, and we do everything we can to make the transition as smooth as possible. With this in mind, we offer:

- **A Virtual Campus** where you can get to know your future classmates.
- **Up-to-date, practical information** about the basics like healthcare and accommodation.
- **A 30-hour beginning Spanish course** to help you get around Barcelona
- **Exclusive rates** for local services (gyms, language schools, etc.).

Barcelona: a place to live, study and grow

The EADA Business School campus is located in the Barcelona city centre, just a 10 minute walk from Plaza Catalunya and the most famous of Gaudi’s buildings.

**LEADER IN HOSPITALITY**

Barcelona is a world-class leader in the tourism and hospitality industry. Barcelona’s hotel and restaurant infrastructure has experienced significant growth in recent years, providing a wide range of amenities for tourism associated with trade fairs, congresses and conventions, as well as cultural tourism.

**PREMIER ENTREPRENEURIAL HUB**

Innovative government initiatives have simplified the process for starting a company and established tax benefits for start-ups, making Barcelona one of the premier entrepreneurial hubs in Europe.

**FOREIGN INVESTMENT**

Catalonia is the headquarters of more than 5,000 foreign companies, with 90% of them based in the Barcelona metropolitan area.

**WELL-CONNECTED**

Barcelona is the gateway to southern Europe, the transport capital of the Mediterranean area, a bridge to the Maghreb and a platform to Latin America.

Preparation for life in Barcelona

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Admissions process

**BASIC REQUIREMENTS**
- A bachelor’s degree
- Proficiency in English
- Other documentation: CV, 2 references, copy of passport, photo, undergraduate transcripts

**ADMISSION EXAM OPTIONS**
1. Submit a GMAT (min. 650) and TOEFL (min. 100 IBT) score.
or
2. Complete EADA’s online admission test.

**FINANCIAL AID**
EADA offers scholarships to help manage the cost of study. More information at [www.eada.edu](http://www.eada.edu).

What we are looking for

The admissions process aims to select well-rounded candidates who will not only excel on the programme, but also add value, contribute meaningfully and help create a learning environment in which all the participants on the programme can reach their full potential.

We seek to fill our classes with the most promising students in terms of motivation, commitment and growth potential. In addition to an overall motivation to excel in the programme, the ideal candidate will demonstrate a commitment to teamwork with leadership potential.

Successful candidates tend to possess the following qualities, which are closely related to growth potential: open-mindedness, flexibility and adaptability.
Julissa Espinoza, Peru

“At EADA, I developed my ability to work with people from different cultures and learned how to adapt to different situations, important skills for both my personal and professional success.”

Volkan Bektimur, Turkey

“I chose EADA because of the diversity in the classroom. This gave me the opportunity to get to know different cultures and points of view.”

Marc Alegría, Spain

“EADA is the perfect combination of dynamic and academic classes. Before finishing my Master, I already had a job.”

Sneha Varghese, India

“The teaching methodology at EADA is very practical. I worked with real-life scenarios every day.”

Sneha Varghese, India

“Now when I am looking at a problem, I am able to go to the root cause, make a clear decision and make an action plan to solve the problem. What you learn at EADA will help you for your entire life, wherever you go.”

Yannick Kpodar, United States

“EADA is the perfect combination of dynamic and academic classes. Before finishing my Master, I already had a job.”

Sneha Varghese, India

“See the complete video here to discover the EADA experience.”
Life-changing
Enriching
Challenging
Inspiring
Powerful
Unforgettable