

MSc in Hospitality and Tourism Management

Programme Goals

- To improve knowledge of the core topics in management sciences applied to hospitality and tourism;
- To develop expertise in cross-cutting themes, in the interests and professional expectations of students, which contribute to the development of an applied research project;
- To provide students with methods, procedures and investigation techniques that enable them to develop their research project with a high degree of autonomy.

Learning Goals and their implementation

In this IBS study cycle the following competences ought to develop:

1. To communicate effectively in written form;
2. To communicate effectively in oral form;
3. To develop critical thinking skills;
4. To understand the roles of general and strategic management in companies;
5. To understand the key role of HRM towards the valorization of people as key players in organizations.

Implementation and measurement of the degree of accomplishment of teaching/apprenticeship levels (AL):

OA 1: Elaboration of individual and group works, as well as resolution of mid-term tests and final evaluation exams;

OA 2: Oral presentations and thematic debates in the classroom;

OA 3: Production and presentation of critical analyses of articles and topics found in books;

OA 4: Individual and group works focused on general management and entrepreneurial strategy topics;

OA 5: Case studies, role-playing and tests adjusted to each CU.

Note: Complementary information can be found in each CU's CUF.