



## HOSPITALITY MANAGEMENT & LEADERSHIP (M.A.)\*

Campus Dresden

### STUDY PROGRAMME

Growing international hospitality companies need experts with a global mindset, hospitality experience and management expertise. Hence, our Master programme Hospitality Management & Leadership provides strategic perspectives for the hospitality sector as well as multi-lingual leadership skills. Graduates will obtain a high employability for a position in this industry - on regional, national and global level.

With this Master programme we offer an exceptionally challenging, interdisciplinary approach connecting social, intercultural and management skills. Therefore, graduates will achieve a modern and holistic executive starting basis for their future career. Focussing on Asset Management and Hospitality Real Estate, Entrepreneurship & New Work as well as Strategic Revenue and Distribution Management we offer an extensive scope of industry-related core topics and provide an up-to-date view of trends, business practices and leadership skills.

Our Master students gain a deep understanding of management processes while concentrating on the international hospitality industry. They acquire a combination of leadership excellence and industry-specific knowledge in specialized hospitality corporate functions such as finance or human resources. An internship or semester (6 months) abroad will open the gateway for international leading positions in the hospitality industry.

### UNIQUE FEATURES

- Deepen your specialist knowledge with a strategic perspective
- Improve leadership skills in intercultural environments
- Explore management processes in an international context

### AT A GLANCE

#### DEGREE

Master of Arts, M.A.

#### CREDIT POINTS

120 ECTS

#### DURATION

4 Semester (incl. Master Thesis)

#### START

October & April

#### STUDY CONCEPT

Full-time, internship or semester abroad

#### LANGUAGE

English

#### TUITION FEES

EU/EEA students: € 3.720 (per semester) + enrolment fee € 350 (once)

Non EU/EEA students: - € 4.080 (per semester) + enrolment fee - € 750 (once)

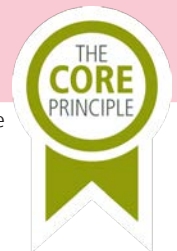
#### CORE PRINCIPLE

Our innovative teaching and learning model stands for "Competence Oriented Research and Education".

## MODULES MASTER IN HOSPITALITY MANAGEMENT & LEADERSHIP\*

|             | 5 Weeks   | 5 Weeks                                       | 5 Weeks   | 3 Weeks / Online                                      |
|-------------|---|---|---|---|
| 1. Semester | International Business Development and Digital Intelligence     | Global Markets & Finance                      | Leading Intercultural workforce                     | Case Study: Business Development or Leading Challenge |
|             | Corporate Governance & Business Ethics                          |   | Global HR-Management                                |   |
| 2. Semester | Hospitality Real Estate, Asset Management and Experience Design | Entrepreneurial Hotel Management and New Work | Strategic Hotel Distribution and Revenue Management | Hospitality Industry Team Project                     |
|             | Contracting & Negotiation                                       |   | Academic Paper Design & Writing                     |   |
| 3. Semester | Hospitality Internship or Global Study Semester                 |   |   |   |
| 4. Semester | Analysing International Business                                | Master Thesis                                 |   |   |

\*subject to change



## STUDY IN DRESDEN

*"Studying in Dresden is fantastic. You have an eventful and colourful student life and if you like it quiet, you can enjoy the picturesque old town or the beautiful riverside of the Elbe. "*

**Armand Muñoz Blanco, Exchange student**

## STUDY ADVISOR



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## GET TO KNOW US

+ ATTEND A LECTURE

+ JOIN OUR WEBINAR

+ STUDY FAIRS

## ADMISSION & APPLICATION

- 3- year Bachelor's degree from an accredited university or technical college with focus on hospitality or tourism or 6 month experience in the hospitality industry
- Economic knowledge, attested by modules of the former Bachelor programme
- Proof of sufficient English language skills. We accept TOEFL, IELTS, TOEIC, CAE, CPE or equivalent.

You can apply online via our website. We will evaluate your eligibility and invite you for an interview.

## FINANCING YOUR STUDIES

Various public, private and charitable institutions offer support and scholarships for students. SRH scholarships might also be awarded.

Many options for part-time jobs are available in Dresden.

## ABOUT US

With over 12,000 students the SRH Universities are one of the leading education providers in Germany. Our educational establishments offer and expect the highest standard in education, studies, instruction and research. Conveniently located within the heart of Dresden our campus, as being part of the SRH Berlin University of Applied Sciences with 2,000 students from 99 nations, provides study programmes in hospitality, tourism and international business. Through covering study programmes in both English and German language we created an international environment. For advice on study programmes, visa matters, career opportunities or living in Dresden, make an appointment to speak either face-to-face or over the phone to our study advisors. We will be glad to assist you and provide further details.