

HFB

MASTER OF ECONOMICS

Hospitality Management and Food & Beverage

International Master Degree - THIRD EDITION

Admission Deadline: March 18th 2016

HFB / Why?

HFB Master aims to train:

Managers in the sector of Hospitality and Enogastronomic Tourism and of International Communication and Marketing applied to Tourism. Professionals that are able to launch entrepreneurial projects in the sectors of Hospitality, Reception and Food Service. Experts in the management of the structures and services destined for businesses in the Tourism and Enogastronomic industry.

HFB / Blend of Management and Culture

HFB students will study business and economic marketing models, together with international success strategies for Hotel, Reception, Food and Wine producing businesses. HFB Master is a winning combination of Italian culture and international skills, tradition and technology, to ensure a unique stay in Sicily and in the world.

HFB / Commitment to Excellence

The scientific strength and the methodology of an international university. The value and the culture of excellence in Sicily. The innovation and the experience of business leaders in the sector. The direct contact with success stories.

HFB / Giving your Career the Right Flavor / Employment Opportunities

HFB multi-disciplinary training scheme provides students with a comprehensive understanding of Management, Communication, International Marketing and Tourism as well as specialized Hospitality, Food and Wine skills. After completing the HFB Master, students are prepared for two career paths in Tourism:

- A career in the Business Management of hotel and hospitality companies; catering and food-service companies as well as service and marketing companies;
- Self-entrepreneurship, including the planning, implementing and management of a businesses in the tourism industry.

HFB / Eligible Applicants

HFB Master is open to students who have:

Completed an undergraduate degree in Agriculture, Foreign Languages and Literatures, Business Management, Economics, Communication Studies, Political Science, Law. A certified B1 level of English.

The HFB Curriculum

The overall duration of the HFB Master is one academic year, with a total of 60 credits/1,500 hours divided into:

700 hours of internship

Following a training scheme designed in collaboration with the host enterprise.

400 hours of independent study

For project works and study.

360 hours of lessons taught in English

(April-May / November-December 2016 and January 2017) Taught by internationally renowned professors and industry-professionals, covering management models, tourism marketing, and the fundamentals HFB techniques.

40 hours of special-topic seminars in English

With HFB experts.

Taught courses will be split into 3 Modules:

1. Management, Finance & Marketing 150 h (12 credits)

Hotel Management; Food & Beverage Management; Training & Management of Human Resources; Communication and Public Relations.

2. Seminars & Training 125 h (10 credits)

Small-scale production of high-quality, Local Food and Biodiversity, Enogastronomy, Mediterranean Diet and Regional Cuisine; Wine & Liquors, Wineries and the Routes of Wines, On Farm Hospitality and Agritourism; Anthropology, Geography and Culture-related Tourism, Cruising, Shipping, Brokerage and Charter; Training.

3. Hospitality Tourism Service Operations Analysis 125 h (10 credits)

Hospitality Tourism Service Operations Analysis; Case Studies in Hospitality; Management; Hospitality law seminar; Organizational Behavior in the Hospitality Industry; Strategic Management for Hospitality and Tourism; Financial Management for the Hospitality Industry; Hospitality Enterprise Technologies.

HFB / Tuition Fees

The total course fees amounts to €. 3.800,00 inclusive of VAT (advance payment of €. 950,00 + 3 equal installments).

HFB / Application & Registration Forms

To participate in the HFB Master download and fill in the documents by clicking on the following link buttons:

HFB MASTER_CALL 2015/2016:

<http://www.unipa.it/amministrazione/area1/ssp03/uob03bis/content/documenti/Hospitality-Management-and-Food--Beverage-M187.pdf>

APPLICATION FORM FOR ADMISSION TO THE SELECTION:

<http://www.unipa.it/amministrazione/area1/ssp03/uob03bis/content/Modulistica/Domanda-di-Partecipazione-Master.pdf>

REGISTRATION FORM FOR PRE-INTERVIEW:

http://www.arces.it/public/portale/form/2016/hospitality_management_2016.asp

HFB / Facilitation and AID

N° 10 INPS (former inpdap) scholarships covering the total cost of the master in hfb for civil servants' and pensioners' children and orphans of public employees and retirees of public administration. For more information on how to access INPS grants see the notice online at the following link button **INPS GRANTS:** <https://goo.gl/IVn93x> or contact your regional INPS (Via Maggiore Toselli 5, Palermo) at number 091 285 561.

Maintenance grants for the internships of the best students offered by the major hospitality and food & beverage businesses, in Italy and abroad.

"Unicredit ad honorem" fiduciary loans without the need to provide collateral or personal guarantee of third parties.

HFB / Further Information

Alta Scuola ARCES

Vicolo Niscemi, 5 – 90133 Palermo

tel. +39 091 346629

dott.ssa Clelia Giordano (c.giordano@arces.it)

dott.ssa Monica Segretario (m.segretario@arces.it)

master.hfb@unipa.it

Coordinator HFB Master

Prof. Giovanni Ruggieri (giovanni.ruggieri@unipa.it)

Ph.D in Tourism Economy, Università degli Studi di Palermo, Italy.

www.masterhospitalitymanagement.it

