

Master of business Administration in Hospitality with:

- **Finance**
- **Marketing**

IDENTITY

Program of:	The "Universidad Europea de Madrid" in Spain taught in Les Roches
Duration:	1 year
Taught modules:	4
Internships:	not required
Intakes:	January and July
Age:	Normally 24 years old
Qualification:	Bachelor Degree
English level:	TOEFL 550
Total Credits:	46
Recognition:	Swiss Cantonal Authorities

PROGRAM OVERVIEW



Module 1	Leadership	<ul style="list-style-type: none"> • Research Methodology * • Managing Across Cultures • Sustainability 	<ul style="list-style-type: none"> • Leadership & Development • Strategic Management
Module 2	Hospitality Technologies	<ul style="list-style-type: none"> • Trends in Tourism and Hospitality • Six Sigma and a Comparative Overview of Quality Systems 	<ul style="list-style-type: none"> • Strategic Operational Management • Tourism Destination and Event Planning
Module 3	Business	<ul style="list-style-type: none"> • Research Methodology* • Business Economics • Strategic Hospitality Marketing 	<ul style="list-style-type: none"> • Hospitality Financial Management and Budgeting • Data Analysis and Decision Making
Module 4	Marketing track	<ul style="list-style-type: none"> • Consumer Behavior • Revenue and Yield Management 	<ul style="list-style-type: none"> • Brand Marketing • E-marketing
	Finance track	<ul style="list-style-type: none"> • Risk Management • Corporate Finance 	<ul style="list-style-type: none"> • Investment Strategies for Financial Markets and Asset Management • Revenue and Yield Management

* This course is taken at the beginning of the module 1 or 3 depending when you start the program (January or July).