



MBA

Hospitality and Hotel Management

Modules of the specialization:

Management

Strategic Management

Financial Management

Marketing and Public Relations

HR Management

F&B Management

Hotel Management

Quality Standards

Optional Module (1)

Optional Module (2)

The MBA Hospitality and Hotel Management

comprehensively covers management of this very specific sector. Students will deepen and extend their existing knowledge in the field of professional gastronomy, such as business operation, human resource management - work teams and individuals in the provision of services, marketing skills (such as planning and implementing a hotel marketing campaign), public relations and financial management.

Students will be made aware of current trends in customer orientation and other important insights that will allow them to better cope with the competition and actively respond to the ever-increasing demands of customers and guests of their businesses. The program is designed especially for owners, managers and other key employees of hotels, guest houses, restaurants, clubs and other similar facilities.

The MBA Hospitality and Hotel Management

includes the following beyond the basic and optional modules: F&B Management, Hotel Management and Quality Standards.

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Master of Business Administration