

IMTL8- INTERNATIONAL MASTER IN TOURISM & LEISURE
MIB School of Management, 2008-2009

Program in detail and contents of courses (update 07.07.08)

FIRST TERM: FUNDAMENTAL COURSES

General Management

The General Management module provides the managerial skills and background that are essential to work in an entrepreneurial organization. The main topics are specifically designed for the tourist business, giving the basics for further in-depth treatment in the following modules.

Topics covered include:

- Tourism Economics
- Accounting
- Marketing
- Strategy
- Finance
- International Relations
- Cross-Cultural Communication Management
- Franchising
- International Distribution Channels

SECOND TERM: CORE COURSES

Hospitality Operations

The Hospitality Operations module develops the entire set of operations of a hotel on a theoretical and practical basis. It is structured in six main areas that cover the full range of hospitality activities. Moreover, other forms of hospitality are analyzed.

Topics covered include:

- Room Division
- Food & Beverage
- Sales & Marketing
- E-commerce
- Finance
- Human Resources

Each area is run by highly experienced professionals from major international hotel chains.

The goal is to explore the entire process of hospitality services management with a “departmental” approach, which is considered the most effective method to explain and teach hotel operations.

Tour Operating & Retail

This sector has changed profoundly in recent years. Major international groups have been created, affecting ways of doing business. New, sophisticated companies need to be managed by professionals with specific and up-to-date know-how and skills.

Topics covered include:

- International Scenarios
- Tourist Demand and Supply
- Analysis of European and International Tour Operators
- Organization and Management in tourism Intermediation
- Tour Package Production and Price Setting
- Sales & Marketing

- Tourist e-business, Booking and Selling on the Internet
- Excursions and ancillary services
- Transportation Planning
- Airlines business, low cost carriers
- Laws and Contracts

Destination Management

This module covers the entire process of understanding and building the skills needed for planning activities for a tourism destination, including urban, socio-political and destination marketing issues.

Due to the interdisciplinary issues covered, a special framework is provided in order to include all the aspects that are normally faced in designing tourism destinations: economic and market aspects, regulations and laws, social and environmental issues, and all other relevant variables that influence the destination management process.

Topics covered include:

- Introduction to Tourism and the Environment
- Tourism Policy and Planning
- Destination Marketing
- Master Plan of a territory
- DMO and GSA

Business Planning

This module includes methods of analysis and development of a tourism business, enabling students to conceive and evaluate the feasibility of a new business in the field.

Topics covered include:

- Strategy
- Internal & External Analysis
- Economics
- Hotel evaluation
- Tour operator start up

Particular attention is placed on the ability to develop useful models for evaluating the economic and financial viability of a new venture: typical cases include hotels and tour operators.

Three days of lecture are dedicated to a simulation business game.

E-Tourism and Tourism W2.0

Course participants must be able to gather information as well as market trend data from all media. Most of all they need to know how to use the huge potential of internet, new technologies and new media. This module aims to meet today's managers' need to be constantly updated about what is going on around the online business in the tourism sector, to use tools such as search engines, newsletters, viral marketing, etc.

Significant support for this module is provided through access to the virtual World Tourism Organization (UNWTO) e-library, one of the world's most important tourism virtual libraries.

Topics covered include:

- Internet based research
- Tourism-Dedicated Websites and portals
- E-business in tourism
- E-marketing & sales
- Web based product, dynamic packaging
- New media and tourism
- Tourism W2.0, blogs and social networks
- Second Life

Yield Management

Yield and Revenue Management are the basic tools for maximizing the revenue of a business in the tourism field. This module provides knowledge for effective management of sales of room nights, airline tickets, cruise cabins or spaces at a fair. These tools may also be applied to food & beverage and congress sectors.

Topics covered include:

- Rates and Yield Management
- The Levers of Price Modulation
- Resource Management
- The Control of Substitution Products and Overbooking
- Business and Contract Ratings and Package Management
- Yield Management Modes
- Seasonal Rate Changes
- Rate Plans for Groups and Wholesalers

Cruises and Ports

Cruises have undoubtedly been one of the fastest-growing market segments in recent years. This is an integrated system including various business dimensions such as hospitality, leisure, event management and excursions. The specific features are analyzed with a focus on ports and destinations, the frame of cruising operations.

The module is entirely organized by Costa Crociere, our main sponsor company. The program also includes a study tour that allows participants to visit and experience a ship up-close.

Topics covered include:

- Supply and Demand
- Market Trends
- Organization and Structure of a Cruise Ship
- Management of different departments, corporate and onboard
- Economic Advantages for the Local Area

M.I.C.E. - Meetings, Incentives, Conventions and Events

Tourism businesses that handle significant numbers of clients at the same time are the topic of this module. The organization of meetings or conventions is examined in depth on the basis of real business cases that have proven themselves efficient and successful. Big events are a key subject, as is the study of the way an international fair runs marketing operations towards a specific segment.

Topics covered include:

- Fair Organization
- A Fair as a Communication Channel
- Business Tourism
- Meetings & Incentives
- Conferences and Conventions
- Sports, Art, Cultural and Music Events

Niche Tourism & Leisure

Leisure and wellness have been the most successful tourist business sectors in recent times, as they offer the most appealing products the market demands. Case histories relating to the best performing niches of this sector will give overviews on specific, attractive market segment trends.

Topics covered include:

- Sustainable and Eco-Tourism
- Wine & Food Tourism
- Cultural Tourism
- Rural Tourism
- Movie induced Tourism
- Spas and Health Resorts
- Golf Tourism
- Tourism for elder people

- Religious Tourism
- Nautical Tourism
- Literary Tourism

CROSS-CURRICULAR AREAS

Information Technology

The international tourism industry relies strongly on sophisticated technology for distribution and customer management. The main tools of these areas are covered during the program to give an overview on how retailing is managed in a tourism company.

The School allows participants to obtain practical experience in managing a hotel chain through PMS (Property Management System) training sessions.

Topics covered include:

- Property Management System
- TO Booking Software
- Global Distribution System

Personal Skills Development & Team Building

The interaction between people in work settings is analyzed to create awareness of the importance of managerial skills for successful interpersonal relations. Personal behavior and leadership attitudes are also closely monitored and relevant feedback is given both in class activities and individually. Besides class and small group activities, participants can explore their communication style both through individual coaching and the use of high-development tools such as The International Profiler, an innovative intercultural questionnaire.

Topics covered include:

- Listening as a Manager's Key Skill
- Assertiveness and Leadership
- Team work and team building
- Coaching for Personal Development
- Time Management
- Intercultural Communication
- Creativity and Search for New Ideas
- Public Speaking

Career Orientation

During all the educational path, the career Service staff supports students in defining their placement goals and to help them developing a medium and long-term career path coherent with their previous educational and professional background. This is possible through lectures, individual counseling, testimonials, company presentations and visits, recruiting days, etc.

Topics covered include:

- Vocational guidance
- Recruiting steps: how to prepare a résumé, a cover letter, a job interview, a career path
- Roles and positions in Tourism Companies

ELECTIVE COURSES

International Business

Beside the core courses listed in the curriculum, IMTL participants will have the opportunity to attend some elective courses in International Business. The list of elective courses will be available at the beginning of the programme.

Foreign Languages

Foreign languages are fundamental tools for tourism managers. They are taught by professionals with a strong focus on both personal interaction and business situations. English is an essential asset for fully understanding lectures and for close interaction with colleagues. It is, therefore, a prerequisite for taking part in the IMTL.

Each participant can select an additional language. An Italian Language course is available for foreign students.

THIRD TERM

Internship

The Internship is a particularly significant moment for participants, who have the opportunity to work for a five/six-month period at a company (sponsor and partner companies), to verify the knowledge they have acquired first-hand. In fact, the objective of an internship is to learn more about a specific management area or function. The internship is also aimed at sharpening a mature approach to the work-place and developing business codes of conduct. During this period every participant is supported by a business tutor.

If requested, for those participants who are working in a tourism company that is sponsoring their Master program, the School is able to offer a variety of opportunities during the business internship period:

- a final project work on their own organization with access to the network of experts, consultants and professionals who collaborate with the School.
- an internship in a similar organization located in Italy or abroad in order to acquire best practices which can be applied to their own context (with the approval of the sponsoring company).

In addition, the School, in close collaboration with Starwood Hotels and Resorts, offers its participants the opportunity to take part in the Vita Futura selection process. Vita Futura is the Starwood program which places young talented people in the organization and guides them through a professional development program to create tomorrow's leaders. The program's pre-screening is carried out at MIB while the final exam takes place in Brussels. Several MIB participants have succeeded in passing the selection process in recent years.

International exchange programs

Participants can choose to spend part of their study course abroad in a country they believe is particularly interesting to their learning and career objectives. Among the international Schools involved in this exchange are:

- Bordeaux School of Management (Bordeaux, France)
- CUFE - Central University of Finance and Economics Business School (Beijing, China)
- EADA - Escuela de Alta Dirección y Administración (Barcelona, Spain)
- EOI - Escuela de Negocios (Madrid, Spain)
- IEDC - Bled School of Management (Bled, Slovenia)
- IMISP - International Management Institute (Saint Petersburg, Russia)
- Rollins College, Crummer Graduate School of Business (Orlando, Florida, USA)
- Lingnan College, Sun Yat-sen University (Guangzhou, China)

FINAL TERM

The final examination consists of a discussion on a written business paper regarding the internship project or an individual project.

Graduation Day takes place in October. During the ceremony, IMTL degrees are awarded to those who successfully complete the program. Outstanding participants may be awarded the IMTL degree with Honors