



AGORÀ ITALIAN ACADEMY

PROGRAMME SYLLABUS

MASTER IN HOTEL MANAGEMENT AND OPERATIONS

Hotel Manager

Edition: 2027–2029

Programme Start: 15 March 2027

Programme Completion: 15 March 2029

Duration: 24 months

Total: 60 ECTS

Language: English

Delivery: Online + Individual Study + Applied Research + Work-Based Learning

Programme Director: Vincenzo Presti

1. PROGRAMME PURPOSE

The Master is designed to develop advanced managerial, strategic, financial and operational competences for leadership positions in the hospitality industry.

2. LEARNING OUTCOMES

Participants develop the ability to:

- design strategic and operational hotel plans;
- analyse budgets and financial forecasts;
- apply Revenue Management principles;
- develop international hospitality marketing strategies;
- manage multicultural teams;
- improve hotel operations and service quality;
- integrate sustainability and ESG;
- evaluate innovation and AI applications;
- conduct applied research;
- develop and present a professional or research-based final project.

3. PROGRAMME STRUCTURE

Component	ECTS Hours	
Academic Modules	30	768

Component	ECTS Hours	
Work-Based Learning	20	500
Final Project / Thesis	10	250
TOTAL	60	1,518

4. WORK-BASED LEARNING

20 ECTS – 500 hours

Supervised professional experience within partner hotels or hospitality organisations.

5. FINAL PROJECT / THESIS

10 ECTS – 250 hours

Applied research project, business plan or professional thesis related to hotel management.

6. ASSESSMENT

- continuous assessment;
- assignments;
- case studies;
- project work;
- WBL evaluation;
- final thesis/project;
- final presentation and defence.

7. DETAILED CURRICULUM

1. Hotel Business Strategy & Global Trends
2. Financial Analysis & Budgeting for Hotels
3. Revenue Management & Forecasting Tools
4. Marketing & Sales in International Hospitality
5. Digital Hospitality & Social Media Strategy
6. Human Resources & Multicultural Leadership
7. Hotel Operations & Service Quality Standards
8. Sustainability and ESG in Hospitality
9. Innovation & Artificial Intelligence Applications
10. Food & Beverage Management Excellence
11. Research Methods & Data Analytics in Tourism
12. Capstone Seminar: Emerging Challenges in Hospitality

8. QUALITY ASSURANCE

Agorà Italian Academy applies internal Quality Assurance procedures covering programme design, learning outcomes, teaching, WBL, assessment, student feedback and continuous improvement.

9. ADMISSION REQUIREMENTS

- Bachelor's degree or equivalent qualification;
- English language competence at approximately B2 level or higher;
- motivation letter;
- admission interview.

Previous hospitality experience is considered an advantage.

10. CERTIFICATION

Upon successful completion and final assessment:

DIPLOMA OF MASTER IN HOTEL MANAGEMENT AND OPERATIONS

Programme workload: 60 ECTS
