

Syllabus – Advanced Training Course in Hotel Management & Operations

Course Overview

The Advanced Training Course in Hotel Management & Operations (EQF Level 5), offered by Agorà Italian Academy, provides advanced managerial and operational competencies for modern hotel management. The program is structured according to the four phases of the hotel management process – Planning, Organising, Controlling, and Evaluating – and integrates theoretical knowledge with practical applications and AI-based tools.

Learning Outcomes

Upon successful completion of the course, participants will be able to:

- Develop a comprehensive hotel business plan aligned with strategic goals.
- Build and manage operational budgets and financial forecasts.
- Apply market intelligence and digital marketing strategies.
- Organize human resources and operational departments effectively.
- Manage performance control and key financial indicators.
- Use artificial intelligence tools for quality control and ROI analysis.

Modules and Topics

Module 1 – Business Planning and Strategic Vision (Planning Phase)

Theory: 20h | Practice: 10h | Project Work: 5h

Module 2 – Budgeting and Financial Forecasting (Planning Phase)

Theory: 15h | Practice: 15h | Project Work: 5h

Module 3 – Marketing and Market Intelligence (Planning Phase)

Theory: 15h | Practice: 15h | Project Work: 5h

Module 4 – Organisational Models and Leadership (Organising Phase)

Theory: 15h | Practice: 10h | Project Work: 5h

Module 5 – Hotel Service Management (Organising Phase)

Theory: 10h | Practice: 20h | Project Work: 5h

Module 6 – Sales Office and Revenue Strategy (Organising Phase)

Theory: 15h | Practice: 15h | Project Work: 5h

Module 7 – Management Control and Performance Monitoring (Controlling Phase)

Theory: 20h | Practice: 10h | Project Work: 5h

Module 8 – Product Quality and AI-driven Control (Controlling Phase)

Theory: 15h | Practice: 15h | Project Work: 5h

Module 9 – Evaluation, ROI and Impact Assessment (Evaluating Phase)

Theory: 15h | Practice: 10h | Project Work: 5h

Teaching Methods

The course combines classroom lectures, practical exercises, case studies, project work, and digital learning. Students will participate in management simulations and use AI applications in hotel operations.

Assessment

Assessment includes written exams, practical tests, project work, and a final presentation. Successful completion requires active participation and satisfactory performance in all activities.

Duration and Credits

Total duration: 240 hours (theory, practice, and project work)

Credits: 30 ECTS equivalent

Target Audience

The course is designed for graduates, hospitality professionals, and aspiring managers seeking to enhance their operational and strategic management skills in the hospitality sector.

Entry Requirements

High school diploma or equivalent qualification. English language proficiency at B1 level or higher.