Shannon College of Hotel Management
A College of NUI Galway

MSc in Business and Hospitality

2019
Shannon College of Hotel Management is a College of the National University of Ireland, Galway (NUI Galway) since 2015. The College campus remains in Shannon but all students are registered as students of NUI Galway and all future Postgraduate awards will be awarded by the University. The new status firmly places Shannon College in the mainstream university system.

Founded in 1951, Shannon College of Hotel Management is Ireland’s only dedicated Hotel Management College. It has a global reputation for its quality and success of graduates, with alumni holding senior positions in multinational companies and hotels in every continent of the world.

**Postgraduate Programme**

The MSc in Business and Hospitality is designed for those with hospitality/business qualifications or experience who wish to develop their knowledge of hospitality systems, trends and business applications to an advanced level. The programme is designed as a specialist course which assists students in blending their existing talents with the advanced hospitality and business skills and knowledge needed to manage a modern hospitality organisation.

**Programme Structure**

The programme will be offered on a full-time basis over one academic year or on a part-time basis over two academic years. The programme will consist of lectures, seminars, industry exposure, experiential learning, in-company study, computer-based simulation, guest speakers and projects in the relevant subjects. To be eligible for the award of the MSc in Business and Hospitality, candidates must successfully complete modules to a total of 90 ECTS credits.

A candidate who has passed all of the modules other than the Summer School and Project within a period of 2 years from commencement of the programme shall be eligible for the award of a Postgraduate Diploma in Hospitality and Business.

3 Reasons to choose this course:

1. **Employability** graduates will have excellent employment opportunities.

2. **Specialist content** to enable the management of a modern hospitality organisation.

3. **Direct contact with industry** while you study, enhancing your hospitality and business skills.
Programme Structure – Full Time

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<th>Semester 1</th>
<th>Semester 2</th>
<th>Semester 3 (Summer School)</th>
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<td>Strategy and Innovation for Hospitality</td>
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Programme Structure – Part Time

**YEAR 1**

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**YEAR 2**

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<th>Summer School 2</th>
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<td>Global Business and International HRM</td>
<td>Project Management</td>
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Career Opportunities
Graduates with the skills taught in this programme will be highly valued by a range of business and hospitality organisations, both nationally and internationally. The College will organise recruitment fairs in the final semester to give students the opportunity to meet with future employers.

Minimum Entry Requirements
Candidates for the MSc in Business and Hospitality will normally hold, or expect to hold before the programme commences, an undergraduate degree, usually a second class honours or equivalent in a related area. IELTS score of 6.5 or equivalent if applicable.

Fees
Non-EU Fees: €14,250. EU Fees: €7,000.

How to Apply
Applications will be made online. Application open on the 1st of November 2018 to accept applications for entry to the 2019-2020 academic year. Prospective students can access the system through www.nuigalway.ie/apply. Applications are submitted via an online form, and a step by step guide will assist you through the process. The course code is MBH and full and part-time options are available.

The cost of applying for EU students is €50 and this is not-refundable application fee.

How to pay your fees & refund policies
Please refer to the following link: www.nuigalway.ie/international-students/fees.html
Kate O’Connell
Kate is Senior Lecturer in Human Resource Management. She is a graduate of Shannon College, a Chartered Member of CIPD and holds an MSc in Human Resource Development. She spent 20 years in the UK of which ten years were in senior hotel management positions. In 1990 she joined London Southbank University as part of the team that established its first hotel and tourism management department. She later became Head of the Human Resource Management Division in the Business School and a member of the CIPD Quality Assurance Panel for Ireland. She lecturers in International Human Resource Management and Hotel Asset Management.

Dr. Phillip Smyth
Phillip has led Shannon College to its position as a leading centre for hospitality management education. He has been closely involved in the development of the MSc in Business and Hospitality. He has used his close links with senior hospitality leaders to ensure that it meets the needs of young graduates who want the skills necessary to begin or continue a management career.

Dr. Ann M. Torres
Ann is the Vice Dean of Internationalisation for the College of Business, Public Policy and Law and a Senior Lecturer in Marketing at NUI Galway. Her research interests focus on the convergence of strategy, entrepreneurship, and digital/innovative marketing practices. Her interest in negotiating theory and practice adds another perspective to these topics.

Dr. María Palma-Fahey
Maria is a Lecturer in Intercultural Communication for Business. She designed and developed the Intercultural Communication modules for the undergraduate degree programmes. She currently researches the representation of gender and sexuality in fictionalised media and critical issues concerning placement in the hotel industry. She is a member of the Inter-Varietal Applied Corpus Studies international research group.

David O’Connell
David is a graduate of NUI Galway and Shannon College; BA, BComm and MBS. In 2004 David joined Tifco Hotel Group and currently holds the position of Director of Marketing and Revenue Management. Since 2007 David has lectured (part-time) in Marketing at Dublin City University at post graduate and undergraduate levels. David also sits on the Marketing Committee for the Irish Hotel Federation and is a member of the Marketing Institute of Ireland.

Danielle Martin
Danielle is a Lecturer in IT for Business and Hospitality and Jennifer Burke Award-Finalist for Innovation in Teaching and Learning. Lecturer in German for Hospitality and recipient of a European Language Label Award. Her primary research interest is in Digital Media Development for Education.

The structured environment at Shannon College empowers students to develop a high level of professionalism.
Dr. Finian O’Driscoll
Finian has over twenty years of teaching and lecturing experience at third level. My modules encompass a blend of technically-based and management-based learning covering Economic Theory and Analysis, Management Theory, Organisational Behaviour, Research and Data Analysis. I am interested in the measurement, evaluation of organisational and work environment factors that both positively and negatively impact on the motivation, satisfaction and job-related performance of employees within the workplace. And in particular the role of the Psychological Contract.

Since 1951, Shannon College has maintained a 100% student employment record every year on graduation day.

Sarah Ryan
Sarah is a Lecturer in Culinary Studies joined Shannon College following a successful career as a Chef in some of Ireland’s finest hotels and restaurants. Sarah holds a MA in Culinary Arts Management. Her primary research interests are Project Management strategies for project success.

Celine Ryan
Celine is Programme leader for the MSc in Business and Hospitality and lectures in the areas of Marketing, Entrepreneurship, Human Resource Management, Business Skills Development and Management of Organisational Change. Celine is heavily involved in student mentoring and the supervision of the Shannon College’s annual European Mise En Place (EM) Cup.

Adrian Sylver
Adrian is Head of Studies at Shannon and Lecturer in Accounting and Finance at Shannon College of Hotel Management. He is a graduate of NUI Galway and holds a MBS in Accounting. He has built up a considerable reputation for his style of delivery on undergraduate, postgraduate and professional programmes.
**Semester 1**

**Global Business and International HRM**
Research the response of hospitality businesses to global and economic pressures (such as macro-forces in the economy, mergers and acquisitions, marketing challenges such as entering new markets, developing product offerings and differentiation). Students will then evaluate how the HRM function in the business needs to act and respond to these pressures to maintain an effective business with motivated and innovative staff.

**Information Technology for Hospitality**
“Information Technology for Hospitality Marketing” (websites considerations and conversion rates, social media and social video, digital advertising, branded mobile apps, online destination marketing, online hospitality services and OTAs) and “Information Technology for Hospitality Operations” (management information systems (global and in-house), data warehousing and data analytics, IT system security, electronic and online payments, in-house mobile apps, wireless and biometric devices).

**Performance and Revenue Management**
Appraise financial and non-financial performance in a hospitality organisation, along with the ability to devise revenue management strategies to improve an organisation’s performance.

**Research Methods for Hospitality**
Research and academic writing skills that are necessary in business research.

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**Semester 2**

**Hotel Asset Management**
Framework, knowledge and tools to manage hotel assets strategically.

**Intercultural Business Communication**
Recognise, understand and reflect on issues related to intercultural communication in global business settings. Three core areas of study: cross-cultural management, human resources management in a global context, and global leadership.

**Project Management**
Apply the process of project management to a specific hospitality business project. Topics covered include project definition, planning, execution, basic feasibility models, management, control and implementation.

**Strategy and Innovation for Hospitality**
This module will explore key strategic management concepts and ideas. Students will evaluate and quantify alternative courses of action in a business scenario and conclude on their best course of action based on known information from a simulated business environment. Self-evaluation of the outcomes will feature as a strong element within the learning.

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**Semester 3**

**Summer School-Students choose 3 modules**

**International Entrepreneurship in Hospitality**
Critically assess the principle techniques and concepts necessary in setting up an international business enterprise.

**Business Negotiations**
Approaches to understanding negotiating behaviour; preparation for negotiations; analysis of different negotiating situations; game theory and decision analysis; and conflict and negotiation within organizations.

**Lean Principles**
Develop a deep understanding of lean principles as a basis for driving transformational change that meets the needs of business stakeholders as they seek an agile and progressive response to a changing marketplace.

**Management of Organisational Change**
To understand and recognise the various levels of change within an organisation and to appreciate the impact change can have on staff and on the motivation and productivity of a group.

**Organisational Behaviour**
Is presented as an overarching framework which investigates the impact that individuals, groups, and structure have on behaviour within organizations for the purpose of applying such knowledge towards improving an organization's effectiveness.

**Quantitative Analysis for Business Decisions**
Quantitative analysing is the scientific approach to managerial decision making. The module emphasises the importance of accessing, analysis and reporting on quantitative information that can assist in making the best possible management/business decision.

**Capstone Module Business Consultancy Project**
This major applied project will be acting in a consultancy role for a hospitality-related business. Projects must be based on a substantial topic in the field of hospitality. Skills developed and topics may include: business consulting negotiations and agreement; environmental analysis; project management; market research and marketing/promotional related activities; and analysis and evaluation of business opportunities.
**Bookassist**

Bookassist specialise in scientific and technology research, in the hospitality industry, in internet consultancy and in enterprise-level software development. Bookassist has long been recognised as a thought leader, first-mover and innovator in the hospitality technology space. They partner with hotels to build their brand online, drive direct business to their branded website, capture bookings with world class booking technology, help them optimize their online distribution and ensure they grow their margin per booking. Bookassist has offices in Dublin, Madrid, Rome, Vienna and Prague with resellers worldwide.

**Guinness Storehouse**

Guinness Storehouse is located in the heart of St. James Gate Brewery in Dublin. The Guinness Storehouse is Ireland’s most popular tourist attraction and is an unforgettable start to any Irish adventure. The Guinness Storehouse, tells visitors the story of the drinks company and has had 13 million people through its doors since it opened in 2006. The Guinness Storehouse is the Home of Guinness, where you will learn about the incredible brand history stretching over 250 years. In 2015 Guinness Storehouse named Europe’s best tourist attraction.

**InterContinental Hotel Dublin**

InterContinental Hotel Group is one of the world’s leading hotel companies – with over 726,876 rooms in more than 4,900 hotels in nearly 100 countries around the world. The Intercontinental Dublin is one of the city’s finest five star hotel, nestled on two acres of landscaped gardens in Ballsbridge. Located on the doorstep of the city's largest firms, this five star hotel offers 197 luxuriously appointed guest bedrooms and suites, widely acknowledged as the most spacious in the city. It was recently listed in the Best Hotels & Resorts in Ireland category for the Conde Nast Traveller, Reader’s Choice Awards 2017 and listed in the Forbes Travel Guide 2018 as a verified luxury hotel in Dublin.

**Shannon Airport**

Shannon Airport is part of the Shannon Group plc. It brings together Shannon Airport, Shannon Heritage, the International Aviation Services Centre (IASC) and Shannon Commercial Enterprises DAC, trading as Shannon Commercial Properties. Chosen for its geographical position as the transatlantic gateway between Europe and America, Shannon was designated as Ireland’s Transatlantic Airport at its inception by the Irish Government. From the airport has grown a vast infrastructure of enormous importance to Ireland’s Mid-west region which includes an attractive and growing tourism enterprise as well as the world’s first duty free industrial zone.

**Avvio**

Avvio leads the way with innovative solutions for hotels and accommodation providers. They developed the world’s first AI booking engine to exceed the ever-evolving needs of properties across Europe and North America, whilst delivering outstanding performance in direct revenue growth. They are so confident in their ability to deliver that they are the only booking engine provider that guarantees a 25% increase in direct booking revenue.

**Adare Manor Resort**

*winner of the Virtuoso ‘Hotel of the Year’ 2018*

Adare Manor Resort is an 840 acre estate that surrounds the Manor House consists of sweeping parklands, cultivated gardens, formal French gardens and magnificent mature trees. A cherished heritage of Irish hospitality has been distilled into the spirit of welcome you feel within these walls. Adare Manor was a labour of love from the very start, created to delight, astonish and impress. That legacy is vividly alive in the manor house itself: sumptuously restored, brimming with gothic splendor, and perfectly appointed in every detail. It is reflected by a world-class staff whose personalised, intimate service centres you in the heart of the home. Adare Manor has been nominated in the ‘World’s Best New Golf Course’ category at the 2018 World Golf Awards.

**Tifco Hotel Group**

Tifco Hotel Group is a very experienced hospitality management, development and assets management company who own and operate a portfolio of hotels under the Crowne Plaza, Hilton, Travelodge, and Holiday Inn Express brands in both Ireland and Germany. In addition, the private label hotel - Clontarf Castle Hotel is also owned and operated by Tifco Hotel Group and was the founding hotel within the Group when it was purchased in 1973. Tifco Hotel Group Operates as one of Ireland’s Largest Hotel Groups with just over 2,423 hotel bedrooms; and employs almost 1,100 people in Ireland.

**CBRE**

CBRE has one of the largest hotel teams in the world with the focused expertise, market intelligence and global connections to secure success for its clients. Whether institutional or individual, investor or lender, clients benefit from the fact that CBRE Hotels are uniquely positioned as a comprehensive, international service provider focused exclusively on hospitality. They provide a global insight and tailor-made solutions from experienced consultants who are passionate about the hotel business.

**Bank of Ireland**

Bank of Ireland Group plc is a public limited company incorporated in Ireland and whose shares are listed on the main markets of the Irish Stock Exchange plc and the London Stock Exchange. It is the largest lender in the Irish economy and is one of Ireland’s largest employer.

**Dromoland Castle**

Dromoland Castle is one of Ireland’s finest 5 star castle hotels and a member of Preferred Hotels and Resorts, tracing history back to Gaelic royal families. It is majestically set on the shores of Lough Dromoland, surrounded by over 450 acres of breath-taking scenery; encompassing a championship parkland golf course. The castle retains all the splendour of its rich and storied history. Lavish interiors, fine cuisine and wines complement the deluxe accommodation of the Castle’s 98 guest rooms. Recent awards include Conde Nast’s Traveler – 2017 Readers’ Choice Awards.
Open Evening
22nd January 2019
5.00-7.00pm

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