



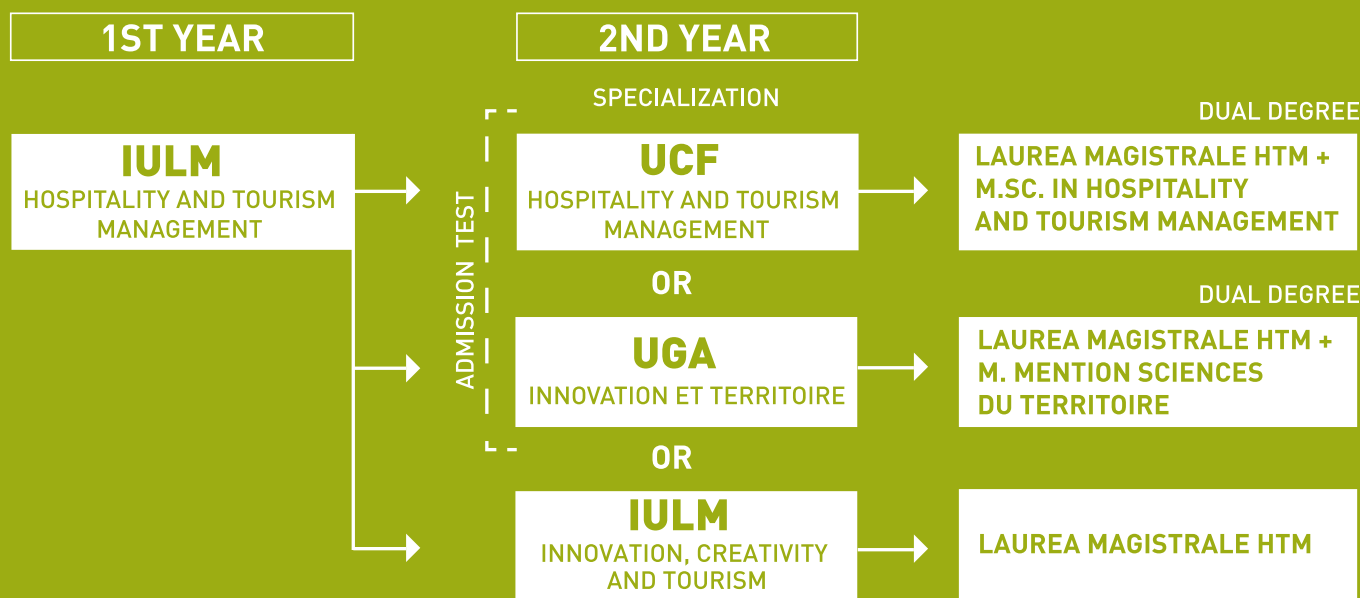
MASTER'S IN  
**HOSPITALITY & TOURISM  
MANAGEMENT**

**DUAL DEGREE**



# CHOOSE BETWEEN THREE ALTERNATIVE PROGRAMS:

## HOSPITALITY & TOURISM MANAGEMENT - DUAL DEGREE



The Master of Science in Hospitality and Tourism Management (HTM) is a brand new dual degree program that covers two years. The first year, entirely in English, is held at IULM University in Milan. The second year offers three choices for specialization.

- ✔ Specialization in Hospitality and Tourism Management (in English), at University of Central Florida in Orlando, US. Upon completion students earn a double degree: Italian (Laurea Magistrale) and American (Master of Science) as well as the possibility of staying in the US after graduation for a year of work in the tourism sector.
- ✔ Specialization in Innovation et Territoire at Université Grenoble Alpes, France (in French). Upon completion, students earn a double degree: Italian (Laurea Magistrale) and French (Maîtrise).
- ✔ Specialization in Innovation, Creativity and Tourism at IULM University (in English). Students can spend an exchange semester abroad with other sought-after specializations (event management; sustainable tourism; wellness and others) and earn an Italian degree (Laurea Magistrale).



## **TEACHING MIX AND FACULTY**

The teaching mix comprises 10% distance learning to acquire basic knowledge; 20% traditional lectures and 70% hands-on practice and training in a company. Two thirds of the faculty is made up of professors from partner universities and visiting professors from major schools of hospitality and one third managers from leading companies of tourism industries. A wide range of innovative elective courses lets you design a customized study plan.

## **CAREER OPPORTUNITIES**

Managerial and entrepreneurial roles in leading tourism companies worldwide (hotel chains, cruise companies, airlines, companies in the MICE industry, business & leisure travel, travel agency networks, tourist destination promotion agencies and consulting firms specializing in tourism).

Leadership roles in tourism promotion agencies, destination management companies and institutions in charge of regional development.

The strong involvement of foremost tourism companies makes it possible for students to sharpen their profiles in those areas of expertise most sought-after in the current labor market.

A 6 month customized internship opens a fast track for entry into the world of work. In addition, the course supports students in starting new businesses, through the incubator IULM Innovation Lab.



# IULM UNIVERSITY

Founded in 1968 in Milan, IULM University is a recognized center of Italian research and learning excellence in Tourism, Communication and Management of Cultural Heritage. IULM's ultra-modern campus is just a 10-minute subway ride to Milan's vibrant city center.

[www.iulm.it](http://www.iulm.it)



# PROGRAM

## YEAR 1

### IULM UNIVERSITY

Managing hospitality and guest services organizations; Marketing Strategies in Hospitality and Tourism; Critical issues in hospitality and tourism human resources; Accounting and financial management; Cultural heritage, arts and tourism; Innovation for sustainable tourism development; Communication skills: English for business

## YEAR 2

### IULM UNIVERSITY

#### **Specialization in “Innovation, Creativity and Tourism”**

E-tourism technology, methods and big data; New business development for tourism; Creativity & design of tourism policies and services; Communication Multicultural communication; Optional courses; Internship; Final dissertation.

### UNIVERSITY OF CENTRAL FLORIDA (UCF)

#### **Specialization in “Hospitality and Tourism Management”**

Data analysis in hospitality and tourism research; Hospitality and tourism strategic issues; Feasibility studies for the hospitality/tourism enterprises; Communication skills; Optional courses; Internship; Final dissertation.

### UNIVERSITÉ GRENOBLE ALPES (UGA)

#### **Specialization in “Innovation et Territoire”**

Introduction à l'innovation économique, sociale et territoriale; Innovation, art et créativité territoriale; Innovation, tourisme, nature et loisirs; Communication Skills; Optional courses; Internship; Final dissertation.

## ADMISSION REQUIREMENTS

Applicants must be in possession of a three-year undergraduate degree and a minimum of a B2 level of English, to be determined during an oral interview held at IULM University.

### ADDITIONAL REQUIREMENTS FOR

#### **Specialization in “Hospitality and Tourism Management” at UCF, Orlando, Florida**

- ✔ Bachelor’s degree in any discipline with a min. 3.0 GPA on a 4.0 scale
- ✔ TOEFL min. 220 (computer based) or 80 (internet based), or IELTS min. 6.5
- ✔ Average grade: 26/30 of all courses taken during year 1 at IULM

#### **Specialization in “Innovation et Territoire” at UGA, Grenoble, France**

- ✔ Bachelor’s degree in any discipline
- ✔ Certificate of French language proficiency, minimum B2 level, such as Test de Connaissance du Français (TCF) or Diplôme D’études En Langue Française (DELF)
- ✔ Average grade: 25/30 during year 1 at IULM

## TUITION FEES

### ✔ Year 1 tuition fees are € 9,800

*Scholarship opportunities and tuition reductions are available for qualified students  
For Italian students, tuition fees are based on income*

### ✔ Year 2 tuition fees for specialization at IULM are € 9,800

*For Italian students, tuition fees are based on income*

### ✔ Year 2 tuition fees for specialization at UGA are € 3,520

### ✔ Year 2 tuition fees for specialization at UCF are € 18,000

*Students will receive a stipend of \$ 10.000 for living expenses in USA*

# CHOOSE YOUR PATH, DESIGN YOUR CAREER!

## 2-YEAR MASTER'S OF HOSPITALITY AND TOURISM MANAGEMENT:

### IULM, Milan, Italy

*Design your career in tourism in Italy, a renowned center of culture, art, cuisine, nature and lifestyle*

- ✔ Earn an Italian post-graduate degree with a customized major
- ✔ Expand your knowledge with an exchange semester abroad
- ✔ Grow your talent with a 6-month internship - a fast track towards employment in leading tourism companies

### UCF, Orlando, Florida

*Work in the USA after year 2, specializing in hospitality*

- ✔ Earn both an Italian and an American degree
- ✔ Eligibility for 12 months of study-related employment in the USA after graduation
- ✔ Over 80% of graduates extend their stay in the USA thanks to UCF company partnership network

### UGA, Grenoble, France

*Boost your career becoming a specialist in territorial development*

- ✔ Earn both an Italian and a French degree
- ✔ Acquire in-depth knowledge of innovation in territorial dynamics at local, national and international levels
- ✔ Draw up new processes of creative territorial design that include transversality and participation



# UNIVERSITY OF CENTRAL FLORIDA

The Rosen College of Hospitality Management at University of Central Florida in Orlando provides students with an unrivaled context. Ranked in the top three hospitality management programs worldwide, UCF has been an educational leader for over 30 years.

[www.hospitality.ucf.edu](http://www.hospitality.ucf.edu)

Image courtesy of the  
University of Central Florida



# UNIVERSITÉ GRENOBLE ALPES

Established through the merger of three universities (Joseph Fourier, Pierre Mendès-France and Stendhal), Université Grenoble Alpes (UGA) is the 5th university in France for student enrollments (45,000) and firmly grounded in its local socio-economic context.

[www.univ-grenoble-alpes.fr](http://www.univ-grenoble-alpes.fr)





## **CONTACT US**

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**IULM**  
UNIVERSITY



**UCF**

