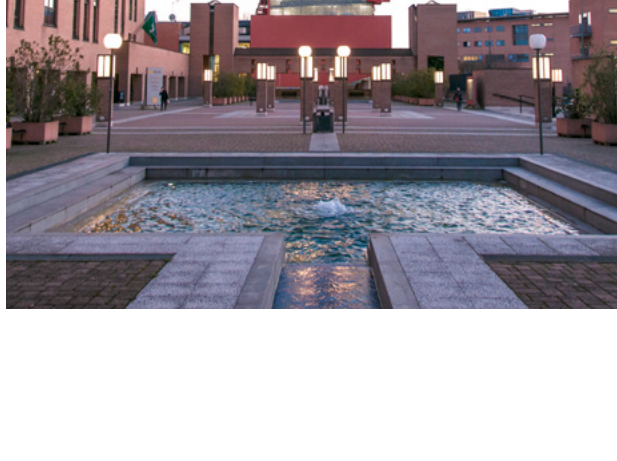


Master's degree in

Hospitality & Tourism Management

Dual degree



University of Central Florida

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

www.hospitality.ucf.edu

università iulm

Founded in 1968 in Milan, Università IULM is a highly specialised education and research centre for Communication Studies. The ultramodern IULM campus is just a 10-minute subway ride from Milan's vibrant city centre.

www.iulm.com



About the course

Università IULM, Milan, Italy

Design your career in tourism in Italy, a renowned destination for culture, art, cuisine, nature and lifestyle

- › Earn an Italian post-graduate degree personalising your skills in the most innovative and contemporary areas of tourism.
- › Expand your knowledge with an exchange semester abroad in one of our partner universities.
- › Grow your talent with a 6-month internship, a fast track towards employment in leading tourism companies.

UCF, Orlando, Florida, USA

Work in the USA after year 2, specialising 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 the UCF company partnership network.



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 leading hospitality management schools, and one third are managers from leading tourism companies. A wide range of innovative elective courses lets you design a customised 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 specialising in tourism. Leadership roles in tourism promotion agencies, destination management companies and institutions in charge of regional development. The strong involvement of leading tourism companies makes it possible to refine your profile in the most sought after areas of the job market. In addition, the course supports students in starting new businesses.

Three alternative programmes

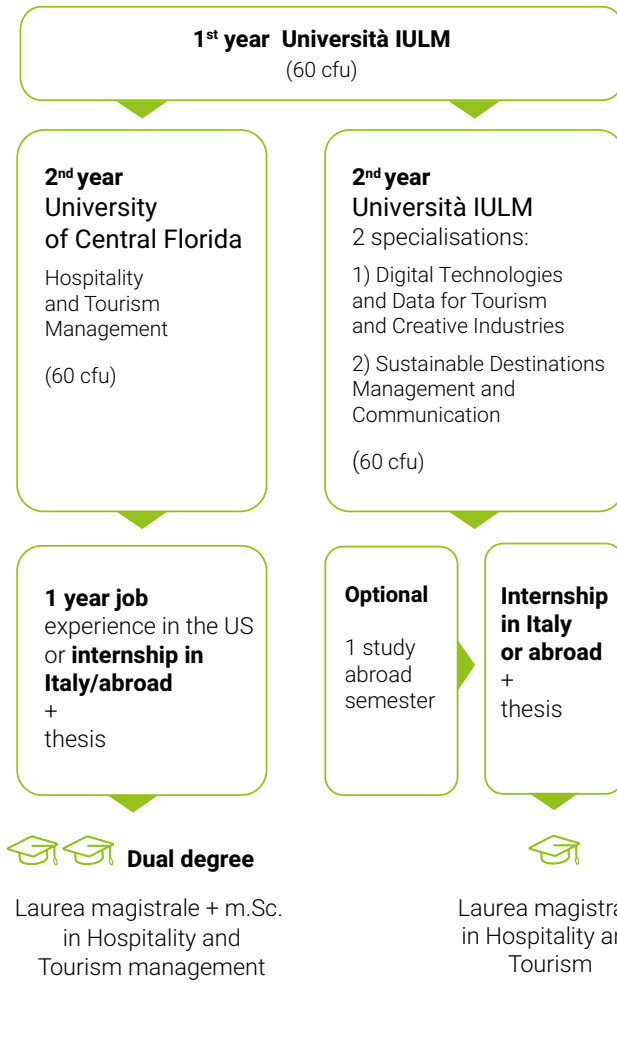
The Master of Science in Hospitality and Tourism Management (HTM) is a 2-year dual degree programme.

The 1st year is held in Milan.

The 2nd year offers three choices for specialisations.

- › Specialisation in Hospitality and Tourism Management, at the University of Central Florida in Orlando, US. Upon completion students earn a dual 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.
- › Specialisation in Digital Technologies and Data for Tourism and Creative Industries at IULM University. Upon completion students earn an Italian degree (Laurea Magistrale).
- › Specialisation in Sustainable Destination Management and Communication. Upon completion students earn an Italian degree (Laurea Magistrale).

Students that decide to complete the entire two-year course at Università IULM still have the opportunity to spend a semester abroad at one of our partner universities or with an internship.



Programme

Year 1 - Università IULM

Organizations; Marketing Strategies in Hospitality and Tourism; Critical Issues in Hospitality and Tourism Human Resources; Accounting and Financial Management; Cultural Heritage, Arts and Tourism; Geography for Sustainable Tourism Development; Communication Skills for Business.

Specialisation in "Sustainable Destinations Management and Communication"

Strategy Design for Sustainable Destinations; Creativity and Design of Tourism Policies.

Year 2 - Università IULM

E-tourism Technology and Digital Marketing; Communication Skills for Innovation; elective courses; internship; final dissertation.

Specialisation in "Digital Technologies and Data for Tourism and Creative Industries"

Customer Experience Design through Data and Technology; Optimization in Decision Making.

Year 2 - University of Central Florida Specialisation 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; elective courses; internship; final dissertation.

Admission requirements

Applicants must hold a three-year undergraduate degree and have at least a B2 level of proficiency in English.

Admission requirement for specialisation in "Hospitality and Tourism Management" at UCF

- › 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 of 26/30 for specific courses taken during year 1 at IULM

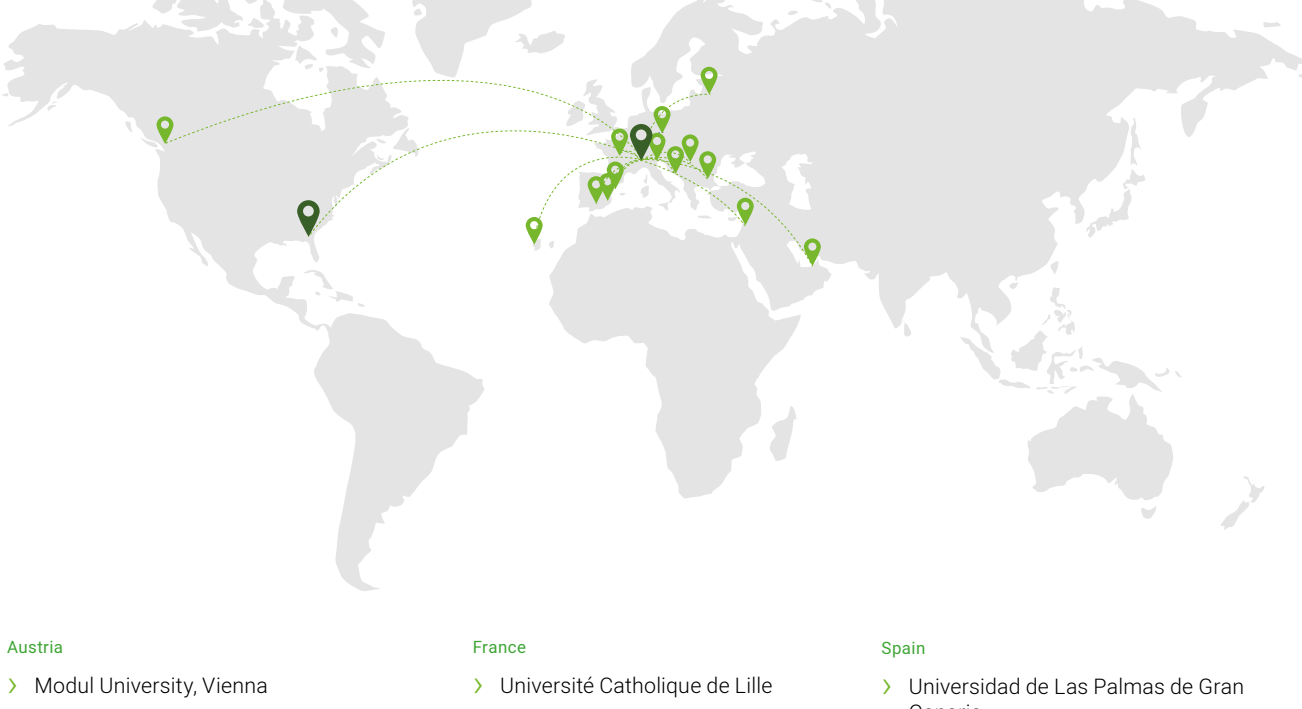
Tuition fees

Year 1 tuition fees are € 9,956. Scholarship opportunities and reductions in tuition fees are available for qualified students.

Year 2 tuition fees are € 9,956 for specialisation at IULM, and € 18,000 for specialisation at UCF. Students will receive a stipend of \$ 10,000 for living expenses in the USA.

International opportunities

Take the opportunity to carry out a 6-month internship abroad or customise your study plan at one of our international partner universities.



- Austria**
 - › Modul University, Vienna
 - › Salzburg University of Applied Sciences
- Canada**
 - › Royal Roads University, Victoria
- Bulgaria**
 - › Varna University of Management
- Croatia**
 - › Rochester Institute of Technology, Dubrovnik

- France**
 - › Université Catholique de Lille
- Germany**
 - › Jade Hochschule, Wilhelmshaven
- Hungary**
 - › Budapest Metropolitan University
- Israel**
 - › Kinneret Academic College
- Latvia**
 - › Turība University, Riga

- Spain**
 - › Universidad de Las Palmas de Gran Canaria
 - › Universidad de Cordoba
 - › EUSA, Sevilla
 - › EUHT St Pol, Barcellona
- UAE**
 - › University of Dubai
- USA**
 - › University of Central Florida, Orlando

Documents and requirements

If you are a European citizen, or a non-EU resident in Italy, you do not need a student visa. If you are not from the EU, you need a student visa. IULM Admissions will support you throughout the visa application process. For further information and case-by-case support, please contact the IULM Admissions Office.

Email us!

Send an email to admission@iulm.it and we will be glad to provide you with all the information and support you may need. If you wish to apply for any of our programmes, you can do so through apply.iulm.it

Admissions Office
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e-mail admission@iulm.it

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www.iulm.com

