

<b><i>International Tourism, Hospitality, and Event Management</i></b>	
<b>Level</b>	Master I livello
<b>Scientific Committee</b>	Alberto Romolini, Paolo Agnese, Manuela Rinaldi, Silvia Massi, Maurizio Cavallari, Adriana Neri, Francesca Maschio
<b>Educational Objectives</b>	<p>The Master di Primo Livello in International Tourism, Hospitality and Event Management is designed to equip students with strategic, managerial, and entrepreneurial skills for successful careers in the global tourism and hospitality industry. The program provides a comprehensive foundation in tourism and hospitality business strategy, business decision making, hospitality operations management, and event management, complemented by a strong focus on cross-cultural management and international project management.</p> <p>Through an integrated approach to marketing planning, entrepreneurship, and research methods with dissertation, the program aims to develop professionals capable of managing tourism and hospitality organizations, planning and delivering successful events, and operating effectively in international and multicultural environments.</p>
<b>Career Opportunities</b>	<ul style="list-style-type: none"> <li>● Hospitality</li> <li>● Recreation</li> <li>● Tourism industries</li> <li>● Associated government agency with an international, national, or local focus</li> </ul>
<b>Admission Requirements</b>	Bachelor's Degree
<b>Admission Method</b>	Qualification assessment
<b>ECTS</b>	90
<b>Duration of the Programme</b>	18 months
<b>Teaching Mode</b>	Blended with BSBI
<b>Language of Instruction</b>	English
<b>Assessment Methods</b>	<p>Students attend classes entirely through the UNINETTUNO online platform, with additional in-person teaching sessions at the BSBI campus.</p> <p>Student management is handled by the partner institution. Intermediate assessments are managed by the partner under the supervision of the Faculty.</p>
<b>Final Exam</b>	<p>Managed by the partner in collaboration with the Faculty.</p> <p>Periodic reports and a final project work are shared with the Faculty.</p> <p>At the end of the programme, students are awarded the UNINETTUNO certificate.</p>
<b>Contacts and Offices</b>	Faculty of Economics and Law, International Affairs Office

<b><u>Study Plan</u></b>	
<u>Module</u>	<u>ECTS</u>
Tourism and Hospitality Business Strategy	10
Business Decision Making for the Hospitality Industry	5
Cross Cultural Management	5
Entrepreneurship in Tourism and Events	10
Event Management Strategies and Contemporary Issues	10
Hospitality Operations Management	10
International Project Management	10
Strategic Approach in Marketing Planning for Hospitality	10
Research Methods and Dissertation	20