



Shannon College
of Hotel Management



NUI Galway
OÉ Gaillimh

2020

Shannon College of Hotel Management
A College of NUI Galway

**MSc in Business
and Hospitality**

ABOUT SHANNON COLLEGE

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.



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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 / APPLYING

Programme Structure – Full Time

Semester 1	Semester 2	Semester 3 (Summer School)
Global Business and International HRM	Hotel Asset Management	<i>Students choose 3 electives:</i> 1: Business Negotiations 2: International Entrepreneurship in Hospitality 3: Lean Principles 4: Management of Organisational Change 5: Organisational Behaviour 6: Quantitative Analysis for Business Decisions.
Information Technology for Hospitality	Intercultural Communication for Business	Project- Business Consultancy
Performance and Revenue Management	Project Management	
Research Methods	Strategy and Innovation for Hospitality	

Programme Structure – Part Time

YEAR 1		
Semester 1	Semester 2	Semester 3 (Summer School)
Performance and Revenue Management	Intercultural Communication for Business	<i>Students choose 3 electives:</i> 1: Business Negotiations 2: International Entrepreneurship in Hospitality 3: Lean Principles 4: Management of Organisational Change 5: Organisational Behaviour 6: Quantitative Analysis for Business Decisions
Research Methods	Hotel Asset Management	
YEAR 2		
Semester 3	Semester 4	Summer School 2
Global Business and International HRM	Project Management	Project-Business Consultancy
Information Technology for Hospitality	Strategy and Innovation for Hospitality	

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. Students must also upload a personal statement (approximately 600 words) and a current CV and 2 references (one academic and one from an employer).

Fees

Non -EU Fees: €15,500. EU Fees: €9,000.

How to Apply

Applications will be made online. Application open on the 1st of October 2019 to accept applications for entry to the 2020-2021 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 €35 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

SHANNON COLLEGE STAFF PROFILES



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.



Dr. Seán T. Ruane

Seán holds a Ph.D. in Tourism from Dublin Institute of Technology (DIT) in Ireland. He is currently based in the Seychelles Tourism Academy (STA) managing an Advanced Diploma in Hospitality Management (ADHM) on behalf of Shannon College of Hotel Management and the National University of Ireland, Galway (NUIG). Prior to taking up the position in Seychelles, he lectured in Culinary, Strategic Management and Tourism in the Shannon College. He is a past Chapter President for the European Chapter of the Travel and Tourism Research Association (TTRA). His research interests are in destination image with a particular focus on photography, as a means to understand place making and sense-of-place. He has presented papers on these topics at international conferences.



Tracy Hegarty

Tracy is a Lecturer in Revenue Management, Rooms Division and Information Technology at Shannon College of Hotel Management. She is a graduate of Shannon College and holds an MSc (IT in Education) from Trinity College, Dublin. Tracy spent six years working in Rooms Division in London and Ireland before joining Shannon College in 1996. She manages the Alumni of Shannon College and continues to engage with alumni and industry partners locally and internationally to keep abreast of current trends and developments in Revenue Management, Rooms Division and I.T. As a result of this industry research, she completed the Certificate in Hotel Revenue Management in Cornell University, and the Certificate in Hotel Industry Analytics and attends industry led Revenue Management conferences annually.



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.



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.



Dr. María Palma-Fahey

María 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.

The structured environment at Shannon College empowers students to develop a high level of professionalism.



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 lectures in International Human Resource Management and Hotel Asset Management.



Deborah O'Hanlon

Deborah is Deputy Head of College and Head of Placement Studies at the Shannon College of Hotel Management. She graduated with a Diploma in Hotel Management from the Dublin College of Catering and holds an MSc in Hospitality Management from DIT. She currently lectures in Event Management. She has twelve years' experience in the hotel industry at all levels including senior management and over twenty years in the education sector. She has been involved in the coaching of winning teams in the IHI Business Games and the Young Hotelier Summit in Lausanne. She was awarded a Fellowship of the Irish Hospitality Institute in 2012 for her contribution to the Hospitality Industry.



Leo Smyth

Leo Smyth obtained his Master's degree in psychology from University College Dublin and his doctorate from the University of Utrecht, The Netherlands. He served as a Statutory Lecturer in NUI Galway 1977-2003 and as Dean of the Faculty of Commerce 1990-1993. Following sabbatical leave as Visiting Scholar with the Program on Negotiation at Harvard Law School, he introduced negotiation courses in Galway at undergraduate and MBA level. He has collaborated in research with the University of Missouri-Columbia where he is a Senior Fellow at the Center for the Study of Dispute Resolution. He was part of the international advisory panel for the *Beyond Intractability* project at the University of Colorado and is a member of the editorial panel of the *Negotiation Journal*. In 2016 he was elected to the Fellowship of the Irish Academy of Management.



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.



Martin Hughes

Martin has been lecturing in Business Information Systems at the J.E. Carines School of Business & Economics NUI Galway since September 2000. His main teaching interest are the application of Lean and Agile theory to enterprise systems management and IS project management, the role of IS in the attainment of enterprise agility, and business application development. Martin has been director of the BSc BIS since 2009. He has successfully lead the programme to its recent EPAS accreditation with the European Foundation for Management Development.



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.

MODULES



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.

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.

Semester 2

Hotel Asset Management

Framework, knowledge and tools to manage hotel assets strategically.

Intercultural Communication for Business

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.

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.

BUSINESS CONSULTANCY PARTNERS

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.

Dalata Hotel Group

Dalata Hotel Group plc is Ireland's largest hotel operator, with a current portfolio of 39 three and four star hotels with over 7,900 rooms. Dalata successfully operate Ireland's two largest hotel brands, the Clayton and the Maldrone Hotels across Ireland and the UK, as well as managing a portfolio of partner hotels. 28 of the hotels are owned by Dalata, 9 hotels are operated under lease agreements and 2 are operated under management agreements.

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.



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Open Evening

22nd January 2020

5.00-7.00pm

Contact

Programme Leader

Celine Ryan

T: 061 712002

E: celine.ryan@nuigalway.ie

Marketing Manager

Helena Doody

T: 061 712523

M: 086 0292030

E: helena.doody@nuigalway.ie

Admissions Officer

Joan Markham

T: 061 712590

E: joan.markham@nuigalway.ie

Shannon College of Hotel Management

Shannon Airport,
Co Clare.

T: 061 712210

E: info@shannoncollege.com

www.shannoncollege.com



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