

ESCP
EUROPE
BUSINESS SCHOOL



18⁺
2019
BICENTENARY

BERLIN
LONDON
MADRID
PARIS
TURIN
WARSAW

MSc in Hospitality & Tourism Management

DESIGNING TOMORROW



ESCP Europe quick facts

6

urban campuses

The World's **1ST**
Business School (est. 1819)

130

academic alliances
worldwide

5,000+

students representing
100 nationalities

55,000

alumni in 150 countries
worldwide

3

international accreditations
AACSB, EQUIS and AMBA

150

research-active professors
representing 20 nationalities

A full **portfolio**
Bachelor, Masters, MBAs, PhDs
and Executive Education

5,000

managers and executives in
executive training each year

Programme objectives

This life-changing programme will give you the training and tools you need to have a successful and international career in the hospitality & tourism sector. This multicampus (Madrid & Turin) structure with two concrete specialization tracks (Food & Beverage Management and Events Management) combined with our "learning by doing" curriculum, International Consultancy Project (ICP) and the Professional Development Programme at the Cornell University School of Hotel Administration, will most definitely enhance your profile, and provide you with an added value that will help you develop a successful career in the sector".



Prof. Lola HERRERO

Scientific Director

PhD in Business Economics granted by the
University Rey Juan Carlos



Prof. Laura REYERO

Executive Director

PhD in Economy, European University of Madrid
Research areas: Marketing, Political marketing



A full time programme including

- A ten-month course (October to July) across 3 countries taught in English. Please note that including internship and thesis, the programme's total duration is 15 months.
- Study in three top Schools: ESCP Europe Madrid Campus (Spain), ESCP Europe Turin Campus (Italy) and Cornell University School of Hotel Administration (USA).
- Multicultural diversity thanks to ESCP Europe's global faculty and international class mix.
- Accredited by the Conférence des Grandes Écoles in France.
- Professional Development Programme (PDP) Certification awarded by The Hotel School Cornell SC Johnson College of Business.



Your curriculum

TERM 1 (OCTOBER to END FEBRUARY) Madrid

- Introduction to Finance
- Tourism and Global Economy
- Entrepreneurship for Hospy & Tourism
- Marketing for Hospitality and Tourism Services
- Destination Management & Tourism Product Conception
- Sustainability for Hospitality and Tourism
- Strategic Intelligence
- Financial Accounting
- Financial Management (I-II)
- 2 Live Case Studies
- Career Development (skills + career workshops)
- ICP Seminar

TERM 3 (MID APRIL to MID JUNE) International Consulting Project – ICP All over the World

- Students work in small teams (minimum 2 - maximum 4 team members) as “external junior consultants” full time on real projects commissioned by companies for a period of 8 weeks

INTERSHIP – ALL OVER THE WORLD (JULY – DECEMBER)

Company Internship – 4 months minimum

TERM 2 (MARCH to MID APRIL) Turin

- On-line Marketing & Analytics for Hospitality and Tourism
- Yield Management
- Food & Beverage Management

TERM 4 (MID JUNE to MID JULY) PDP Certification The Hotel School Cornell SC Johnson College of Business

- Courses online + in class = 4 courses on Hospitality Management



The Hotel School
Cornell
SC Johnson College of Business

PROFESSIONAL THESIS – MADRID (DECEMBER)

Professional Master Thesis (Based on ICP)

TOTAL ECTS: 90

2019 class profile



43% Women
57% Men



96% International
Students

Career opportunities

- Sales Executive
- Consultant
- Marketing & Communication
- Revenue Management
- Luxury Tourism
- Hotel Management
- Advertising
- Commerce
- Hospitality & Tourism Startups
- Travel Distribution

Testimonial

“ ESCP Europe has been an extreme career booster in my Hospitality and Tourism field. From taking classes with worldwide professors, meeting professionals from prestigious international companies, to experiencing my very own Consulting project, and ending my Master’s degree with the well-known Cornell University. ESCP Europe is THE business school that will open you all necessary doors needed for your career. It’s more than an international business school, you will be part of a real family thanks to the worldwide Alumni. ”

Clément Perna. Bachelor in Hospitality and Tourism Management at Ecole Supérieur d’Hotellerie de Paris.
Current position: Executive Assitant General Manager At RIU Hotels and Resorts

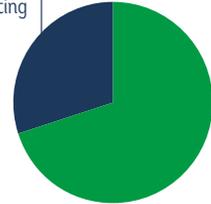
Job survey

Less than 3 moths
after graduation
77% are employed

€32,000
is the average
starting salary

90% have a
job with an
international
dimension

30 %
Consulting



70 %
Tourism
Entertainment
Hospitality
Consulting



Admission requirements

- A Bachelor or Master degree in any field of study
Minimum 180 ECTS
- Advanced English level: C1
TOEFL IBT: 100
TOEFL written: 600
TOEFL computer based: 250
IELTS: 7
- Professional or international experience
- International profile
- Real motivation to join the Master and for a high-level career in this field

How to apply

1



ONLINE APPLICATION

WWW.ESCP EUROPE.EU

2



PROFILE EVALUATION

3



ENGLISH TEST

TOEFL, TOEIC OR IELTS SCORES

NUMERICAL & VERBAL TEST

4



PERSONAL INTERVIEW IF ELIGIBLE

2019 fees

- Application fees: 130 €
- Tuition fees: 23.100 €

This Master does not lead to an official diploma in Spain (Decree 84/2004 BOCM)

Your contact



Federica Simionato

info.it@escpeurope.eu

+39 011 6706129

Note: The information contained herein is subject to change.



MSc in Hospitality & Tourism Management

DESIGNING TOMORROW

ESCP Europe is among the
1% of business schools worldwide
to be triple-accredited.



BERLIN

Heubnerweg 8 - 10
14059 Berlin, Deutschland
T: + 49 30 320070

LONDON

527 Finchley Road
London NW3 7BG, United Kingdom
T: + 44 20 7443 8800

MADRID

Arroyofresno 1
28035 Madrid, España
T: + 34 91 386 25 11

PARIS RÉPUBLIQUE

79, av. de la République
75543 Paris Cedex 11, France
T: + 33 1 49 23 20 00

PARIS MONTPARNASSE

3, rue Armand Moisant
75015 Paris, France
T: + 33 1 55 65 56 57

TURIN

Corso Unione Sovietica, 218 bis
10134 Torino, Italia
T: + 39 011 670 58 94

WARSAW

c/o Kozminski University
International Relation Office
57/59 Jagiellońska St.
03-301 Warsaw, Poland
T: + 48 22 519 22 89