Global Executive Master's course overviews & faculty:

Module 1
New Frontiers in Hospitality

Disruptive Business Models in Hospitality

MARIANA PALMEIRO

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As the industry expands from "a place where people sleep when they're not at home" to one offering lifestyle experiences to a more nomadic and tech savvy consumer, hospitality managers need to step up to the challenge and respond with innovative business models. This course will focus on how to solve systemic problems by adopting technology-driven solutions and how to create guest experiences that meet today's increasingly sophisticated requirements.

Leadership, Diversity and Intercultural Management

NAIDA CULSHAW

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NANDITA PERRET

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Management in a globalized business requires a deep understanding of multinational globalized contexts where remote (transnational, virtual, global) teams are the "norm", and where exponential technological advances require adaptive cross-cultural communication techniques. Students in this course will learn the significance of cultural differences in everyday work life, expressed through different behaviours and practices. They will also develop leadership skills via enhanced self-awareness and increased sensitivity, curiosity, and knowledge of cultures, as well as their own cultural assumptions, biases and implicit preferences. At the end of the course, they will be able to recognize different norms and practices, and well as see those as added value within a multicultural environment.

New Technologies and Data in Hospitality

MAURIZIO CAON

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This course explores the concept of digital transformation and its impact on the hospitality sector. Big data systems and the opportunities and challenges posed by such systems will be explored.

Architectural solutions will be investigated with a focus on how they may be used in the hospitality industry for analytics and data processing. Students will also appraise specific data systems and apply data analysis to problem solving in specific hospitality contexts.

Sustainability and Ethics

ADRIÁN ZICARI

Bio >

Environmental sustainability in the hospitality industry is now topping business agendas, while at the same time hospitality firms are assuming greater responsibility for the prevention of complex social issues. Environmental and societal pressures have reached a tipping point, and sustainable development is no longer considered a luxury but a necessity for long-term competitiveness and survival, particularly in an industry so highly dependent on human and natural resources. While highlighting the key risks and opportunities of sustainability for hospitality companies, this course will balance theory and practice with the contribution of hospitality professionals.