WSB MERITO UNIVERSITY POZNAN

Hospitality Manager

MASTER'S DEGREE - SPECIALITY

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Features: Master's degree • From October • English • 4 semesters

City: Poznań

What will you learn?

- You will get to know the latest trends in the **hospitality and catering industries**, so you can effectively respond to market needs.
- You will learn to use **economic analysis indicators**, which will enable you to assess a company's condition and make accurate operational decisions.
- You will become familiar with modern strategies for managing commercial facilities on the HoReCa market.
- You will master managing a **portfolio of HoReCa services**, tailoring the offer to diverse customer groups.
- You will gain knowledge of recruitment principles and personnel management in the **hospitality and catering industries**, building effective teams.
- You will learn methods for handling crisis situations in the hotel and restaurant market.

Work opportunities

- You will find employment as a **hotel manager**, overseeing daily operations and implementing the property's business strategy.
- You can work as a **manager of a catering enterprise**, supervising service quality and the achievement of financial goals.
- You can work as a **restaurant manager**, ensuring high service standards and effective management of the venue.
- Take a position as a marketing specialist, building brand recognition for companies in the HoReCa sector.
- Organise events and conferences as a specialist on the **MICE** market, supporting business tourism.

Study program

Practical studies

We teach in a way that prepares you as well as possible for the real challenges you will face in your professional work.

- **Group projects** – real business problems.
- **Simulations** – decisions under market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.
- **Modern tools** – up-to-date technologies.

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

- **Case studies** – analysis of real cases.

Selected major-specific courses

- Sociology of leisure
- Tourism and recreation in state policy
- Marketing of tourism and recreation services
- Business ethics
- Diplomatic protocol
- Tourist regions of Poland
- Basics of travel medicine
- Tourist and recreational product
- Tourist and recreational development
- European funds and project management
- Workplace health promotion
- Basics of statistical analysis
- Management of a tourism and recreation enterprise

Selected specialization courses

- Operational management of a hotel and restaurant
- Crisis management in the HoReCa market
- Hotel facility in the MICE market
- Commercial management of a hotel and restaurant
- Contemporary trends in hospitality and gastronomy

Foreign language study

- During your studies, you complete two core subjects in English. In the Tourism and Recreation programme these are Heritage Interpretation (2nd semester) and Contemporary Trends in Tourism and Recreation (3rd semester).
- In the 4th semester, you are required to complete a specialization subject in English. You can choose whether you are more interested in Business Communication or International Business Negotiations.

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- This is a great opportunity to develop your language skills and gain knowledge in an international context.

Internships and practical training

Internships are an important part of the study program. Master's students complete **480 hours of internships throughout their studies**, gaining valuable work experience. If you are employed in a profession relevant to your field of study, you may have your internship credited based on your employment. During your studies, you also have the opportunity for a paid internship. Internship programs are prepared by our partner employers, adapting requirements to specific positions, which makes starting your professional career easier.

This is a program for people

- who have leadership skills and would like to become managers in the future,
- who are interested in the mechanisms of management psychology,
- who are good at organizing and planning,
- who have an analytical mind and do well in science subjects.

How to become a WSB Merito University student

To be eligible for a **second degree (Master's) program**, you must have completed a prior higher education program concluded with the award of a first degree (Bachelor's or equivalent).
Learn more

Take the first step – register now!

Applicants are admitted on a first-come first-served basis. If you are to complete your secondary education this year, or you are studying for your first degree but have not yet earned it, **you can secure a place with us by signing up online.** Your educational service contract can be drawn up later as you have collected all of the required documents.
Create an account or log in

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