



NUI Galway
OÉ Gaillimh



Shannon College
of Hotel Management

Postgraduate Prospectus

2022

Shannon College
of Hotel Management



A Message from Programme Leader



Ms Loraine Kavanagh

At Shannon College of Hotel Management, we offer a range of programmes designed to assist you in advancing your skills in business, hospitality, and leadership. Each programme is designed to provide you with the necessary skills required to enter into higher management positions while also giving you the opportunity to specialise in a particular area of interest. This specialisation takes place in the final semester of your programme.

The programmes which we offer are:

- MSc in Business and Hospitality
- MSc Global Hospitality Management and Intercultural Communication
- MSc in Hospitality Performance, Revenue and Asset Management
- PG Certificate in Hospitality and Leadership

While you study with us, you will become exposed to the latest trends in the business and hospitality sectors through guest speakers, field trips, and classroom discussions. In addition, we will offer you support in areas such as academic writing, career development advice, while providing counselling and mental health wellbeing services. We will also introduce you to our extensive alumni upon graduation which will afford you with many networking opportunities.

If you have any queries in relation to our programmes, please do not hesitate to contact us.

We look forward to hearing from you and hope to see you at Shannon College of Hotel Management.

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About Shannon College

Shannon College of Hotel Management has been a college of the National University of Ireland, Galway (NUI Galway) since 2015. The College campus remains separate from the main University Campus and is located in Shannon, Co Clare. All students are registered as students of NUI Galway and receive their qualification from the University.

Shannon College of Hotel Management (Shannon College) was founded in 1951 as Ireland's first dedicated Hotel Management College. The College has a global reputation for quality and success of graduates, with alumni holding senior positions in multinational companies and hotels in every continent.

This connection to the world helps the College to continue to adapt teaching to meet the needs of the ever changing business of hospitality.

In 2018, Shannon College launched its first postgraduate qualification – MSc in Business and Hospitality. This programme is now in its 4th year. This year we are excited to introduce two new MSc programmes and a postgraduate certificate to our offerings.

Postgraduate Studies at Shannon College

Reasons to choose Shannon College

1 Employability

Graduates have excellent employment opportunities in a wide range of industries. The principles taught on the PG programmes are versatile and can be easily adapted to benefit you in any area of business.

3 Flexible and supportive learning experience

Lectures take place on a Monday and Tuesday, allowing for excellent flexibility for those who would like to work while they study. You will also be exposed to a wide range of supports including Career Planning to support your progression upon completion of your programme.

2 Direct access to industry

The programmes include a wide range of activities that ensure you are exposed to the industry through the Shannon Alumni Network and the wide range of business partners the College works with.

4 Specialist content

The PG programmes prepare you for working in the dynamic world of business and hospitality while also giving you the opportunity to direct your own learning experience with pathway options in Research, Internships or Business Consultancy Projects.

Masters Programmes at Shannon College of Hotel Management



MSc Global Hospitality Management and Intercultural Communication

The postgraduate programmes at Shannon College are designed with the student in mind. The programmes have a similar structure with lectures taking place on Monday and Tuesday providing a flexible learning experience. This allows students to manage their own schedule efficiently and also gives the opportunity to work and gain additional experience while they study.



MSc in Business and Hospitality

At Shannon College of Hotel Management we are delighted to offer three exciting Masters Programmes.

For each of our MSc programmes, students will study core modules in Semesters One and Two to develop their business understanding. In the final semester, students can choose the pathway that suits them best – Research Thesis, Internship or Business Consultancy and Summer School (MSc in Business and Hospitality Only).



MSc Hospitality Performance, Revenue and Asset Management

Programme	Semester 1	Semester 2	Semester 3
MSc Global Hospitality Management and Intercultural Communication	<ul style="list-style-type: none"> Global Business and International HRM Information Technology for Hospitality 	<ul style="list-style-type: none"> Hotel Asset Management Project Management Strategy and Innovation for Hospitality 	Business Consultancy Project and Summer School (Business and Hospitality Only)
MSc Business and Hospitality	<ul style="list-style-type: none"> Performance and Revenue Management 	<ul style="list-style-type: none"> Intercultural Communication for Business 	Internship
MSc Hospitality Performance, Revenue and Asset Management	<ul style="list-style-type: none"> Business Analytics Fundamentals 		Research Thesis

Core Modules

Semester 1

Global Business and International HRM

This module explores the response of hospitality businesses to global and economic pressures such as macro-forces in the economy, mergers and acquisitions, marketing challenges, developing product offerings and differentiation. It also encourages students to examine how HRM operates in a business setting in order to maintain an effective business with motivated and innovative staff.

Information Technology for Hospitality

The objective of this module is to equip hospitality business leaders with Information Technology knowledge, awareness, and skills to inform their business decisions and practices. There are three main strands in this module:

- Information Technology for Hospitality Marketing which examines website considerations, conversion rates, social media, social video, digital advertising, branded mobile apps, online destination marketing, online hospitality services, and OTAs.
- Information Technology for Hospitality Operations which explores management information systems (global and in-house), data warehousing, data analytics, IT system security, payments (electronic and online), in-house mobile apps, and devices (wireless and biometric).
- Teaching of research-based strategies and practical skills which students can then use to deliver engaging business presentations.

Performance and Revenue Management

The objective of this module is to develop the skills necessary to 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. The module will look at a number of key areas: the performance information needs of different users, industry wide and organisation specific key performance indicators, interpretation of business accounts, application of performance management models and cost reduction strategies. The area of revenue management will be approached from the viewpoint of the revenue manager who needs to manage this complex activity with the understanding of a systems approach.

Business Analytics Fundamentals

Business Analytics is the process by which businesses use statistical methods and technologies for analysing historical data to gain new insight and improve strategic decision-making. This module introduces students to a range of business-analytic concepts, methodologies, techniques, and practices typically employed in a range of business contexts that turns Data into Information.

Semester 3

In the final semester, students have the opportunity to tailor their own education experience to suit their interests, skillset and career ambitions. Students will have the option of completing a Research Thesis or Internship. The topic of research or the type of internship secured will be guided by the students area of focus. Students who are completing the MSc in Business and Hospitality will have a third option which will be to complete a summer school and a business consultancy project.

Semester 2

Hotel Asset Management

Hotel Asset Management will provide the framework, knowledge and tools to manage hotel assets strategically. The module will enable students to develop analytical capabilities to enable them to evaluate opportunities and make decisions related to the management of hotel assets. Also assessed will be management contracts between owners and operators, and the complexities involved in handling multiple stakeholders in Hotel Asset Management contracts.

Intercultural Business Communication

This module will enable students to recognise, understand and reflect on issues related to intercultural communication in global business settings. It comprises three core areas of study: intercultural communication and cross-cultural management, human resources management in a global context, and global leadership. The objective of this module is to enable students to recognise and understand the importance of culture and its impact on business communication and management across cultures while reflecting on the need to increase their own level of intercultural sensitivity and competence, in order to succeed as managers of global teams. The manner in which cultural differences impact on communication and human resources practices and policies will be discussed and evaluated. Following this, the needs and challenges of becoming a successful global leader will be analysed by considering different cultural settings and work scenarios, as well as the students' own culture.

Project Management

The objective of this module is to provide an opportunity to 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. This will involve the application of a formalised and structured project management process and the development of proposals demonstrating appreciation of the practical and consumer-based contexts of the organisation.

Strategy and Innovation for Business

The objective of this module is to expose the student to key strategic management frameworks, models, and theories that they can then adapt and apply to the world of business in order to foster innovation. A key task for the student is to understand how strategy is crafted in response to the changing business environment. Students are expected to play an active role in the learning process by engaging with academic literature to further their knowledge of strategy and to improve their organisational awareness. The overall aim of this module is to challenge the student to think differently.



Choosing the right Postgraduate Programme for you

MSc in Business and Hospitality

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. It 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.

Modules include Global Business and International HRM, Project Management, Information Technology for Hospitality and Performance and Revenue Management. The programme will be offered on a full-time basis over one academic year or on a part-time basis over two academic years.

MSc Global Hospitality Management and Intercultural Communications

The MSc Global Hospitality Management and Intercultural Communication is designed for those who would like to develop and strengthen their knowledge and skills in Human Resource Management (HRM) while becoming competent in intercultural communication. The programme aims to prepare graduates by developing their understanding of different cultural contexts and viewpoints while attaining valuable business skills thus enabling graduates to work successfully in various sectors across the global business market. Modules include: Global Business and International HRM, Intercultural Communication for Business, Management of Organisational Change, and Project Management.

The programme will be offered on a full-time basis over one academic year or on a part-time basis over two academic years.

MSc in Hospitality Performance, Revenue and Asset Management

The MSc in Hospitality Performance, Revenue and Asset Management fosters the analytical and revenue focused mind set graduates will need to forecast future performance, whilst also predicting and mitigating risk. Students will learn to exploit business analytics, performance, and yield management techniques, enabling them to become more adaptable to the needs of the dynamic business environment. Modules include: Performance and Revenue Management, Hotel Asset Management, Strategy and Innovation for Hospitality, and Business Analytics Fundamentals.

The programme will be offered on a full-time basis over one academic year or on a part-time basis over two academic years.

Postgraduate Diploma in Hospitality and Leadership

Start Date – January 2022

The PG Certificate in Hospitality and Leadership is designed for those with hospitality and/or business qualifications and/or experience who wish to develop their knowledge and skillsets without committing to a full masters programme. This programme is delivered full-time over one semester from January – May and will cover modules in: Hotel Asset Management, Project Management, Strategy and Innovation for Hospitality, and Intercultural Communication for Business. Students who complete the PG Certification in Hospitality and Leadership may also be eligible for exemptions should they decide to continue on and complete a full Masters Qualification at Shannon College over time.

Interactive and Engaging Approach

Each PG Programme at Shannon College consists of lectures, seminars, industry exposure, experiential learning, in-company study, computer-based simulation, guest speakers and projects in the relevant subjects.

Flexible Learning Options

Part-Time Study

Each of our Masters programmes are available on a full or part time basis. Part time students will have lectures one day per week giving great flexibility for those who need to balance both work and home lives with their studies.

Stand Alone Modules

There is also the option to take standalone modules taught on these courses as part of professional development:

- Global Business and International HRM
- Information Technology for Hospitality
- Performance and Revenue Management
- Research Methods
- Hotel Asset Management
- Intercultural Business Communication
- Project Management
- Strategy and Innovation for Business

These modules can then be used as building blocks towards earning a masters qualification. For further information on applying for a standalone module please contact:

Sarah O Mahony
sarah.omahony@nuigalway.ie

How to Apply

All PG Applications can be made online through the NUI Galway Applications System. 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 application fee is €35 and this is non-refundable.

Minimum Entry Requirements

Candidates for postgraduate studies at Shannon College 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), a current CV and 2 references (one academic and one from an employer).

Recommendations

We recommend that you apply as early as possible for programmes, particularly if you are applying from outside of the European Union (EU) as you may need to apply for a student visa. You should also allow sufficient time to make any financial, travel and accommodation arrangements when you are offered a place.

Fees

International Student Fee for Masters Programmes – €16,360

EU Fees for Full-Time Masters Programmes – €9100

EU Fees for Part-Time Masters Programmes – €4,620

EU Fees for PG Certificate – €3,500

In addition to the above fees, a student Levy is also payable each year. The cost in 20/21 was €140.

Scholarships

Shannon College of Hotel Management offer two College Specific International Scholarships for students who hold an offer for a full time UG or PG Programme at Shannon College. Each scholarship is valued at €2000, which will be discounted from the Year 1 fee.

Students can also apply for the wide range of NUI Galway and other external scholarships that are available.

Contact: Sarah O Mahony: sarah.omahony@nuigalway.ie for full details of the Scholarship Opportunities available.

How to pay your fees and refund policies

Please refer to the following link:
www.nuigalway.ie/international-students/fees.html



Dr Sean T. Ruane, Lecturer in Management, Strategy, Facilities and Tourism

Are you interested in working in a dynamic and exciting career in hospitality management? Do you enjoy working with other people and have great interpersonal skills? Do you enjoy solving problems and using creative thinking to find new approaches to old problems? Then choosing a postgraduate programme at Shannon College of

Hotel Management could be right for you. The postgraduate programmes are designed for students who want to know how to keep hospitality companies and organisations competitive through innovation, strategic thinking and advanced people management.

In an era of increased globalisation and uncertainty, hospitality companies that don't remain relevant through the creation of new products and services, will find it hard to compete.

The postgraduate programmes at Shannon College meets this challenge, teaching students how they can create competitive advantage for any sized business by implementing strategic changes and helping the company to innovate.



Margaret Clapham, Founder and Director at Sales Growth

I have always valued upskilling and lifelong learning. When I looked into the options for completing a Master's programme, the structure and modules at Shannon College provided diversity which apply to all business sectors. The programme leader, lecturers and supports, such as the librarians have been

exceptionally helpful, supporting in the completion of online lectures and assignments for the first semester. The College without doubt leads with their understanding and knowledge of the industry and balances this with the student needs. Shannon College provides a rich learning experience which is valuable to an industry encountering considerable change.



Paul Gallagher, Tourism Recovery Oversight Group

I cannot recommend highly enough the benefits of doing the MSc in Business and Hospitality through Shannon College of Hotel Management and NUI Galway. The course is nicely balanced and expertly delivered by senior academic lecturers and external industry practitioners, this blend offers a rich learning experience.

The diverse mix of masters students further enriches the learning with ample time given to sharing experiences and personal insights. This course is very doable whilst working full time.



Open Events 2021/2022

Due to COVID 19 we will have a number of virtual open events throughout the year. We also hope to have a number of onsite events where pre-booking will be essential in order to comply with social distancing. We also welcome private campus visits which must be organised in advance.

Booking

Booking is mandatory to ensure social distancing measures can take place. Please contact Sarah in the Marketing and Admission Office; Phone: 091 497211 or email: sarah.omahony@nuigalway.ie to book a place at an upcoming event or to arrange a campus visit.

Contact

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Admissions Officer

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On Campus Events

Open Evening - Monday, 22nd Nov 2021
Open Evening - Tuesday, March 1st 2022

Virtual Events

Open Evening - Tuesday, December 2nd 2021
Panel Discussion - Thursday,
January 27th, 2022
Open Day - Saturday, April 2nd, 2022

Shannon College of Hotel Management

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Important: This hard copy prospectus lists all programmes on offer, at the time of going to press, for entry in 2022. Details of new programmes on offer subsequent to the printing of this prospectus will be listed online at www.nuigalway.ie/newcourses. The information contained in this prospectus is, to the best of our knowledge, true and accurate at the time of publication. Any amendments to the published information will be included in the online prospectus. The content of the prospectus is for information purposes only and should not be viewed as the basis of a contract between students and the university. NUI Galway reserves the right to amend programmes or regulations at any time without notice; we may re-open previously closed programmes to accept applications in the event of programme quotas not being met. The university also reserves the right to withdraw programmes periodically for any reason (e.g., insufficient numbers).