



OLLSCOIL NA
GAILLIMHÉ
UNIVERSITY
OF GALWAY

Coláiste Ósta na Sionna
Shannon College of Hotel Management

Postgraduate Prospectus 2027

NEW

**MSc in
Revenue &
Hospitality
Performance**



Come to Shannon
go anywhere

Celebrating
75 Years
of excellence

Upcoming Shannon College Postgrad Events

Virtual Information Session

Friday
30th October
1.00pm (GMT)

Virtual Q&A Session with programme leader

Tuesday
8th December
3.00pm (GMT)

Virtual Information Session

Friday
12th February
1.00pm (GMT)

Virtual Q&A Session with programme leader

Wednesday
14th April
3.00pm (GMT)

To register your interest
please visit [www.
universityofgalway.ie/
shannoncollege/events/](http://www.universityofgalway.ie/shannoncollege/events/)

As our students join us globally, we understand these times may not suit everyone. Please contact us if you would like to arrange a call at a different time.



Meet us at a location close to you

Our team travels around Ireland and the world to meet students, get in touch with us to see if we will be visiting a location close to you.

Ireland

Contact Loraine Kavanagh:
loraine.kavanagh@universityofgalway.ie

International

Contact Sarah O'Mahony:
sarah.omahony@universityofgalway.ie

If it is not possible for you to meet our team in person, please contact us to arrange a virtual call to learn all about Shannon College and the opportunities we offer.

We also welcome private campus tours.

To book a private tour:

Contact Joan Markham at
joan.markham@universityofgalway.ie





About Us

Located in one of Ireland's most vibrant cultural and tourism regions, adjacent to Shannon Airport, Shannon College of Hotel Management has been shaping the future of hospitality since its foundation in 1951.

As a proud School of the University of Galway, Shannon combines the strength of a leading university with a deep specialisation in hospitality and leadership, offering students a unique and highly regarded academic experience.

Business Education

Established to support Ireland's emerging tourism industry, the College has built a global reputation for excellence, producing graduates recognised for their strengths in **business, management, and leadership** across the international hospitality and business sectors.

Professional Ethos

At Shannon College, students develop a strong **professional ethos** that underpins everything they do. Through a structured and supportive environment, students build confidence, leadership, and communication skills, along with a sharp attention to detail. Shannon College postgraduate students are easily recognised by their professional business attire, reflecting the high standards expected throughout their studies. This focus on personal development ensures graduates are polished, adaptable, and ready to succeed in global careers.



Our heritage

The Shannon Crest is a proud reflection of the College's rich heritage. It features the Wings of Tourism lifting the Harp of Ireland, symbolising the vital role tourism plays in driving the Irish economy and connecting Ireland to the world.

MSc in

Revenue & Hospitality Performance

NEW



The MSc in Revenue & Hospitality Performance at Shannon College is a specialist one-year postgraduate programme designed for graduates who want to develop the commercial, analytical, and strategic skills that drive success in today's hospitality industry.

Focusing on revenue management, business performance, and data-informed decision-making, the programme provides students with the expertise needed to optimise results and create value in complex

business environments. With a strong emphasis on graduate achievement, professional development, and industry engagement, students gain the insight and capabilities required to progress towards influential commercial and leadership positions. Graduates are equipped to accelerate their career pathways and contribute to performance excellence across hospitality, tourism, and business sectors.

Designed for graduates who want to develop the commercial, analytical, and strategic skills that drive success.



MSc in

Business & Hospitality

For ambitious graduates seeking to accelerate their global careers.

The MSc in Business & Hospitality at Shannon College is a career focused one-year postgraduate programme designed for ambitious graduates seeking to accelerate their career progression.

Combining core business and management disciplines with a strong hospitality focus, the programme

develops the leadership, strategic thinking, and commercial skills required to succeed in a global industry. With an emphasis on graduate achievement, personal development, and industry relevance, students are equipped to fast-track their career pathways and emerge as confident future leaders in hospitality, tourism, and the wider business sectors.

Paid Internship or Applied Research Project

In Semester 3, students can tailor their learning experience by choosing between a paid internship or an Applied Research Project. The internship pathway provides the opportunity to gain valuable hands-on experience with leading hospitality organisations through the College's extensive industry network, while receiving support from the dedicated Placement Office throughout the application process.

Alternatively, the applied research project offers the opportunity to undertake an in-depth independent study under academic supervision, developing advanced analytical, critical thinking, and research skills. Both pathways provide a platform for graduate achievement and support future career progression or further academic study.

Career Opportunities

Graduates of the MSc in Business & Hospitality and MSc in Revenue & Hospitality Performance are well equipped to pursue a wide range

of careers across the hospitality, business, tourism, and service sectors. The programmes develop the leadership, commercial, operational, and analytical capabilities required for success in management, commercial, and strategic roles.

Career opportunities include **Hotel Operations Manager, Food & Beverage Manager, Guest Experience Manager, Events Manager, Hospitality Consultant, Sales & Marketing Executive, Revenue Manager, Revenue Analyst, Commercial Manager, Business Performance Analyst, Distribution Manager, Pricing Analyst, and E-commerce Manager.**

With a strong emphasis on industry relevance, professional development, and business performance, graduates are well positioned for career advancement, progressing to senior management and leadership roles, including General Manager positions, within hospitality and related industries in Ireland and internationally.

Modules

MSc in Revenue & Hospitality Performance

Semester 1

- Performance Management
- Revenue Management
- Leadership & Financial Decision-Making
- Business Analytics Fundamentals

Semester 2

- Strategy and Innovation for Hospitality
- Hotel Asset Management & Owner Relations
- Risk Management
- Storytelling for Business Leaders

Semester 3

- Paid Internship
- Applied Research Project

MSc in Business & Hospitality

Semester 1

- Performance Management
- Global Business and International HRM
- Information Technology for Hospitality
- Business Analytics Fundamentals

Semester 2

- Intercultural Communication for Business
- Strategy and Innovation for Hospitality
- Project Management
- Storytelling for Business Leaders

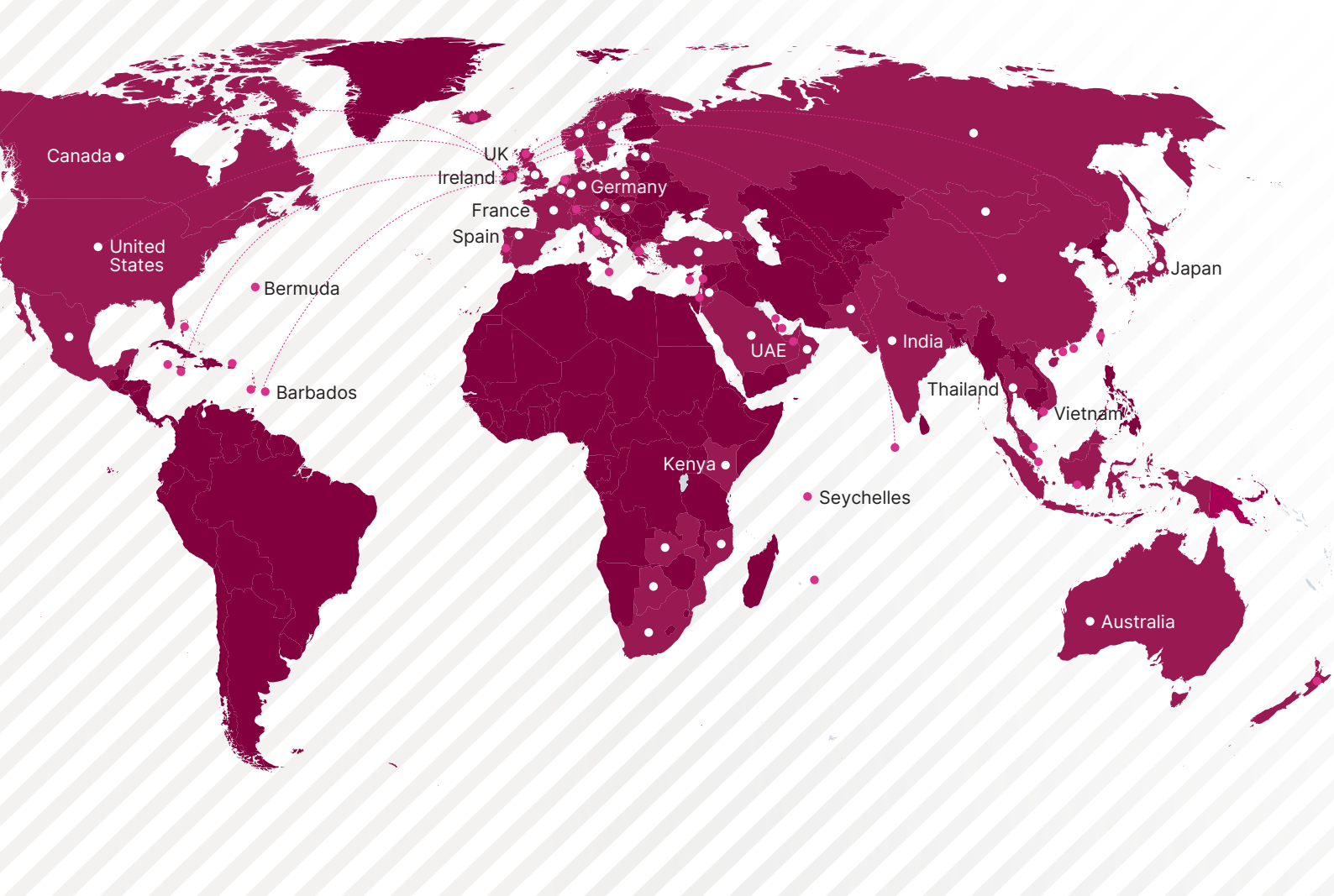
Semester 3

- Paid Internship
- Applied Research Project



As a student at the Shannon College of Hotel Management, I am gaining not only academic excellence but also practical knowledge in a country where genuine warmth and professionalism are evident. Ireland's focus on sustainability, innovation, and global opportunities perfectly aligns with my dream of creating a sustainable hotel chain. Learning here is an inspiring experience because of the safe environment, scenic beauty, and friendly people. Ireland provides me not only with an excellent education but also with personal development and a sense of belonging to a culture that values hospitality.

Rahul Saini,
Masters Student 2025,
Address Collective Hotel - Sligo



Globally *Connected*

75
Years of
Excellence

Excellent
Employment
Record

3000+
Alumni Worldwide



Flexible Learning Options

Part – Time Masters

At Shannon College, we recognise that postgraduate students have different professional and personal commitments. To support this, both the **MSc in Business & Hospitality** and the **MSc in Revenue & Hospitality Performance** are available on a **part-time basis**, allowing students to balance their studies alongside work and other responsibilities. Part-time students typically attend classes one day per week, providing a flexible pathway to a Master's qualification.

Postgraduate Certificate

For those seeking a shorter commitment, Shannon College also offers **Postgraduate Certificate programmes**, which can be completed in one semester and provide an opportunity to develop specialist knowledge in key areas of hospitality, business, and leadership.

- PG Certificate in Hospitality Management: **September – December**
- PG Certificate in Hospitality & Leadership: **January – April**

Stand-alone modules

A range of stand-alone modules are available for professional development. These modules are taught in person. Choose from Global Business & International HRM, IT for Hospitality, Performance & Revenue, Business Analytics Fundamentals, Hotel Asset Management, Intercultural Communication for Business, Project Management, Strategy & Innovation for Hospitality, Performance Management, Revenue Management, Leadership & Financial Decision-Making, Storytelling for Business Leaders, Risk Management, Hotel Asset Management & Owner Relations.

Please note, the programmes above are not eligible under student visa regulations.

How to Apply

Apply online through the University of Galway application system at www.universityofgalway.ie/apply.

A non-refundable application fee of **€35** applies.

Entry Requirements

Applicants should normally hold a second-class honours degree (or equivalent). Applicants whose first language is not English must provide evidence of English language proficiency (IELTS 6.5 with no band lower than 6.0 or equivalent).

Fees

- International Master's Fee: €19,900
- EU Full-Time Master's Fee: €11,000
- EU Part-Time Master's Fee: €5,800 per year
- EU Postgraduate Certificate Fee: €4,150
- Stand-Alone Modules: €700–€1,300

Scholarships

A range of scholarships is available for eligible students. Further information on scholarships, fees, and payment options can be found on the University of Galway and Shannon College websites.





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Useful Contacts

Admissions Officer

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www.universityofgalway.ie/shannoncollege

Important: This hard copy prospectus lists all programmes on offer, at the time of going to press, for entry in 2027. Details of new programmes on offer subsequent to the printing of this prospectus will be listed online at: www.universityofgalway.ie/newcourses. The information contained in this prospectus is, to the best of our knowledge, true and accurate at the time of publication. 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.

University of 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).

The University reserves the right to amend course offerings, syllabuses, course delivery methods, examinations, fees, regulations or rules, or substitute modules in response to any circumstances outside of the reasonable control of the University. Should such an event occur, we will provide you with information in as timely a manner as possible. For further information, please see www.universityofgalway.ie/alert.