



OLLSCOIL NA
GAILLIMHE
UNIVERSITY
OF GALWAY

Coláiste Ósta na Sionna
Shannon College of Hotel Management

Shannon College of Hotel Management

Postgraduate Prospectus 2025



University
ofGalway.ie

A Message from the Programme Leader

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 Postgraduate Programmes we offer are:

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

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.

-Ms Loraine Kavanagh



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.

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.

3 Flexible and supportive learning experience
Core Modules 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.

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.

About Shannon College

Shannon College of Hotel Management is a College of the University of Galway. Founded in 1951 by the inspirational Dr Brendan O Regan, Shannon College has a long history in hospitality education. At Shannon College we blend tradition with innovation to craft the future leaders of the hospitality industry.

Our programmes are meticulously designed in collaboration with industry experts to ensure they meet the evolving needs of the hospitality sector. From the fundamentals of hotel management to advanced business practises across multiple business specialisations.

At Shannon College we believe that real-world experience and exposure to industry is invaluable, and we incorporate this into all our programmes. Our faculty comprises seasoned professionals and renowned academics who bring a wealth of knowledge and real-world experience to the classroom. They are dedicated to mentoring students and providing personalised guidance to help you achieve your goals. The hospitality industry is truly global, and so are the opportunities it offers.

We have established strong ties with some of the most prestigious names in the hospitality industry. These connections facilitate valuable networking opportunities, job placements, and career advancements for our graduates. Our robust alumni network further enhances your employability, offering mentorship and career advice from seasoned professionals.

As the industry evolves, so do we. Our school emphasises the importance of sustainability and innovation in hospitality. Students are encouraged to think creatively and develop solutions that address contemporary challenges, ensuring they are well-equipped to lead in this dynamic industry.

At Shannon College, we foster a supportive and inclusive community. From the moment you join us, you'll be part of a network of peers, alumni, and professionals who are passionate about hospitality. Our collaborative environment ensures that you have the support and resources needed to thrive both academically and professionally.

Choosing Shannon College is more than just selecting a place to study; it is committing to a future where passion meets professionalism, and ambition meets opportunity. Our focus on employability ensures that you graduate with the skills, experience, and connections necessary to excel in the hospitality industry.

"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."

Ciara Kehoe

**MSc in Business and Hospitality 2024
Front Desk Associate/Guest Experience
Expert at St Pancras Renaissance Hotel,
London**

Having completed my master's at Shannon College of Hotel Management, I can honestly say it has been a rewarding experience and has provided me with fantastic opportunities.

The lecturers at the college were incredibly supportive, offering constant guidance and encouragement. Despite being employed full-time, I was able to stay on track with my college work thanks to their support.

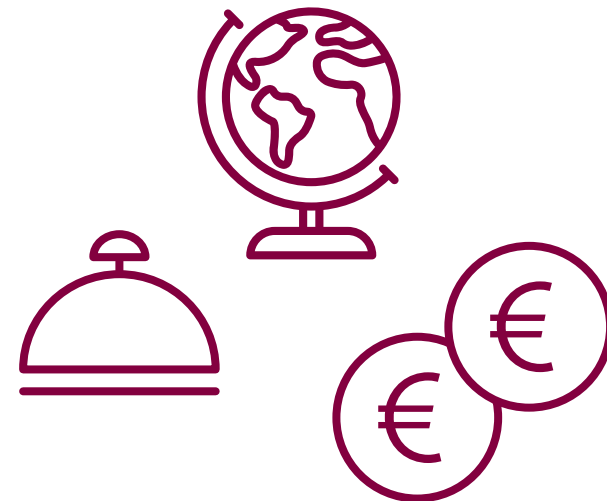
Throughout the course, we had the privilege of hearing from numerous industry professionals who shared their experiences, enhancing our learning even further. One of the greatest opportunities that came from this course is my current role in Marriott's Voyage Program at St Pancras Renaissance Hotel, an amazing property in London. The dedication and expertise of the lecturers, combined with the practical coursework and guest speakers, made my time at Shannon College truly rewarding.



Masters Programmes at Shannon College of Hotel Management

At Shannon College of Hotel Management, we are thrilled to offer three dynamic Master's Programmes. In the first and second semesters, students will engage in core modules designed to enhance their business acumen, critical thinking, and leadership skills. In the final semester, students can tailor their experience by choosing a pathway that best suits their goals—whether it's a Research Thesis, a Paid Internship, or Business Consultancy & Summer School (for those pursuing the MSc in Business & Hospitality).

Our Master's Programmes are thoughtfully designed with flexibility in mind. All core modules are conveniently scheduled on Mondays and Tuesdays, allowing students to efficiently manage their time, academic work, and gain valuable experience while studying. Additionally, we offer Academic Workshops, Career Support, and Industry Presentations from Wednesday to Friday, ensuring a well-rounded and enriching educational journey.



Programme	Semester 1	Semester 2	Semester 3
MSc Global Hospitality Management & 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 & 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 & Asset Management	<ul style="list-style-type: none"> Business Analytics Fundamentals 		Research Thesis

Core Modules Semester 1

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.

Key topic areas explored include the Hotel Tech Stack, Digital Transformation, Cloud Hardware & Software Services, Cybersecurity, Robots, Augmented & Virtual Reality, AI & Service Automation, Tech for Guest Engagement & Payments, Website, Booking & Personalisation, Sustainable Immersive Spaces & Biometrics, Device Management & the Internet of Things (IoT), along with interactive workshops on Digital Competences for Citizens and on AI Tools for Business.

There is also an applied skills element to the learning in this module whereby students practice and develop design & digital skills, to deliver engaging business presentations and to create online training.

Global Business and International Human Resource Management

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.

Core Modules Semester 1

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. A site visit allows students to see the theory in practice and gain access to industry leaders.

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.

Students completing this module will undertake Certification in Hotel Industry Analytics (CHIA). The CHIA is the leading certification for industry professionals focused on analytics and the leading hotel-related certification for students graduating from Hospitality and Tourism programmes and is internationally recognised.

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 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.

Strategy and Innovation for Business

The objective of this module is to expose the students 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 students 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 students to think differently.

Intercultural Communication for Business

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.

Semester 3

In the final semester, students have the opportunity to tailor their own education experience to suit their interests, skillset and career ambitions. The pathway options include :

Research Thesis

A research thesis is an in-depth, independent study where students explore a specific topic within their field of interest. Guided by an academic supervisor, students conduct original research, analyse data, and present findings that contribute to the academic and professional understanding of their chosen subject. The thesis process hones critical thinking, research, and writing skills, culminating in a comprehensive document that showcases the student's expertise and scholarly achievements.

Paid Internship

Our paid internship programme is facilitated by the dedicated placement team at Shannon College of Hotel Management. We work closely with each student to secure a three-month placement within the dynamic hospitality industry. Internship opportunities are tailored to individual student experience and abilities, while also adhering to legal requirements for working in each location.

Business Consultancy Project & Summer School (MSc in Business and Hospitality Only)

Business Consultancy Project :

This major applied project involves working individually or as a pair to work on a real-world issue for a business - utilising skills gathered in earlier modules, research ability and insights, critical thinking and professional processes to complete an actionable confidential report and presentation for the client.

Summer School : choose 3 modules

- Business Negotiations
- International Entrepreneurship in Hospitality
- Management of Organisational Change
- Organisational Behaviour
- Quantitative Analysis for Business Decisions.



Choosing the right Postgraduate Programme for you

MSc in Business & Hospitality

The MSc in Business & 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 & Intercultural Communication

The MSc Global Hospitality Management & 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 & Asset Management

The MSc in Hospitality Performance, Revenue & Asset Management fosters the analytical and revenue focused mindset, 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 Certificates

The Postgraduate Certificates at Shannon College are designed for those with experience or a qualification in the field of Business and/or Hospitality who wish to develop their knowledge and skillsets without committing to a full masters programme. These programmes can be completed in one semester of study covering four modules. Students who complete a Postgrad Certificate may also be eligible for exemptions should they decide to continue on and complete a full Masters Qualification at Shannon College over time. Students studying a PG Certificate are not eligible to apply for a student visa due to the number of credits assigned to this programme.

- **PG Cert in Hospitality and Leadership**
January 2025 Start Date
- **PG Cert in Hospitality Management**
September 2025 Start Date

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
- Business Analytics Fundamentals
- Hotel Asset Management
- Intercultural Communication for Business
- 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@universityofgalway.ie

How to Apply

All PG Applications can be made online through the University of Galway Applications System. Prospective students can access the system through www.universityofgalway.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). All applicants, whose first language is not English, must present a recognised English Language Test i.e. IELTS 6.5 or equivalent.

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 – €19,000

EU Fees for Full-Time Masters Programmes – €10,500

EU Fees for Part-Time Masters Programmes – €5,350 per year

EU Fees for PG Certificate – €4,100

Stand Alone Modules – Range from €650–€1,250

Scholarships

Shannon College offer a wide range of scholarships to eligible students. Visit our website for the full list of scholarships available for 2025.

How to pay your fees and refund policies

Please refer to the following link:

www.universityofgalway.ie/courses/fees-and-funding/fees



Sirisha Rao
MSc in Hospitality Performance, Revenue and Asset Management 2024
Cluster Revenue Analyst – Cliste Hospitality

In selecting Shannon College for my second master's degree, I found the

MSc. Hospitality program to be an ideal fit for me. It focuses on the financial and asset aspects, encompassing both the physical and human elements, of the hospitality industry. I have become a part of the Shannon Family, where I have had the pleasure of meeting the remarkable faculty and students and hear their captivating stories.



Enoj Muthukumarana
MSc in Business and Hospitality 2024
Duty Manager , Clayton Hotel , Sligo

Shannon College of Hotel Management provides a world-class education with a focus on innovation and critical thinking. The lecturers are not only experts in their fields but

also incredibly supportive, encouraging students to explore new ideas and perspectives. The emphasis on research and practical learning has enabled me to apply theoretical knowledge to real-world scenarios, preparing me for future challenges in my chosen field. Moreover, Ireland's breath-taking landscapes and historical sites have provided the perfect backdrop for moments of reflection and inspiration. Whether it's exploring the lush countryside or immersing myself in the bustling city life, Ireland never fails to captivate me with its beauty and charm.

In conclusion, studying in Ireland is an unforgettable journey filled with academic excellence, personal growth, and unforgettable experiences. I am immensely grateful for the opportunity to be a part of Shannon College and would highly recommend it to anyone seeking a truly transformative educational experience.



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Events

For a full list of events or to register for an upcoming event, please visit:
www.universityofgalway.ie/shannoncollege/events/

Meet us at a location closer to you

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

If it is not possible for you to meet our team in person, please let us know and we can arrange a time to meet you on zoom. We also welcome private campus tours.

Contact sarah.omahony@universityofgalway.ie

Contact

Programme Leader

Loraine Kavanagh
T. +353 91 497238
E. loraine.kavanagh@universityofgalway.ie

Marketing Manager

Sarah O'Mahony
T. +353 91 497211 / +353 83 3131555
E. sarah.omahony@universityofgalway.ie

Admissions Officer

Joan Markham
T. +353 91 497212
E. joan.markham@universityofgalway.ie

Shannon College of Hotel Management

Shannon Airport, Co Clare
V14 DP03

T. +353 91 497200
E. info@shannoncollege.com

www.universityofgalway.ie/shannoncollege



Important: This hard copy prospectus lists all programmes on offer, at the time of going to press, for entry in 2025. 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/.