Ollscoil na Gaillimhe
University of Galway

Coláiste Ósta na Sionna
Shannon College of Hotel Management

Undergraduate Prospectus 2027

NEW

Bachelor of Business Studies in Global Luxury & Experience Management

Celebrating *75 Years* of excellence

Come to Shannon
go *anywhere*

Upcoming
Shannon College

Events

On Campus Open Evening	Tuesday 20th October 5.30pm
On Campus Open Morning	Saturday 7th November 10.00am
Virtual Information Session	Thursday 3rd December 6.30pm
On Campus Open Evening	Wednesday 20th January 5.30pm
Virtual Information Session	Wednesday 21st April 6.30pm
On Campus Hospitality Skills Course	Saturday 15th May All Day **€75** PP

We recommend that you arrive at the times outlined above to ensure you enjoy the full experience.

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 close to you

Our team travels around Ireland and the world to meet students. Get in touch with us to see whether we will be visiting a location near you.

Ireland
Contact Emma Daly:
edaly@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

Athena Swan Bronze Award · Gender Charter · QS World University Rankings Hospitality & Leisure Management In the Top 100 2026 · Irish Hospitality Institute · QS World University Rankings 2027 In the Top 300 In the World · Times Higher Education Sustainability Impact Ratings 2026

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 College of the University of Galway, Shannon combines the strength of a leading university with a deep specialisation in hospitality and service education, offering students a unique and highly regarded academic experience.

Business Education

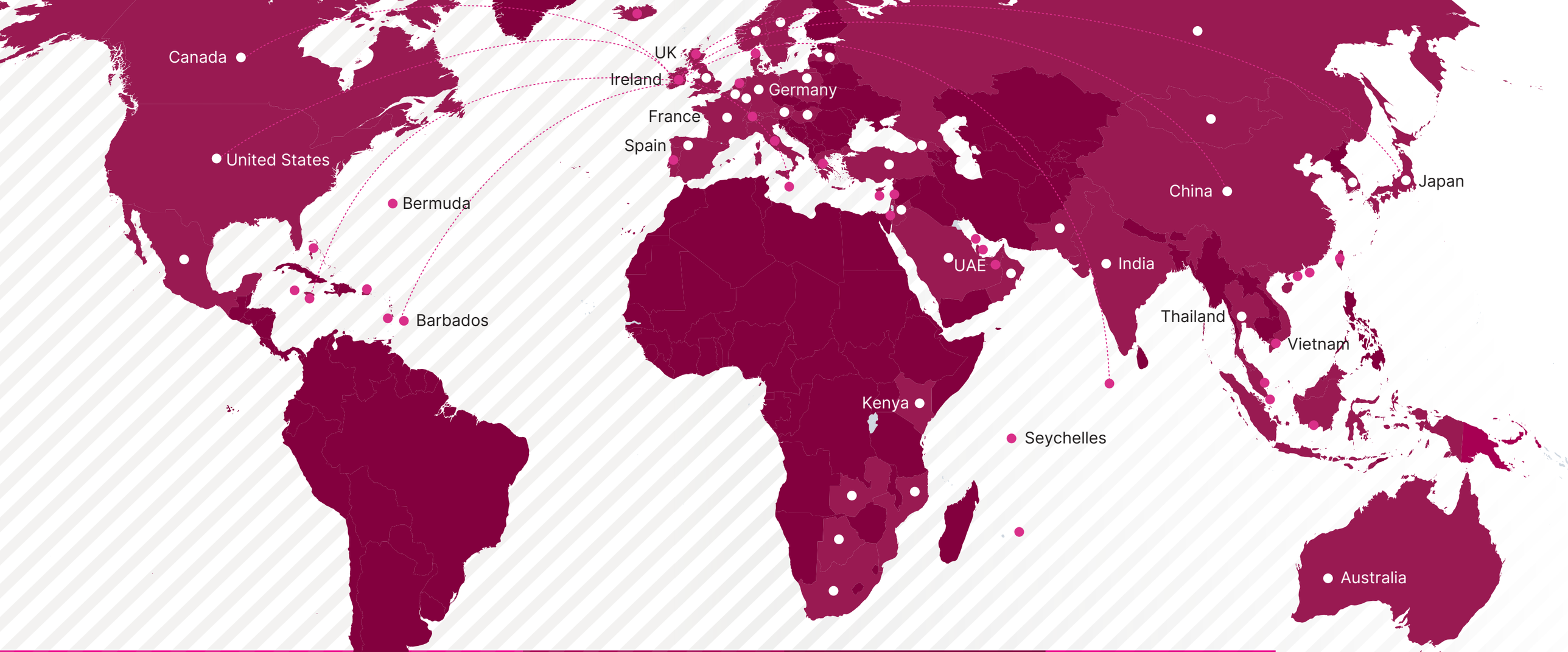
Established to support Ireland's emerging tourism industry, the College has built a global reputation for excellence, producing graduates recognised for their strengths in **business, management, and leadership** across the international hospitality and business sectors.

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 students are easily recognised by their professional business suit, 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.



Globally *Connected*

20+
Nationalities

3000+
Alumni Worldwide

75
Years of Excellence

100%
Employment Record

73+
Hotel Partners

Placements in
13
Countries

3
Degree Programmes

101
Reasons why

NEW

Bachelor of Business Studies in

Global *Luxury* & *Experience* Management

A New Chapter Begins - Where Business Meets Luxury

For over 75 years, Shannon College of Hotel Management has been recognised for developing graduates who lead customer-focused businesses across the globe. Now, we are entering an exciting new chapter.

The global luxury and experience economy is growing rapidly, creating exciting opportunities for business graduates with a passion for innovation, brands and customer experience.

This pioneering degree combines a strong business education with specialist knowledge in luxury management, experience design, digital transformation and innovation. You'll learn how leading organisations create iconic brands, build customer loyalty and deliver exceptional experiences across luxury hospitality, travel, retail, events, wellness and premium service industries.

Personalise Your Learning Experience

In Year 3 of the programme, you'll choose the opportunity that best aligns with your interests and career ambitions. Whether you decide to study abroad at one of our international partner universities or undertake a professional internship, you'll gain valuable experience that broadens your perspective, builds confidence, and enhances your career prospects.

Study Abroad

Students can choose to spend their third academic year at one of our international partner universities. Experiencing a new culture, broaden their academic horizons, and develop a truly global perspective while building lifelong connections.

Professional Internship Experience

Put your learning into practice through a professional internship with organisations in Ireland or overseas. Internship opportunities may be available across a wide range of industries, including retail, hospitality, tourism, travel, events, marketing, social media, sales, fashion, real estate, aviation, sports events, and business operations. Gain valuable hands-on experience, build industry connections, and enhance your career prospects in a competitive global market.

More than a qualification, this is a degree designed to prepare you for a global career in luxury, business, and experience management.

Your Future Career

This degree prepares graduates for leadership careers across a wide range of global industries. Combining business expertise with specialist knowledge of luxury, innovation, and experience design, students will develop the skills to lead teams, build brands, drive growth, and deliver exceptional value for customers. Career opportunities span luxury hospitality, travel, retail, events, wellness, premium services, and consulting, preparing you for roles in management, marketing, business development, project leadership, entrepreneurship, and brand strategy.

Why Choose This Degree?

- Ireland's first undergraduate degree in Global Luxury & Experience Management.
- Strong foundation in business, leadership and management.
- Specialist focus on luxury, customer experience and innovation.
- Choice of study abroad or professional internship in Year 3.
- Future-focused curriculum including AI, sustainability and digital transformation.
- Learn through industry projects and expert guest speakers.
- Graduate ready for a global career in business and experience-led industries.

I work within the global luxury marketing industry, and what this course will add to the shannon college graduate going into that industry is something really special. This market is really thriving at the moment. It's reliant on experiences; it's reliant on really great marketing strategy knowledge. So, this course, if it does that with the student, it's going to really change the industry.

Ruth Scanlan,
Marketing Director Reignwood UK

Modules

Year 1

- Introduction to Management Accounting
- Principles of Marketing
- Information Technology
- Intercultural Communication 1
- Consumer Psychology & Behaviour
- Luxury Markets & Brands
- Quantitative Methods
- Introduction to Financial Accounting
- Skills for Worklife
- Experience Design Principles
- Digital Foundations for Luxury Business

Year 2

- Principles of Management
- Management Accounting 1
- Business Economics
- Intercultural Communication 2
- AI in Luxury & Experience Management
- Business Finance
- Human Resource Management
- Luxury Brand Marketing Management
- Digital Marketing & E commerce
- Business Ethics & Sustainability in Luxury Markets

Year 3

- Internship or Study Abroad Year

Year 4

- Revenue Management
- Performance Management & Cost Control
- Emotional Intelligence & Elite Client Management
- Leadership in Luxury
- Analytics & Data–Driven Decision Making
- Luxury Travel & Real Estate
- Head of College Keynote Speaker Programme
- Public Speaking
- Event Management
- Entrepreneurship
- Strategy for Luxury Markets
- Wellness & Spa Experience Management

Bachelor of Business Studies in

International Hotel Management

Your Passport to the World

If you are passionate about business, people, and international opportunities, the Bachelor of Business Studies in International Hotel Management offers a business degree with a difference.

Combining business education, hospitality management, language studies, and paid international placements, this programme prepares students for success in a dynamic global industry.

With a **100% graduate employment rate**, strong industry partnerships, and an extensive global alumni network, students graduate with the knowledge, experience, and professional confidence to build a successful career anywhere in the world.

Learn Beyond the Classroom

This programme combines academic learning with real-world industry experience. Through paid work placements in Ireland and abroad, students develop practical skills, build international networks, and gain valuable insight into global hospitality and business operations.

Year 2 Professional Placement

Students spend 12 months on a paid professional work placement in a leading hotel in Ireland or Europe. Placements are secured through our dedicated Placement Office and are aligned with the language students study, providing an opportunity to enhance their language and communication skills. This placement allows students to develop industry expertise, practical skills, and professional confidence in a professional hospitality environment.

Trainee Management Placement

Following final examinations, students undertake a paid management placement of 9–18 months with leading employers across Europe, North America, the Middle East, Asia-Pacific, Australia, and beyond.

By graduation, students will have gained **21 months of paid industry experience** while developing leadership, intercultural communication, adaptability, and global business skills.

The BBS (International Hotel Management) combines business education, international experience, and professional development to prepare graduates for successful careers across the global hospitality and business sectors.

Your Future Career

This degree prepares graduates for leadership careers across the international hospitality and tourism sectors while providing a strong business foundation applicable across many industries. Graduates develop expertise in management, finance, marketing, entrepreneurship, strategy, and people leadership, alongside valuable international experience and language skills.

Many graduates progress into careers with leading hotels and resorts worldwide, while others pursue opportunities in business, entrepreneurship, finance, HR, real estate, retail, events, and other industries.

Why Choose This Degree?

- Combine a full business degree with specialist hospitality management education.
- Earn while you learn through two paid industry placements.
- Gain up to 21 months of international professional experience.
- Develop language, leadership, and intercultural communication skills.
- Build a global network through industry partners and alumni worldwide.
- Graduate from a programme with a 100% graduate employment record and excellent global career prospects.
- Prepare for international careers in hospitality, business, tourism, entrepreneurship.

"Studying at Shannon College of Hotel Management has given me a clear understanding of how the hospitality industry works, in both theory and practice. The academic programme is well structured, and it sits alongside extended industry placements. Working in hotels during my studies meant I could apply what I learned straight away and bring that experience back into the classroom.

Charankanwar Singh,
Year 4 Student

Modules

Year 1

- Food & Beverage 1
- Culinary Kitchen Practical
- Restaurant Service Practical
- Accommodation Services/Front Office Operations
- Information Technology
- Language 1
- Introduction to Management Accounting
- Principles of Marketing
- Skills for Work Life
- Introduction to Financial Accounting
- Quantitative Methods
- HACCP / Food Science

Year 2

- 12 Month paid professional work placements

Year 3

- Food and Beverage 2
- Principles of Management
- Management Accounting 1
- Business Skills Development
- Economics for the Hospitality Industry
- Language 2
- Rooms Division Management
- Hospitality & Business Law
- Business Finance
- Human Resource Management
- Information Technology for Business

Year 4 (Core Modules)

- Revenue Management
- Strategic Management & Hotel Simulation
- Performance Management & Cost Control
- Marketing Management
- Applied Research Methods
- International Human Resource Management
- Head of College Key Note Speaker Programme
- Entrepreneurship
- Principles of Tourism

Electives:

- Language 3
- Advanced Beverage Studies
- Advanced Culinary Studies
- Facilities Management
- Management of Organisational Change
- Intercultural Communication and Management
- Final Year Research Project
- Organisational Behaviour for Managers
- Event Management
- Hotel Asset Management
- Public Speaking for Hotel Professionals

End of Year 4

- 9 Month Paid Trainee Management Work Placement

Bachelor of Commerce in

International Hotel Management

Your Passport to a Global Business Career

If you are passionate about business and enjoy working with people in a dynamic international environment, the Bachelor of Commerce in International Hotel Management offers a unique pathway to a global career.

Combining business education, hospitality management, language studies, and paid international work placements, this programme develops the practical experience, commercial awareness, and leadership skills sought by employers worldwide.

A distinctive feature of this degree is the opportunity to transfer to the University of Galway's main campus in the final year and specialise in a business discipline aligned with the students career ambitions. By combining hospitality expertise with a specialist business qualification, students graduate with an impressive blend of industry experience and business knowledge that opens doors across hospitality, tourism, service industries, and the wider business world.

Year 2 Professional Placement

Students spend 12 months on a paid professional work placement in a leading hotel in Ireland or Europe. Placements are secured through our dedicated Placement Office and are aligned with the language students study, providing an opportunity to enhance their language and communication skills. This placement allows students to develop industry expertise, practical skills, and professional confidence in a professional hospitality environment.

Business Specialisation

In Year 4, students will transfer to the University of Galway's Main Campus and specialise in a business discipline of their choice, allowing them to tailor their degree to their future career ambitions while expanding their business expertise.

Trainee Management Placement

Following final examinations, students undertake a paid management placement of 9–18 months with leading employers across Europe, North America, the Middle East, Asia-Pacific, Australia, and beyond.

By graduation, students will have gained 21 months of paid industry experience while developing leadership, intercultural communication, adaptability, and global business skills.

By graduation, you will have gained the business expertise, industry experience, and specialist knowledge needed for a successful career in hospitality, business, and beyond.

Your Future Career

This degree prepares graduates for management and leadership careers across international hospitality while also providing opportunities across a wide range of business sectors. Combining hospitality expertise, international experience, language skills, and business specialisation, graduates are well positioned for careers in hotel management, marketing, human resource management, finance, consulting, tourism, entrepreneurship, real estate, and many other industries.

Why Choose This Degree?

- Combine a commerce degree with specialist hospitality management education.
- Benefit from studying across two University of Galway campuses.
- Earn while you learn through paid industry placements.
- Gain 21 months of international professional experience.
- Personalise your degree by choosing a business specialisation in Year 4, allowing you to align your studies with your career ambitions.
- Build a global network through industry partners and alumni worldwide.

Shannon was a huge learning experience, both professionally and personally. Studying the BComm course gave me constant change and variety, which I loved. Each year brought a new challenge, a new place to live, and required me to adapt to different environments. It pushed me to become more social and comfortable with the new and unknown. Without Shannon, I simply wouldn't have the role I have today.

Tom Murphy,
BComm Graduate 2020. General Manager, The Pembroke, Dupont Circle, Washington D.C. USA

Modules

Year 1

- Food & Beverage 1
- Culinary Kitchen Practical
- Restaurant Service Practical
- Accommodation Services/Front Office Operations
- Information Technology
- Language 1
- Introduction to Management Accounting
- Principles of Marketing
- Skills for Work Life
- Introduction to Financial Accounting
- Quantitative Methods
- HACCP / Food Science

Year 2

- 12 Month Paid Professional Work Placement

Year 3

- Food and Beverage 2
- Principles of Management
- Management Accounting 1
- Mathematics for Business
- Economics for the Hospitality Industry
- Language 2
- Rooms Division Management
- Managerial Economics
- Business Finance
- Human Resource Management
- Information Technology for Business

Year 4 - Galway Campus

Core Modules :

- Ireland in the Global Economy
- Ethical, Responsibility and Sustainable Business
- Strategy
- Innovation, Creativity and Enterprise

Choose 1 Business Discipline:

- Economics & Public Policy
- Finance
- Accounting & Performance Measurement
- Human Resource Management
- Digital Business & Analytics
- Marketing Management
- Enterprise
- International Business
- Management

End of Year 4

- 9 Month Paid Trainee Management Work Placement

How to *Apply*

Irish & EU Students

All Irish & EU Applications are made through the Central Applications Office (CAO) at **www.cao.ie**

This is the national application system for undergraduate education in Ireland.

Important Dates for CAO applicants:

- 5th November 2026 – CAO Applications Open
- 1st February 2027 - Normal closing date for CAO applications.
- 1st May 2027 - Closing date for late applications
- 1st July 2027 - Change of Mind closes

Please refer to the CAO Handbook or website for full details on application dates and procedures.

Interview Details

All applicants must attend a selection interview, for which up to 300 CAO Points may be awarded. Shannon College will contact applicants directly after the CAO closing dates to arrange interviews. If you do not receive communication shortly after these dates, you should contact the Admissions Office. Interviews are typically held in April and July. **Courses are not restricted.**
For further details contact: **Joan Markham - joan.markham@ universityofgalway.ie**

Course Code	Course Title	Minimum Requirements	CAO Points (2026)
GY261	Bachelor of Business Studies in International Hotel Management	2H5 + 4O6/H7 including English, Irish, Maths and a Third Language	**468** (including interview points)
GY262	Bachelor of Commerce in International Hotel Management	2H5 + 4O6/H7 including English, Irish, Maths and a Third Language	**706** (including interview points)
GY263	Bachelor of Business Studies in Global Luxury & Experience Management	2H5 + 4O6/H7 including English, Irish, Maths and a Third Language	New Programme in 2027 (will include interview)

Minimum Age & Mature Students

Students must normally be at least 17 years of age by 15th January following their year of entry (for 2027 entry, this is 15th January 2028).

Places are also reserved on the BBS in International Hotel Management (GY261) and the BBS in Global Luxury & Experience Management (GY263) for mature students; applicants must be 23 years or older by 1 January in the year of entry to qualify and must apply through the CAO.

Language Requirements

Irish Language Requirements

Irish is a standard subject requirement for applicants presenting the Irish Leaving Certificate. However, exemptions may be granted by the National University of Ireland (NUI) in certain cases.

Find out more: **www.nui.ie**

Third Language Requirements

A third language is required for all degree programmes at Shannon College. NUI language exemptions may apply.

Find out more: **www.nui.ie**

English Language Requirement

Applicants whose first language is not English, or who have not been educated through English in their two most recent years of study, must demonstrate proficiency. This can be achieved through a high level of English in final school exams or recognised qualifications such as IELTS or TOEFL.

For further information, please contact: Joan Markham – **joan.markham@universityofgalway.ie**

Additional Entry Information

LCVP

LCVP may be counted as one of your top six subjects for CAO points , but it does not meet minimum entry subject requirements.

Leaving Certificate Applied & Foundation Level

These do not meet the minimum entry requirements.

Deferred Entry

For Deferral Instructions. Visit: **www.universityofgalway.ie/undergradadmissions/deferrals**

HEAR & DARE

Eligible applicants can apply through the **HEAR** and **DARE** access routes, provided minimum entry requirements are met.

More info: **www.universityofgalway.ie/access**

QQI (FET) Awards

Reserved places are available each year for QQI applicants on the **BBS in International Hotel Management (GY261)** and the **BBS in Global Luxury & Experience Management (GY263).**

Shannon College accepts recognised **QQI/FET Level 5 and Level 6 Major Awards.**

To be eligible, applicants must achieve a full Major Award in one sitting, with a minimum of **five distinctions and three passes across eight modules** (component certificates alone are not sufficient).

Applicants must also meet the **Mathematics requirement,** either through an O6 in Leaving Certificate Maths or by passing the **QQI/FET Mathematics module (5N1833/C20139).**

All QQI applicants must also successfully complete the **selection interview** to be considered for entry.

Alternative Qualifications

We welcome a range of recognised qualifications, including:

- **A Levels / GCSEs** – minimum grades required across six subjects, including English, Maths, and a language, with a **minimum Grade C at Advanced Level in two recognised subjects and Grade C in four other recognised subjects** (see **www.nui.ie** for acceptable subjects)
- **International Baccalaureate (IB)** and other **EU school-leaving qualifications**

EU applicants must apply through the **CAO** and submit certified results (with English translations where required).

Applicants presenting other qualifications are encouraged to contact our Admissions Office to confirm eligibility:

Joan Markham – **joan.markham@universityofgalway.ie**

Fees & Student Finances

Free Fees Initiative

The Government Free Fees Initiative applies to all 3 degree programmes. To qualify, you must:

- Be a first-time **undergraduate student**
- Hold **EU/Irish nationality or refugee status**
- Have been **resident in the EU for 3 of the last 5 years**

Students who do not meet these criteria are required to pay tuition fees.

More info: **www.universityofgalway.ie/courses/fees-and-funding**

Student Contribution

A Student Contribution of **€2,500 per year** (subject to change) applies. This may be covered by a SUSI grant if eligible.

An additional **student levy (approx. €140 per year)** applies and is not covered by SUSI.

For queries, contact: **joan.markham@universityofgalway.ie**

How to *Apply*

International Students

International students can apply directly to Shannon College through the **University of Galway** application portal. The process is straightforward. Students must complete an online application form. The fee is €35.

What You Need to Apply

- Certified transcripts of all academic results
- Proof of English language proficiency (e.g. IELTS or equivalent)
- A copy of your passport
- Personal Statement

Entry Requirements

Applicants must provide certified and translated copies of satisfactory highschool results.

To find detailed entry requirements for your country, visit: **www.universityofgalway.ie/global-galway/studyinireland/yourcountry/**

English Language

Minimum requirements:

- IELTS : 6.0 with no band less than 5.5
- Pearson's: 52
- TOEFL: 60

Entrance Interview

All applicants must complete an **entrance interview** (online or in-country). The interview is scored out of 300 points, with a minimum of 150 points required to pass.

Apply Now

www.nuigalway.elluciancrmrecruit.com/Apply/Account/Login

For further information, contact:

Joan Markham - **joan.markham@universityofgalway.ie**

Scholarships

At Shannon College of Hotel Management, we are committed to recognising talent, rewarding achievement, and supporting students to reach their full potential.

A range of scholarships are available for Irish, EU, and international students, helping to make a Shannon College education even more accessible.

For Full Details on the Scholarships Available – visit **www.universityofgalway.ie/shannoncollege/**

University of Galway Excellence Scholarship

As part of the University of Galway Excellence Scholarship Scheme, two scholarships are awarded annually to high-achieving students entering Shannon College undergraduate programmes.

Award Value: €1,500

Scholarships are awarded based on exceptional performance in the Leaving Certificate or A-Level examinations.

The Address Collective Excellence Scholarship

The Address Collective Excellence Scholarship supports high-achieving Irish & EU Undergraduate students who qualify for SUSI funding and are pursuing studies in hospitality, business, or related fields.

Award Value: €2,000 per student (€1,000 in Year 1 and €1,000 in Year 3)

Four scholarships are awarded annually, helping students achieve their educational and career ambitions.

Kilkea Castle Scholarship

Open to both domestic and international undergraduate students, the Kilkea Castle Scholarship recognises academic potential and a commitment to excellence in hospitality education.

Award Value: $2,000

Four scholarships are available each year for students commencing their studies at Shannon College.

Additional Scholarships & Awards

Throughout their studies, students may also have opportunities to apply for or be recognised through a range of scholarships, prizes, and industry-sponsored awards supported by Shannon College alumni and hospitality partners. In 2026, more than €30,000 in scholarships and awards were presented to graduating students in recognition of academic excellence, leadership, and achievement.

I am truly honoured to be awarded the Kilkea Castle Scholarship. This opportunity means a great deal to me, and I am sincerely grateful for the trust and support placed in me. Coming from a background where opportunities like this are life-changing, the scholarship not only provides important financial support but also strengthens my confidence to continue pursuing my ambitions in the hospitality industry. I look forward to making the most of this opportunity, contributing positively to the college community, and building a successful future in hospitality.

Gani Purnawan,
Year 2 Student, BBS International Hotel Management, Winner of Kilkea Castle Scholarship 2025

International Student Scholarships

Shannon College Rising Star Scholarship

This prestigious international scholarship recognises students who demonstrate outstanding academic achievement, passion, and strong potential for future success.

Award Value: €15,000, distributed across Years 1, 3 and 4 of the programme.

No additional scholarship application is required. Recipients are selected through the admissions and interview process.

Shannon College Global Achievement Scholarship

Designed for high-achieving international students, this scholarship recognises academic excellence, ambition, and a commitment to personal and professional success.

Award Value: €5,000

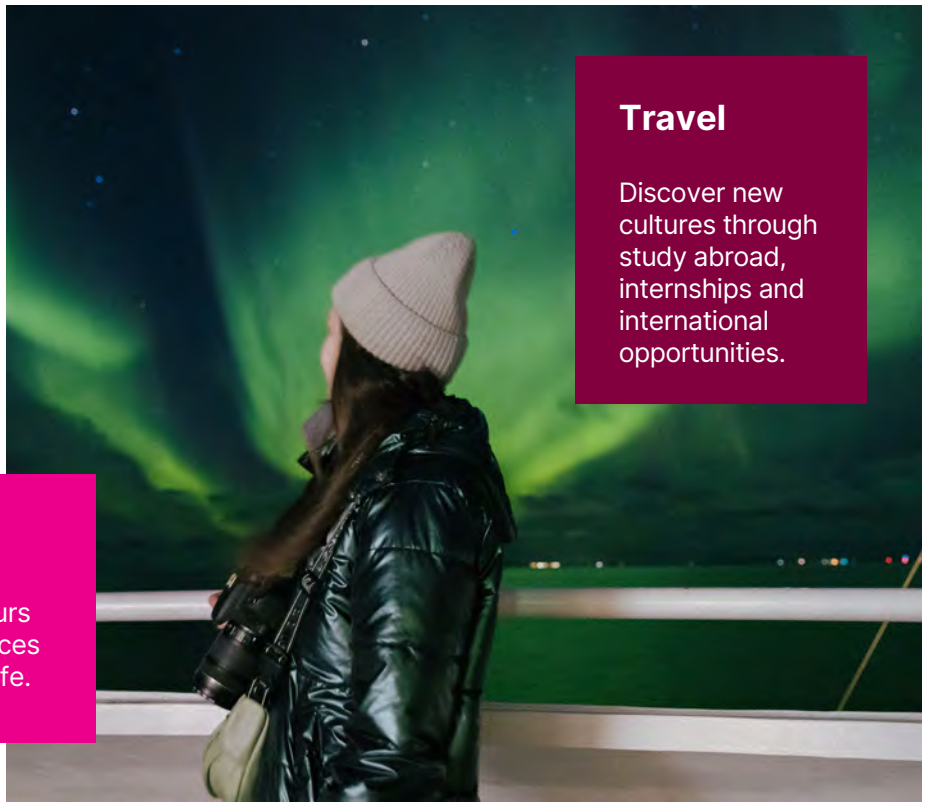
No additional scholarship application is required. Recipients are identified during the admissions process.

Life at Shannon College

There's more to student life than lectures and assignments. At Shannon College, you'll join a close-knit community where you'll meet people from around the world, discover new interests, and make the most of every opportunity inside and outside the classroom.

From clubs, societies and volunteering to industry visits, field trips and social events, there's always something to get involved in. You'll have the chance to build new skills, explore new places, and create memories with classmates who often become lifelong friends.

With modern student accommodation, a supportive campus environment, and a vibrant student community, Shannon College offers an experience that prepares you for your future while making the most of your university years.

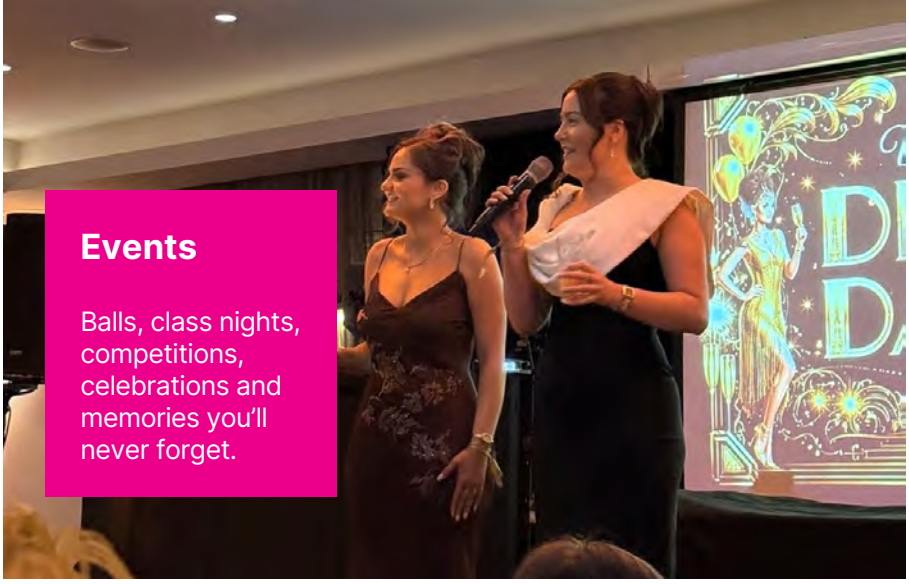


Travel

Discover new cultures through study abroad, internships and international opportunities.

Explore

International trips, study tours and unforgettable experiences that bring your learning to life.



Events

Balls, class nights, competitions, celebrations and memories you'll never forget.

Industry Connections

Meet global business leaders through guest speakers, networking events and industry visits.

Community

Volunteer, give back and make a difference through charity events and community initiatives.

Student Living

Modern student accommodation, a welcoming community and friends for life from day one.

Clubs & Societies

From sports and fitness to music, culture and social clubs—there's something for everyone.

Personal Growth

Build confidence, leadership skills and friendships that will stay with you long after graduation.

One Degree. *Endless Possibilities.*

A degree from Shannon College is designed to take you further than you ever imagined.

Combining business knowledge with leadership, customer experience, innovation, and global perspectives, our graduates develop a versatile skillset that opens doors across a wide range of industries.

Whether you're passionate about hospitality, business, technology, finance, marketing, luxury brands, tourism, events, entrepreneurship, human resource management, real estate, consulting, or customer experience, your Shannon degree provides the knowledge, confidence, and practical experience to build a successful career anywhere in the world.

For more than 75 years, Shannon College graduates have built careers across global organisations and entrepreneurial ventures alike. Today, our alumni are leading teams, managing businesses, creating exceptional customer experiences, and driving innovation across industries where people, business, and service excellence matter most.

Where Could Your Degree Take You?

- Business & Management
- Marketing & Digital Business
- Hospitality & Hotels
- Luxury Brands & Retail
- Finance & Banking
- Human Resource Management
- Technology & Customer Experience
- Aviation & Travel
- Tourism & Destination Management
- Events & Experiences
- Real Estate & Property
- Entrepreneurship & Start-ups
- Consultancy & Professional Services

A Degree That Grows *With You*

The world of work is constantly evolving —and so are the opportunities available to Shannon College graduates. Whether you aspire to lead a global business, launch your own company, shape innovative customer experiences, or explore a career in an industry you haven't even discovered yet, your Shannon degree gives you the skills and confidence to adapt, grow, and succeed.

I'm delighted to support the launch of the Bachelor of Business Studies in Global Luxury and Experience Management. Having built my career in the luxury real estate and branded residences sector, I see first-hand how critical it is to understand not just the product, but the full customer journey, brand positioning, and evolving expectations of high-net-worth clients. This programme's combination of business fundamentals, luxury market insight, experience design, and digital transformation reflects exactly what the industry demands today.

What stands out most to me is the focus on areas like consumer psychology, digital transformation, and service design. These are no longer "nice to have" but essential tools in delivering truly differentiated, global luxury experiences. The inclusion of sustainability and ethics is also key, as modern luxury is increasingly defined by responsibility and long-term value, particularly the growing demand in the luxury wellness sector.

Ian Keating,
Luxury and Branded residences Specialist,
Costa del Sol, Spain

What I enjoyed most about my course at Shannon College was the opportunity to gain hands-on experience in some of the world's leading luxury hospitality environments. My second and fifth year placements at the Four Seasons Hotel des Bergues in Geneva and later at Coworth Park, part of the Dorchester Collection, allowed me to apply what I was learning in the classroom within world-class operations. These experiences provided invaluable foundations in service excellence, attention to detail, and creating exceptional guest experiences. The combination of academic learning and international industry placements gave me a deep understanding of luxury hospitality and helped shape the career path I have continued to build, including joining the pre-opening team at Adare Manor in 2017.

Tracy Deane,
Head of Guest Services, The Ryder Cup

Ollscoil na Gaillimhe
University of Galway

Coláiste Ósta na Sionna
Shannon College of Hotel Management

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.

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