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UNIVERSITY
OF GALWAY

Coláiste Ósta na Sionna
Shannon College of Hotel Management

Shannon College of Hotel Management

Postgraduate Prospectus 2026



University
ofGalway.ie

A Message from the Programme Leader

At Shannon College of Hotel Management, we believe postgraduate study should be more than just an academic experience—it should be a journey that shapes your future. Our range of programmes are designed to help you grow your expertise in business, hospitality, and leadership, while giving you the tools and confidence to step into senior management roles. In your final semester, you'll have the chance to specialise in an area you're passionate about, ensuring your qualification is as unique as your ambitions.

Our postgraduate programmes include:

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

While you're with us, you'll connect with industry through guest speakers, field trips, and lively classroom discussions that reflect the latest trends in business and hospitality. You'll also benefit from personalised support—from academic writing workshops to career development advice—along with counselling and wellbeing services to help you thrive throughout your studies.

And when you graduate, you'll become part of our renowned global alumni network—a community of professionals who open doors to opportunities in every corner of the world.

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

We look forward to welcoming you to Shannon and to supporting you on this exciting next step in your career.

-Ms Loraine Kavanagh



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

At Shannon College, you'll gain real-world exposure to the hospitality industry from day one. Our programmes are designed to connect you with leading professionals through a wide range of activities, supported by our global Shannon Alumni Network and strong partnerships with top hotel and business organisations. These connections provide valuable insights, networking opportunities, and a clear pathway into your future career.

3 Flexible and supportive learning experience

Core modules are scheduled on set days each week, offering excellent flexibility for students who wish to work while studying. Alongside your academic journey, you'll have access to a wide range of support services, including personalised career planning, to help guide your progression and prepare you for life after graduation.

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, a College of the University of Galway, has been shaping leaders since 1951, when it was founded by the visionary Dr Brendan O'Regan. While our reputation is rooted in hospitality excellence, our graduates go on to excel in leadership roles across a wide range of industries worldwide.

Our programmes are developed in close collaboration with industry experts, blending the fundamentals of hotel management with advanced business practices and leadership skills that are transferable to many sectors. Whether you aim to build a career in hotels, tourism, events, or other areas of business, you will graduate with the skills, confidence, and network to succeed.

Real-world learning is at the heart of our approach. Every programme includes direct industry engagement—through field trips, guest lectures and insights from our global network of alumni and business partners. Our faculty of experienced professionals and leading academics bring both expertise and passion to the classroom, offering personalised mentorship to help you reach your goals.

As a proud holder of the Athena Swan Bronze Award, Shannon College is committed to fostering equality, diversity, and inclusion. These values are essential to modern leadership in hospitality and business, and they prepare our graduates to lead dynamic, multicultural teams in any professional setting.

We place a strong emphasis on sustainability, innovation, and creative problem-solving—qualities that are highly valued not just in hospitality, but in all areas of business.

Choosing Shannon College means joining a supportive, inclusive community that will challenge and inspire you. It's a decision to invest in a future where passion meets professionalism and ambition meets opportunity—whether in the global hospitality sector or the wider business world.

“Where passion meets professionalism and ambition meets opportunity.”



Aisling McCauley
MSc Business & Hospitality
F&B Operations Manager Ritz Carton
Washington D.C

I fell in love with hospitality while studying for my bachelors degree in History. From word of mouth and my research, I learned that Shannon College was the best of the best for hospitality. While I studied at Shannon, the modules and insight from the lecturers opened my eyes to a whole new level. Being a member of a small class we all encouraged each other to develop the best versions of ourselves. From field trips to class competitions, there was never a dull day for the MSc Class.

There is a sense of pride to be a graduate of Shannon College and to be part of a greater community of like minded people, best of all you have people in all corners of the world who are eager to help you succeed.

Masters Programmes at Shannon College of Hotel Management

At Shannon College of Hotel Management, we are proud to offer three innovative and career-focused Master's Programmes designed to empower the next generation of hospitality and business leaders.

Throughout the first and second semesters, students will immerse themselves in core modules that build essential skills in business strategy, critical thinking, and leadership. In the final semester, students can personalise their academic journey by selecting one of three distinct pathways:

Research Thesis – for those interested in academic or analytical careers

Paid Internship – offering hands-on industry experience

Business Consultancy & Summer School – exclusive to the MSc in Business & Hospitality, combining practical consultancy with real-world experience.

Our programmes are structured with flexibility at their core. Core modules are delivered on set days each week, allowing students to balance academic commitments with professional development opportunities. Students also benefit from enriching activities including Academic Workshops, Career Support, and Industry Presentations, ensuring a comprehensive and well-rounded learning experience.

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 Performance and Revenue Management Business Analytics Fundamentals 	<ul style="list-style-type: none"> Hotel Asset Management Project Management Strategy and Innovation for Hospitality Intercultural Communication for Business 	Business Consultancy Project and Summer School (Business and Hospitality Only)
MSc Business & Hospitality			Internship
MSc Hospitality Performance, Revenue & Asset Management			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.

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

This pathway offers a unique opportunity to gain real-world experience with leading hospitality organisations in Ireland and worldwide if possible. Shannon College has long-standing partnerships with over 100 prestigious hotels across more than 16 countries, including top-tier brands. These internships give students the chance to apply their academic learning in dynamic, fast-paced hospitality environments developing practical skills, professional networks, and a strong foundation for global careers. Access to internship opportunities is competitive and subject to a screening and interview process managed by Shannon's Placement Office. Selection is also influenced by individual eligibility to work legally in specific countries, and students are supported in understanding their visa or work permit options during the placement planning process.

This carefully structured internship enhances employability, fosters leadership, and builds confidence ensuring that graduates leave Shannon College ready to thrive in the international hospitality industry.

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.



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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 2026 Start Date
- **PG Cert in Hospitality Management**
September 2026 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 core 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 – €19,300

EU Fees for Full-Time Masters Programmes – €10,700

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

EU Fees for PG Certificate – €4,050

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 2026.

How to pay your fees and refund policies

Please refer to the following link:

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



Vishal Nitin Burde MSc Hospitality Performance, Revenue & Asset Management

The faculty's expertise and their genuine dedication to student success create a learning environment that is both challenging and supportive. Shannon

College's commitment to excellence, combined with its strong industry connections, has made this program a standout choice for advancing my career in hospitality management.



Stefan Maidment MSc in Business & Hospitality General Manager - Great National South Court Hotel

This college provided me with a fantastic opportunity to grow both personally and professionally in the field of hospitality.

Each module was carefully designed and expertly delivered by the faculty, offering profound insights into the subject matter. Their superb approach to delivering each module equipped me with the skills and knowledge required to excel in the hospitality industry.

The diverse and inclusive environment at the college further enhanced my experience. The student body comprised of individuals from various countries, professions, and age groups, resulting in a truly multicultural learning experience. The open discussions and interactions with my peers fostered an environment where we could learn from each other's unique perspectives and experiences.

The impact of this master's degree on my career has been nothing short of remarkable. Currently, I hold the position of General Manager, and I firmly believe that my time at Shannon College of Hotel Management played a crucial role in my professional development.

In conclusion, Shannon College has been an incredible and transformative experience for me. The college's comprehensive curriculum, skilled faculty, and diverse student community have all contributed to my growth as a hospitality professional. I am extremely grateful for the opportunity to have studied at such a reputable institution, and I wholeheartedly recommend it to anyone seeking a rewarding career in the hospitality industry.



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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

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Important: This hard copy prospectus lists all programmes on offer, at the time of going to press, for entry in 2026. 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/.