



# UNIVERSITY MASTER COURSE

# HFB

## Master of Economics (MEcon) Hospitality - Food & Beverage

Second Edition



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## Master of Economics (MEcon) Hospitality - Food & Beverage

### EXPERIENCE

- International Professors and Professionals
- Paid internships in national and international businesses
- Participation in workshops, exhibitions, events and seminars

### OPPORTUNITIES

- Master taught in English
- Students selected by partner businesses
- Preliminary interview with businesses also available via Skype
- Interactive lessons
- Relationship with professors from the Florida International University

### FACILITATIONS AND AID

- Accommodation for foreign students (EU, US, and Non-EU)
- INPS Scholarships (ex INPDAP) for Italian students
- Student Financing with zero interest from *Unicredit*

# Why HFB?

The University Master in “Hospitality Management Food & Beverage” (HFB) aims to form:

- Managers in the sector of Tourism and Hospitality - from Enogastronomic Tourism, to International Communication and Marketing applied to tourism.
- Professionals that are able to launch entrepreneurial projects in the sectors of Hospitality, Reception, and Food Service.
- Experts in the management of the structures and services destined for businesses in the Tourism industry.

## HFB’s Blend of Management and Culture

HFB Students will:

- Study business and economic marketing models, together with international success strategies for Hotel, Reception, and Food and Wine producing Businesses.
- Understand the winning combination of Italian culture and international skills, transmitted thanks to instructors from the Florida International University.
- Become well versed in both the tradition and technology that come together in the hospitality culture of Sicily and the Mediterranean.

## HFB’s Commitment to Excellence

- The scientific and methodological strength of an international university.
- The value and the culture of excellence present in the Sicilian region.
- The innovation and the unique characteristics of business leaders in the sector.
- Direct contact with success stories and a portfolio of professional experiences.

# The HFB Curriculum

## The HFB Master degree is based on hands-on learning

The overall duration is one academic year, with a total of 60 credits/1,500 hours divided into:

- **A 700-hour internship**  
following a training scheme designed in collaboration with the host enterprise.
- **400 hours of independent study and research**  
for project work.
- **360 hours of lessons taught in English**  
(March-April / November-December 2015) taught by internationally renowned professors and industry-professionals, covering management models, tourism marketing, and the fundamentals HFB techniques.
- **10 hours of individual coaching**  
helping students to clearly and consciously choose their career path and begin it successfully.
- **30 hours of special-topic seminars**  
with HFB experts.

Taught courses will be split into 3 modules:

### **Management & Marketing - 180h (12 credits)**

- Hotel Management (60h)
- Food and Beverage Management (60h)
- Human Resources Training & Management (30h)
- Marketing & Public Relations (30h)

### **Special Topic Seminars and Training 90h (10 credits)**

- Small-scale, high quality, and local food production and biodiversity  
Enogastronomy; The Mediterranean diet and Regional Cuisine (30h)

- Wine and liquors, wineries and wine-trails (30h)
- Farm hospitality and agritourism (30h)
- Anthropology, Geography and Culture-related Tourism; Cruising, Shipping, Brokerage and Charter (30h)

### **Hospitality Tourism Service Operations Analysis 90h – (10 credits)**

- Hospitality Tourism Service Operations Analysis; Case Studies in Hospitality; Management; Hospitality law seminar (30h)
- Organizational behavior in the hospitality industry; Strategic management for Hospitality Law Seminar (30h)
- Financial Management for the Hospitality Industry; Hospitality Enterprise Technologies (30h)

## **HFB Giving Your Career the Right Flavor**

Our multi-disciplinary training scheme provides students with a comprehensive understanding of management, communication, international marketing and tourism as well as specialized hospitality, food and wine skills. After completing the HFB Master, students are prepared for two career paths in Tourism:

- A career in the **Business Management** of hotel and hospitality companies; catering and food-service companies as well as service and marketing companies.
- **Self-entrepreneurship**, including the planning, implementing and management of a businesses in the tourism industry.

## HFB Teachers

### **Alessandro Allegra**

The Royal Society, Science Policy Centre, London

### **Alberto Carlino**

Sociologist, Economist, International Marketing Expert

### **Antonio Purpura**

Full Professor in Applied Economics at the Università degli Studi di Palermo

### **Cassandra Funsten**

B.A. Landscape Architecture and English Literature, University of California (Berkeley)

### **Catherine R. Curtis**

Hospitality and Food Researcher at the Florida International University, Miami

### **Daniel Cormany**

Professor of Meeting and Events Management, Bachelor's Degree Program, Florida International University

### **Giovanni Ruggieri**

Ph.D in Tourism Economy at the Università degli Studi di Palermo

### **Laura Crescimanno**

Free lance professional Journalist and Public Relations /Communication Manager and Reader

### **Niki Christian Nutsch**

Hospitality Research and Consultancy

### **Paolo Gobbetti**

Errequadro, Tourism Marketing & Operations Consultants CEO

### **Sandro Formica**

Contract Professor, Florida International University, Miami

### **Stuart L. Feigenbaum**

Professor of Management Strategy, Hoteschool, The Netherlands

## HFB Eligible Applicants

The HFB Master is open to students who have:

- Completed an undergraduate degree in Economics, Business Management, Foreign Languages and Literatures, Agriculture, Political Science, Communication Studies, or Law.

- A certified B1 level of English.

## HFB Tuition Fees

The total course fees (including instruction, internship, diploma issued by the *Università di Palermo* and attendance certificate issued by the Florida International University) amounts to €. 3.800,00 (advance payment of €. 950,00 + 3 equal installments).

Students may also register for single modules worth 10 credits each:

- 1 – Management, Finance & Marketing (30h)
- 2 – Seminars & Training (90h)
- 3 – Hospitality Tourism Service Operations Analysis (90h)

## HFB For Non-Resident Students

- Students whose permanent address is not in Sicily may apply for accommodation in partner housing facilities.
- Skype pre-interviews with partner intern hosts may be encouraged.

## HFB Application & Registration Forms

- **HFB Call and Application Form:**  
[http://www.arces.it/public/Alta\\_Scuola/Anno2015/BANDO-Hospitality-Management-and-Food-Beverage-M187\\_en.pdf](http://www.arces.it/public/Alta_Scuola/Anno2015/BANDO-Hospitality-Management-and-Food-Beverage-M187_en.pdf)
- **Admission Application form:**  
[http://www.arces.it/public/Alta\\_Scuola/Anno2015/Admission\\_Application%20\\_Form\\_Master\\_Hospitality\\_Management.pdf](http://www.arces.it/public/Alta_Scuola/Anno2015/Admission_Application%20_Form_Master_Hospitality_Management.pdf)
- **Registration form and Pre-Interview:**  
[www.arces.it/hfb](http://www.arces.it/hfb)

## **HFB Further Information**

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