

Study  
**Hotel Management,  
B.A. (dual)**  
at the UE in Germany

Start a successful career in management and lead world-class hotels.



## Why UE?

You want to start a successful career in management and lead world-class hotels? If yes, Hotel Management, B.A. (dual) is just the right study programme for you.

Join the elite future international leaders in hotel management, improve your language skills and learn to operate hotels strategically. At the University of Europe for Applied Sciences (UE), we'll train you to develop effective and sustainable financial plans, understand the best sales and marketing strategies, motivate employees, connect with the community, and enhance customer experience. With that skill set you will have what it takes to start your career.

Together with our international business partners, you will gain practical experience from day one.

\*The UE has been recognised as a private university at state level. In February 2021, the UE was awarded system accreditation status, the highest form of accreditation and recognition of standards for internal quality management processes in higher education.

Degree:

**Bachelor of Arts (B.A.)**

Duration and credits:

**6 semesters (3 years), 180 ECTS**

Start:

**Summer semester - March**

**Winter semester - September**

Training partner and Tuition fees:

**Study for 0 €**

The tuition fees usually get covered by your practice partner.

Language:

**English with selected modules in German**

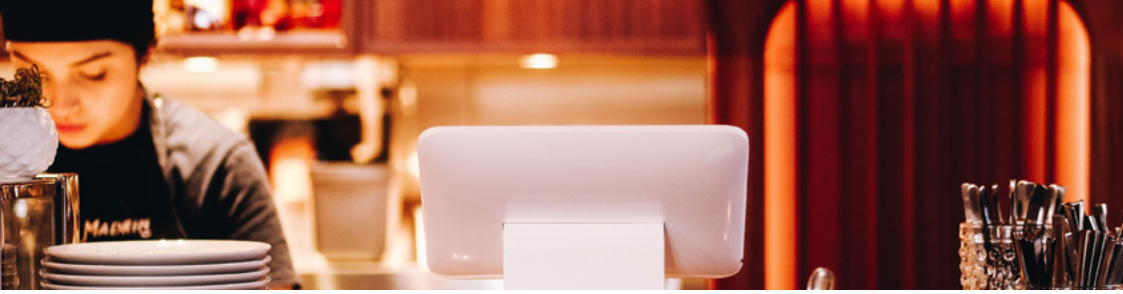
Location:

**Campus / mode of study: Germany-wide with attendance phases at Campus Iserlohn**

Compact weeks on campus at the beginning and end of each semester. Lectures during the semester will be delivered in a live digital stream.

Admission requirements:

- **General university entrance qualification (A levels) or equivalent**
- **B2 level in English**, e.g. with sufficient performance in the A Levels or the advanced technical college entrance qualification or a test
- **A2 level in German**



## Career Prospects

Our Hotel Management Bachelor's degree will prepare you for being a key player in the worldwide hospitality industry. After completing your studies, you'll be able to choose from various industries, from hotels, theme parks, conference centres to wellness resorts. Depending on your interests, you can work in different areas, for example sales, marketing, booking or event management. Due to the international orientation of UE, a management position in the world's top hotels and establishments is also open to you in the long term.

### Possible specialisations include:

- Front Office Management
- Rooms Division Management
- Food And Beverage Management
- Revenue Management
- Brand Management

## Your Benefits

- An academic degree with 100% hands-on experience
- Payment of your entire tuition fees & salary from the first day
- Improve your German
- Personal support and assistance in finding your practice partner from the very beginning
- Practice-oriented teaching by experts from the hotel industry
- Good chances of being taken on after your studies
- Promising career prospects with excellent job opportunities worldwide
- Visionary curriculum that is constantly adapting to the new trends in the industry

1st - 2nd semester	3rd - 4th semester	5th - 6th semester
<ul style="list-style-type: none"> <li>· German B1 (+B2 in 2<sup>nd</sup> semester)</li> <li>· Marketing, Sales &amp; CRM</li> <li>· Hospitality &amp; Tourism</li> <li>· Employability: Business English</li> <li>· Management Basics</li> <li>· Economics</li> <li>· Hotel Management &amp; Booking Systems</li> <li>· Academic Writing and Empirical Methods</li> <li>· HR &amp; Organisation</li> <li>· Service Management - Service 4.0</li> <li>· Financial Accounting</li> </ul>	<ul style="list-style-type: none"> <li>· Destination Management &amp; Marketing (GER/EN bilingual)</li> <li>· Intercultural Management</li> <li>· Operative &amp; Strategic Hotel Management</li> <li>· Employability: Agile &amp; Creative Methods</li> <li>· Law / Taxes</li> <li>· Cost Accounting &amp; Controlling</li> <li>· Guest Relations, Reputation Management &amp; Crisis Communication (GER/EN bilingual)</li> <li>· International Sales Management</li> <li>· Sustainability &amp; Quality Management in Tourism</li> <li>· Cultural Issues in International Tourism</li> <li>· Statistics &amp; Data Mining</li> </ul>	<ul style="list-style-type: none"> <li>· Digital Communication</li> <li>· E-Commerce</li> <li>· Green Service Strategies in Hospitality</li> <li>· Project Management</li> <li>· Revenue Management</li> <li>· Event Management</li> <li>· Destination Branding</li> <li>· Health and Wellness Strategies in Hospitality</li> <li>· Customer Relationship Management</li> <li>· Bachelor Thesis</li> </ul>

Working Experience in hotel: 3 days per week during semester; full-time during semester break minus vacation days

# Contact

## **Study advice for applicants from Germany**

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## **Study advice for applicants from other EU & Non-EU countries**

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