

Academic Brochure



European Business School of Barcelona

In collaboration with:



Cum Laude
Award 2023:



Welcome to ENEB

The World's Leading Business School

We are dedicated to transforming lives through high-quality education. Recognized as the #1 business school by Innovatec for our technological innovation, we offer a dynamic and engaging learning environment designed to equip you with the skills to succeed in today's competitive world.



Why ENEB?

ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

MAIN PARTNERS



Universidad
Isabel I



Harvard
Business
Publishing
Education

TECH PARTNERS

numintec



hotmart



Z O H O



Power BI



Hawkings



power query



+ 100 PARTNERS

UIN UNIVERSIDAD
INSURGENTES



Instituto
Europeo
de Posgrado



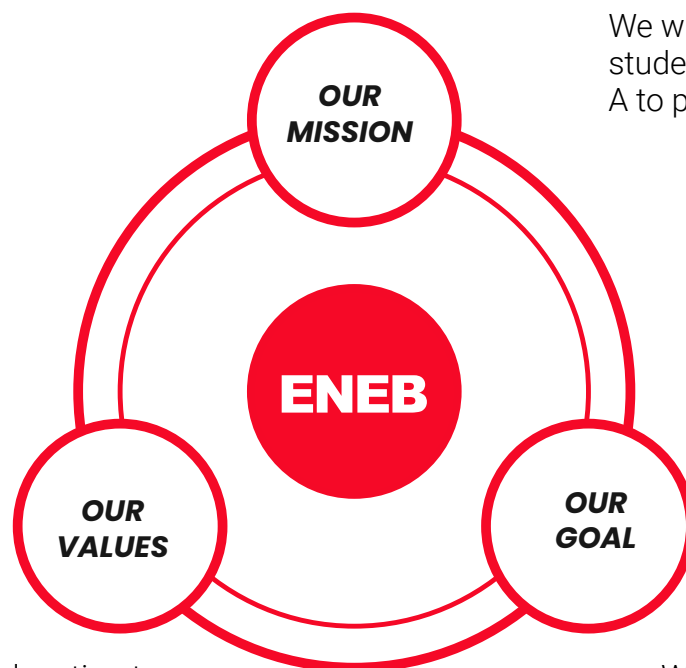
Universidad
AUTONOMA
DE NARIÑO





You are our mission, our values and our goals

Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. We are committed to ensuring no talent is left behind and to making a positive impact on society. With over 19,000 students annually, we feel a profound responsibility to make a real difference.



We want to transform our students' lives, from point A to point E.

We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

With over 19,000 students each year, we feel a profound responsibility to make a meaningful impact on society.

ENEB in the world

At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.



ENEB in Numbers

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.



Accreditations

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:



Remote learning

ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.



Flexible



Customised



Accessible



Online



Our Methodology

At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.



SPECIAL PROGRAMS

“The Food Truck Challenge”

Simulator in which you will manage a succesfull food truck in the city of Boomtown.

You will work in teams to make decisions, after each decision there will be a debriefing and the decisions made and results obtained by each team will be discussed.

With content from Harvard Business Publishing Education.





Live Classes in the Metaverse

Our synchronous live classes are held from Monday to Thursday through the ENEB Metaverse (NUBI). These classes feature the participation of experts in various educational areas. The schedule of classes may vary depending on the availability of speakers, but you will always have access to the updated calendar several weeks in advance.

Although attendance at these classes is not mandatory, they are highly recommended as they offer an interactive and practical experience on the most relevant topics of the business world in all its dimensions.

If you are unable to attend a live class, do not worry. All sessions are recorded and available on the virtual campus shortly after they take place, so you can access them at any time that suits you.

A blurred background image showing a person's face on a laptop screen, with the laptop keyboard visible in the foreground.

Flexible Learning

24/365 Access

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

Self-Assessment and Practical Assignments

Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

Calendar

All our Masters, Management Development Programs and Advanced Courses have a flexible start date, i.e. they begin when you wish and inform us. The duration of each of them will depend on the number of credits, ranging from 1 month for the Higher Education Courses, 5 months for the Executive Courses, 9 months for the Masters, 12 months for the Double Masters and 14 months for the Global MBA.

“

Thanks to our
7/24
Method

**we will answer all your
questions and doubts every
day of the year through the
Virtual Campus.**



What we offer:

- Welcome sessions
- Live classes from Monday to Thursday in our NUBI metaverse with active professionals
- Academic Q&A with our Secretary team in the metaverse
- Possibility of internships in companies
- Partnerships with other schools and businesses
- Registration in our job bank
- Networking opportunities and access to the ENEB Community
- Student card



Class President

As part of ENEB's commitment and excellence to students around the world, all programs have Class Presidents who not only are primary guides and supporters within the institution, but also key figures in fostering a robust networking network designed to expand your professional and academic opportunities.

All students are invited to connect with them to stay abreast of the latest developments and opportunities in our academic community. These leaders will offer you valuable resources and strategic advice to maximize your potential for employability and academic success.

Connect, collaborate and grow with us!



Saqib Achakzai
MBA

Senior Manager at Deloitte in London, he is a chartered accountant with more than fifteen years of experience in financial services. His experience includes business transformation, regulatory compliance and financial audits for clients in the UK, US and Middle East.



Richard Overton
MBA + Master in Project Management

Chief Engineer with over 29 years of manufacturing and business management experience. Specialized in operational efficiency, safety standards and team leadership. Expert in methodologies such as FMECA, DMAIC, 5S and TPM. Known for driving efficiency and leading goal-focused teams.



Roner Chichirita
MBA + Master in Big Data and Business Intelligence

A nurse from the Philippines working in a major German hospital, he is pursuing an MBA and a master's degree in Big Data and Business Intelligence at ENEB. His goal as Class President is to improve his leadership skills and help students. In addition, he works as a tax advisor for the Filipino community in Hamburg and enjoys building IKEA furniture and creating websites as a hobby.



Steven Poole
MBA + Master in Logistics

Steven Poole is a recognized leader in the Australian rail industry with more than 20 years of experience. He is currently a principal investigator at Australia's largest rail operator, where he has achieved notable reductions in workplace safety incidents and injuries, as well as significant improvements in staff performance and management.



Samir Bouazzi
MBA + Master in Team Management

An experienced IT, sales and business development professional, he holds a degree in Computer Science from Tunisia. He has managed projects on all continents and currently works as a Section Supervisor at Darwish Holding in Qatar, driving sales growth and fostering team excellence. His commitment to customer satisfaction, innovative strategies and team development make him a valuable professional to be Class President.



What do we expect from students

Success is the result of constant effort. There are no shortcuts to excellence. Dedicate yourself fully to each task and project, and the results will speak for themselves.



-  Active Participation
-  Visible Presence
-  Maximize Opportunities
-  Perseverance
-  Community Creation
-  Active Networking
-  Exemplary Leadership
-  Constant Effort

"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

Certifications

Here is an example of the certificates by ENEB and the University Isabel I that may be issued depending on your program of study.



Certificate of completion



Internship program

ENEB Business School is recognised by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the labour market, will allow you to get on perfectly in any company or organization and to develop a promising career. To make that possible, the school has an agreement with renowned business firms and an employment program where students can access more than 14,000 national and international job offers.

In its pursuit to promote the labour insertion of the students, ENEB Business School, among its free services, offers the possibility of undertaking internships in companies as a complement to their training plan. The objective of this internship, established through a Private Collaboration Agreement between the school and the company, is to allow training in work centres that reproduce the usual conditions of the business environment as part of their training plan.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:



International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.



Job Opportunities

ENEB Business School is recognized by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the working world, allow students to grow professionally and climb their career ladder in any company.

To make this possible, ENEB Business School has an agreement with major business firms and employment exchanges with more than 14,000 offers available to its students within the business environment. Registration is optional, and we maintain the strictest confidentiality according to the Personal Data Protection Law in compliance with the European Regulation of Data Protection RGPD 2016/679 and RD of development 1720/2007.

Our team will advise our students on the adaptation of their curriculum and cover letters to ensure their employability in selection processes.



Scholarships and grants

ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

Direct Scholarship: Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

Scholarship for Academic Excellence: Intended for those students whose academic and professional qualifications have a profile of excellence.

Entrepreneurial Talent Scholarship: Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

Women and Equality Scholarship: Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

Management Scholarship: Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

Corporate Scholarship: DIntended for all those professionals who want to boost their career and opt for higher positions.

Scholarship for self-employed professionals: Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

Scholarship for the unemployed: Intended for all those who wish to pursue further studies in order to re-enter the job market.

Geographical Mobility Scholarship: Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.



"ENEB not only offered me the chance to complete my master's degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways."

"I found everything I needed at ENEB: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford."



A photograph of two young women sitting on the stone steps of a modern building with a large glass facade. The woman on the left is holding a large folder or book, and the woman on the right is holding a tablet. They are both smiling and looking at each other. The building's glass reflects the surrounding cityscape. A large, semi-transparent red circle is overlaid on the left side of the image, partially covering the building and the women. The text 'MASTER IN REVENUE MANAGEMENT AND HOSPITALITY' is written in white, bold, uppercase letters across the bottom right of the image.

MASTER IN REVENUE MANAGEMENT AND HOSPITALITY

INTRODUCTION

The Master in Revenue Management and Hospitality is a postgraduate program that combines revenue management with the hospitality sector. This master's degree focuses on the optimization of revenue and profitability of companies in the hospitality industry through the application of Revenue Management techniques and tools. It also provides a thorough understanding of hotel management concepts and strategies, and the relationship between revenue management and business success in the hospitality industry.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

THREE DIPLOMAS

Upon completing your studies, you will be eligible to receive a double certification awarded by the European Business School of Barcelona, endorsed and certified by Universidad Isabel I:

- Master in Revenue Management and Hospitality
- Business Spanish Program Certificate (optional)

Additionally, you will obtain a Diploma of Specialization in Innovation and Project Management issued by the European Business School of Barcelona. This diploma certifies the acquisition of key competencies in these strategic areas, significantly enhancing your professional profile and improving your employment opportunities in today's competitive job market.

WHO IS IT FOR?

The Master in Revenue Management and Hospitality is aimed at:

- Professionals in the hotel sector who wish to specialize in Revenue Management and improve their skills in revenue management.
- University graduates in areas such as business administration, tourism, hospitality and other related disciplines who wish to specialize in Revenue Management in the hotel industry.
- Professionals in any field who wish to acquire skills and knowledge in Revenue Management in the hospitality industry.
- Individuals who wish to change careers and work in the hospitality industry in the field of Revenue Management.
- Professionals who wish to obtain a certification in Revenue Management and increase their job opportunities in the hospitality industry.

OBJECTIVES

The curriculum of the Master in Revenue Management and Hospitality aims to provide students with the following knowledge and skills:

- To provide students with a deep understanding of the key concepts and techniques of hotel management.
- To develop skills in the implementation of Revenue Management strategies specific to the hotel industry.
- To provide students with advanced knowledge in price management, market segmentation and demand forecasting, and their application in the hotel sector.
- To train students in the application of data analysis techniques for decision making in revenue management in the hotel industry.
- To foster critical thinking and problem solving in students, enabling them to address the challenges of Revenue Management in the hotel sector in an innovative way.
- To provide students with the opportunity for internships in leading companies in the hospitality industry, allowing them to gain practical experience and develop their network of professional contacts.

CAREER OPPORTUNITIES

- **Revenue Management Director:** responsible for maximizing the revenue of a hotel chain through the application of Revenue Management techniques and strategies.
- **Revenue Management Analyst:** responsible for analyzing competitor sales and pricing data to identify opportunities for improvement and revenue optimization.
- **Pricing Specialist:** in charge of defining and applying pricing policies to maximize hotel revenues and profitability.
- **Revenue Management Consultant:** in charge of advising hotel companies on how to improve their ability to manage revenue and increase the efficiency and effectiveness of their Revenue Management processes.

ADMISSION

To be eligible for any of our Master's programs, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

YOUR MASTER INCLUDES:

- Master in Revenue Management and Hospitality
- Diploma of Specialization in Innovation and Project Management
- Business Spanish Program Certificate

- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

SECTION 1: BUSINESS PLAN

- Topic 1. Vision, mission and values
- Topic 2. Strategic plan
- Topic 3. Business model
- Topic 4. Strategic analysis
- Topic 5. Monitoring the strategic plan

SECTION 2: PROJECT MANAGEMENT

- Topic 1. Project management figure
- Topic 2. Team management
- Topic 3. Team management and communication
- Topic 4. Project management

SECTION 3: HOSPITALITY & REVENUE MANAGEMENT

- Topic 1. Revenue control
- Topic 2. The HORECA channel
- Topic 3. Customer loyalty

SECTION 4: ACCOUNTING MANAGEMENT

- Topic 1. The Balance Sheet
- Topic 2. The profit and loss statement
- Topic 3. Cash flow statements
- Topic 4. Journal entries
- Topic 5. Advanced accounting
- Topic 6. Taxes

SECTION 5: MANAGEMENT ACCOUNTING

- Topic 1. Cost accounting
- Topic 2. Management Accounts
- Topic 3. Working capital
- Topic 4. Net financial debt

SECTION 6: MARKETING

- Topic 1. New role of the consumer
- Topic 2. The brand
- Topic 3. The ideal customer
- Topic 4. The customer journey
- Topic 5. Types of marketing

SECTION 7: PROCESS QUALITY

- Topic 1. Quality as a management system
- Topic 2. Quality strategies
- Topic 3. Phases of a quality plan
- Topic 4. Quality control
- Topic 5. Quality analysis and continuous quality improvement
- Topic 6. Quality and environmental policy in the company
- Topic 7. ISO Standards

SECTION 8: STRATEGIC PEOPLE MANAGEMENT

- Topic 1. Strategic management in human resources
- Topic 2. Strategic communication
- Topic 3. Organizational culture
- Topic 4. Business ethics
- Topic 5. Labor flexibility

SECTION 9: AGILE METHODOLOGIES

- Topic 1. Product management
- Topic 2. Lean startup
- Topic 3. Agile management

SECTION 10: DIGITAL TRANSFORMATION

- Topic 1. Business digitalization
- Topic 2. Artificial Intelligence (AI)
- Topic 3. The Internet of Things (IoT)
- Topic 4. Blockchain
- Topic 5. Big Data and Business Intelligence (BI)
- Topic 6. Cloud computing
- Topic 7. Industrial automation and robotics
- Topic 8. Cybersecurity

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: BUSINESS PLAN

In this section, you will explore the foundational principles of business strategy, which are essential for guiding a company's long-term direction and success. The focus is on understanding how to define an organization's vision, mission, and values, and how to develop a strategic plan that aligns with these elements. You will learn how to analyze the internal and external environment of a business to craft effective strategies, create a business model that supports the company's objectives, and monitor the implementation of the strategic plan to ensure that goals are met.

Topic 1: Vision, Mission, and Values

This topic covers the essential components of a company's strategic foundation. The vision statement outlines what the company aspires to achieve in the long-term future, serving as a source of inspiration and a guide for strategic decisions. The mission statement defines the company's current purpose, including its core functions and target market. Values are the guiding principles that shape the company's culture and inform decision-making processes.

Topic 2: Strategic Plan

Here, you will learn how to create a comprehensive strategic plan. This involves setting specific, measurable goals and identifying the actions needed to achieve these goals. The strategic plan includes evaluating the internal strengths and weaknesses of the organization, as well as external opportunities and threats, to develop a structured approach for future growth and success.

Topic 3: Business Model

This topic explores the components of a business model, which explains how a company generates value and earns revenue. You will examine different types of business models, including value propositions, revenue streams, and cost structures, to understand how these elements work together to support the company's strategic objectives.

Topic 4: Strategic Analysis

In this topic, you will study various tools and techniques for assessing a company's internal capabilities and external environment. Methods like SWOT analysis are used to identify strengths, weaknesses, opportunities, and threats, providing insights that inform strategic decisions and planning.

Topic 5: Monitoring the Strategic Plan

This topic focuses on techniques for tracking and evaluating the effectiveness of the strategic plan. You will learn how to set performance metrics, collect and analyze data, and make adjustments to ensure that the strategic goals are being met and that the organization remains on track for success.

SECTION 2: PROJECT MANAGEMENT

This section provides an in-depth understanding of project management principles and practices. You will learn how to plan, execute, and oversee projects effectively, focusing on team management, communication, and the application of project management methodologies.

Topic 1: Project Management Figure

This topic introduces the role of the project manager and the key responsibilities associated with the position. You will explore the skills and attributes necessary for successful project management, including leadership, organization, and problem-solving abilities.

Topic 2: Team Management

Here, you will learn about strategies for building and leading effective project teams. This includes defining team roles, setting expectations, and creating an environment that fosters collaboration and productivity.

Topic 3: Team Management and Communication

This topic focuses on advanced team management techniques and effective communication strategies. You will study methods for managing team dynamics, resolving conflicts, and ensuring that communication flows smoothly within the team.

Topic 4: Project Management

This topic covers the broader aspects of project management, including the project lifecycle, from initiation through planning, execution, and closure. You will explore methodologies for managing projects, including setting objectives, creating timelines, and ensuring project success.

SECTION 3: HOSPITALITY & REVENUE MANAGEMENT

This section focuses on the specialized field of revenue management within the hospitality industry. You will explore techniques for maximizing revenue, understanding the hospitality market, and building customer loyalty.

Topic 1: Revenue Control

In this topic, you will learn about strategies for controlling and optimizing revenue in the hospitality sector. This includes techniques for pricing strategies, inventory management, and revenue forecasting.

Topic 2: The HORECA Channel

This topic explores the HORECA (Hotel, Restaurant, Catering) channel and its significance in the hospitality industry. You will learn about the structure of the HORECA market and the dynamics of managing operations across hotels, restaurants, and catering services.

Topic 3: Customer Loyalty

Here, you will examine strategies for building and maintaining customer loyalty in the hospitality industry. This includes exploring loyalty programs, customer service practices, and methods for creating positive customer experiences.

SECTION 4: ACCOUNTING MANAGEMENT

This section covers the principles of accounting management, focusing on financial reporting, analysis, and the management of financial resources. You will learn about the different types of financial statements, accounting practices, and how to use financial information for decision-making.

Topic 1: The Balance Sheet

This topic introduces the balance sheet, a financial statement that provides a snapshot of a company's financial position at a specific point in time. You will learn about the components of the balance sheet, including assets, liabilities, and equity.

Topic 2: The Profit and Loss Statement

In this topic, you will explore the profit and loss statement, also known as the income statement. This statement details a company's revenues, expenses, and profits over a specific period, helping to evaluate financial performance.

Topic 3: Cash Flow Statements

This topic covers cash flow statements, which track the inflow and outflow of cash in an organization. You will learn about the different types of cash flows (operating, investing, and financing) and their importance in financial management.

Topic 4: Journal Entries

Here, you will study the process of recording transactions in the accounting system through journal entries. This topic covers the basics of double-entry bookkeeping and the creation of accurate financial records.

Topic 5: Advanced Accounting

This topic explores more complex accounting topics, including advanced financial reporting techniques, consolidation of financial statements, and accounting for complex transactions.

Topic 6: Taxes

In this topic, you will learn about various tax regulations and their implications for businesses. This includes understanding tax planning, compliance, and the preparation of tax returns.

SECTION 5: MANAGEMENT ACCOUNTING

This section focuses on the use of accounting information for internal decision-making and financial management. You will explore cost accounting methods, management accounting practices, and techniques for financial analysis.

Topic 1: Cost Accounting

This topic covers the principles of cost accounting, including methods for tracking and analyzing costs related to production and operations. You will learn about cost allocation, cost behavior, and cost control techniques.

Topic 2: Management Accounts

Here, you will study management accounts, which provide information for internal decision-making and performance evaluation. You will learn how to prepare and interpret management reports for planning and control purposes.

Topic 3: Working Capital

This topic explores the concept of working capital and its role in managing a company's short-term financial health. You will learn about managing current assets and liabilities to ensure liquidity and operational efficiency.

Topic 4: Net Financial Debt

In this topic, you will examine net financial debt and its impact on a company's financial stability. You will learn about the calculation of net debt and strategies for managing debt levels effectively.

SECTION 6: MARKETING

This section covers the fundamentals of marketing, focusing on understanding consumer behavior, building brands, and developing marketing strategies to attract and retain customers.

Topic 1: New Role of the Consumer

This topic explores how the role of consumers has evolved in the modern marketplace. You will learn about the shift from passive recipients of marketing messages to active participants who influence brand perceptions and marketing strategies.

Topic 2: The Brand

Here, you will study the concept of branding, including the creation and management of brand identities. You will learn about brand positioning, brand equity, and the importance of maintaining a consistent brand image.

Topic 3: The Ideal Customer

This topic focuses on identifying and understanding the ideal customer for a business. You will learn about market segmentation, customer personas, and methods for targeting specific customer groups effectively.

Topic 4: The Customer Journey

In this topic, you will explore the customer journey and the different stages a customer goes through from initial awareness to post-purchase evaluation. You will learn how to map the customer journey and create strategies to enhance customer experiences.

Topic 5: Types of Marketing

This topic covers various types of marketing strategies and techniques. You will learn about different approaches to marketing, including traditional and digital methods, and how to choose the right strategies for different business objectives.

SECTION 7: PROCESS QUALITY

This section emphasizes the importance of quality management systems and continuous improvement in ensuring operational excellence and customer satisfaction within hospitality and revenue management contexts.

Topic 1: Quality as a Management System

Quality management is introduced as an integrated approach to achieving and maintaining high standards throughout business operations. This topic covers the principles and frameworks of quality management systems, emphasizing their role in meeting customer expectations and enhancing organizational efficiency.

Topic 2: Quality Strategies

Here, you will explore various strategies for implementing quality initiatives within hospitality and revenue management. This includes defining quality objectives, deploying quality improvement techniques, and aligning strategies with organizational goals to enhance service delivery and operational effectiveness.

Topic 3: Phases of a Quality Plan

This topic details the phases involved in developing and executing a comprehensive quality plan. It includes planning, implementation, monitoring, and evaluation stages, ensuring systematic approaches to quality assurance and continuous improvement efforts.

Topic 4: Quality Control

In this topic, you will learn about quality control methodologies used to monitor and verify adherence to quality standards. Techniques such as statistical process control, inspection procedures, and quality audits are explored to maintain consistency and reliability in service delivery.

Topic 5: Quality Analysis and Continuous Quality Improvement

This topic focuses on techniques for analyzing quality data and driving continuous improvement initiatives within hospitality and revenue management contexts. You will study methods for identifying root causes of quality issues, implementing corrective actions, and fostering a culture of ongoing improvement.

Topic 6: Quality and Environmental Policy in the Company

Here, the integration of quality management practices with environmental sustainability initiatives is examined. Topics include developing environmental policies, adhering to regulatory requirements, and promoting environmentally responsible practices across organizational operations.

Topic 7: ISO Standards

This topic introduces International Organization for Standardization (ISO) standards relevant to hospitality and revenue management. You will explore ISO frameworks such as ISO 9001 (Quality Management Systems) and ISO 14001 (Environmental Management Systems), emphasizing their role in achieving operational excellence and meeting industry benchmarks.

SECTION 8: STRATEGIC PEOPLE MANAGEMENT

This section focuses on strategic human resource management practices essential for fostering organizational success and employee engagement within hospitality and revenue management sectors.

Topic 1: Strategic Management in Human Resources

Strategic human resource management is introduced as a critical component of organizational success. This topic covers aligning HR practices with business objectives, workforce planning, talent acquisition, and strategies for enhancing employee performance and retention.

Topic 2: Strategic Communication

Here, you will explore effective communication strategies tailored to hospitality and revenue management contexts. Topics include internal communication frameworks, stakeholder engagement, and leveraging communication channels to facilitate organizational alignment and employee engagement.

Topic 3: Organizational Culture

This topic examines the role of organizational culture in shaping workplace behaviors and performance within hospitality and revenue management settings. Topics include defining organizational values, fostering a positive work environment, and leveraging culture as a strategic asset for achieving business objectives.

Topic 4: Business Ethics

In this topic, you will explore ethical considerations and principles applicable to hospitality and revenue management practices. Discussions include ethical decision-making frameworks, corporate social responsibility, and promoting integrity and accountability within organizational operations.

Topic 5: Labor Flexibility

Here, you will study strategies for managing labor flexibility within hospitality and revenue management sectors. Topics include workforce scheduling, contingent labor practices, and adapting staffing levels to meet fluctuating demand and operational needs.

SECTION 9: AGILE METHODOLOGIES

This section introduces agile methodologies and their applications within hospitality and revenue management contexts, emphasizing adaptive approaches to project management and organizational agility.

Topic 1: Product Management

This topic explores agile product management practices tailored to hospitality and revenue management sectors. Discussions include iterative development cycles, customer feedback integration, and adapting product strategies to market dynamics.

Topic 2: Lean Startup

Here, you will study lean startup principles and their relevance to entrepreneurship and innovation within hospitality and revenue management. Topics include rapid experimentation, minimum viable products (MVPs), and leveraging lean methodologies to optimize resource allocation and minimize waste.

Topic 3: Agile Management

In this topic, you will explore agile management frameworks applied to project execution and organizational agility within hospitality and revenue management sectors. Topics include agile project planning, cross-functional team collaboration, and adapting to changing market conditions through iterative processes.

SECTION 10: DIGITAL TRANSFORMATION

This section examines the impact of digital technologies on hospitality and revenue management operations, emphasizing strategies for leveraging digital innovations to enhance customer experiences and operational efficiency.

Topic 1: Business Digitalization

This topic introduces digital transformation strategies for integrating digital technologies into hospitality and revenue management operations. Discussions include digitizing processes, enhancing service delivery through digital platforms, and leveraging data analytics for informed decision-making.

Topic 2: Artificial Intelligence (AI)

Here, you will explore the applications of artificial intelligence (AI) in hospitality and revenue management. Topics include AI-driven customer service enhancements, predictive analytics for demand forecasting, and optimizing operational efficiency through AI-powered solutions.

Topic 3: The Internet of Things (IoT)

This topic examines the Internet of Things (IoT) and its applications in enhancing operational processes within hospitality and revenue management sectors. Topics include IoT-enabled smart devices, data connectivity, and leveraging IoT data for real-time insights and decision-making.

Topic 4: Blockchain

In this topic, you will study blockchain technology and its potential applications in improving transparency and security within hospitality and revenue management operations. Topics include blockchain-based transaction systems, supply chain management, and enhancing trust and traceability in business processes.

Topic 5: Big Data and Business Intelligence (BI)

Here, you will explore big data analytics and business intelligence (BI) tools for extracting actionable insights from large datasets within hospitality and revenue management sectors. Topics include data-driven decision-making, predictive analytics, and optimizing customer experiences through BI-driven strategies.

Topic 6: Cloud Computing

This topic covers cloud computing solutions and their benefits for hospitality and revenue management operations. Discussions include cloud-based infrastructure, scalability, data storage, and leveraging cloud platforms for flexible and cost-effective IT solutions.

Topic 7: Industrial Automation and Robotics

Here, you will study the applications of industrial automation and robotics in optimizing operational processes within hospitality and revenue management sectors. Topics include robotic process automation (RPA), automation in service delivery, and enhancing efficiency through robotic technologies.

Topic 8: Cybersecurity

This topic examines cybersecurity principles and best practices for protecting digital assets and customer data within hospitality and revenue management operations. Discussions include cybersecurity frameworks, data privacy regulations, and strategies for mitigating cyber threats and vulnerabilities.