

Specialization Mini-MBA in Tourism and Hospitality Management - Online



Coordinator: Dr. Raul Santos

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Plano of Specialization Mini-MBA in Tourism and Hospitality Management - Online

Total Length

50 Hours

Target Audience

This Specialization Mini-MBA aims to educate participants on the importance of Tourism and Hospitality Management and respective practical implementation procedures.

Outcome Profile

All students are entitled to a certificate of participation in MINI-MBA.

Additionally, and without any additional cost, can undergo a proficiency test at the end of the Specialization Mini-MBA. This is optional and after approval, participants receive a certificate of "Approved in the Evaluation Exam." **This certificate provides access to academic equivalence disciplines at level of Bachelor or Master according to the University chosen by the student.**

High Skills cannot ensure the level of credits earned because they are only the responsibility of the university and Specialization Mini-MBA chosen by the participant.

Pre requirements

The necessary prerequisites to attend this course are:

- Degree or Bachelor in tourism;
- Have access to a computer or tablet with an Internet connection and browser (program to browse the web) such as Chrome, Safari, Firefox or Internet Explorer;
- You can access the course from any computer (for example, at home and at the office), tablet or smartphone.

General objective

The trainees had the opportunity to study good practices carried out in Portugal as it is currently one of the global leading countries in the tourism industry. Portuguese tourism industry leaders have expanded their networks across the world where they are well known for their innovation and successful brand development strategies. Lisbon and Portugal, therefore, provide students with a living laboratory in which they can make contact with the center of innovation and creativity in Hospitality and Tourism, as well as, by analogy, compare with what happens in Portuguese-speaking countries - PALOP's, that will take safe steps towards becoming destinations of choice.

Specific objectives

At the end of the Specialization Mini-MBA students should be able to:

- ✓ Support investment decisions;
- ✓ Recognize the Financial Manager functions;
- ✓ Knowing Models and Techniques of Decision and Financial Planning;

- ✓ Knowing Fund Financing Tools and respective selection criteria;
- ✓ Identify needs that lead to the maximization of profits generated by the sale of a product or service;
- ✓ Implement the concepts in the daily activity of Hotel Management;
- ✓ Maintaining relations with the outside world and the promotion of hotel services unit.

Modular structure and workload

Module	Duration
<i>Module 0 – Opening</i>	
<i>Module I – Tourism management</i>	16h
<i>Module II – Commercial and Financial Management</i>	08h
<i>Module III – Operational management</i>	06h
<i>Module IV – Knowledge Test and Assessment</i>	12h
<i>Module V – Closing Action</i>	08h
<i>Total</i>	50h

Program Content

Module 0 – Opening

- Presentation of trainers and trainees;
- Presentation of the objectives and training program operating methodologies.

Module I – Tourism management

- National Tourism Management;
- International Tourism Management;
- Tourism Management in Portuguese-Speaking African Countries (PALOPS):
 - Cultural characteristics of the people:
 - Ethnic diversity;
 - Music and dance;
 - Crafts;
 - Gastronomy;
 - Sports;
 - Traditional costumes.
 - Main structures of tourism organizations;
 - Main points of interest for tourism;
 - Contribution of tourism/hospitality to economic development;
 - Contribution of tourism/hospitality to gross domestic product - GDP;
 - Main hotel structures installed.
 - Hotel legislation.

- Critical Issues in Hospitality Human Resources;
- Strategic Marketing in Hospitality and Tourism.

Module II – Commercial and Financial Management

- Customer Service Management;
- Financial Analysis of Companies Hospitality.

Module III – Operational management

- Accommodation Operations Management;
- Management of Food Service Operations.

Module IV – Knowledge Test and Assessment

- Assess and evaluate the knowledge acquired.

Module V – Closing Action

- Specialization MIni-MBA evaluation: trainers and trainees.

Methodology

This Specialization Mini-MBA aims to promote an interactive environment between the trainer and the group as well as among all students. In this sense refers to an approach of the syllabus through the use of methods and diverse pedagogical techniques.

Moment / Objective	Method / Technique
I module	Expositive
In modules II, III , IV and V	Expositive Demonstrative Active Analysis of Real Cases
VI module	Interrogative
In every modules.	Interrogative

Students Assessment

Valuation techniques shown are framed by the three time points as follows, as expressed in the following table:

Moment	Technique	Instrument	Objective
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Initial	Oral questions formulation	Script of questions	Prerequisites verification
Formative	Observation	Grid Observation	Performance assessment throughout the sessions
Summative	Assessment	Test	

Didactic Resources

- ✓ Theoretical documentation.

Training Team

Coordinator

Dr. Raul Santos

Geography Course – UNIVERSITY OF LISBON
Graduate Course in Hotel Management - INFT/EHL
Hotel Management Course – ISPI
MBA – EUROPEAN BUSINESS SCHOOL
Trainer Training Course

IEFP CERTIFICATE NO. 36930/2004 EDF

E-LEARNING: TEAMS – ZOOM



Skills Summary

- Speaker and/or Moderator in Technical Seminars, with articles published in specialized newspapers and magazines
- Hotel Director with extensive experience in the general management of several units, ensuring the management of all aspects; Reception, F&B, Commercial, Technical, HR, Procurement
- ADHP North and Center Delegate
- Member of the LUSO-BUSSACO TOURISM BOARD
- Member of the Quality Committee of SOCIEDADE DA ÁGUA DE LUSO, SA
- Member of APHORT
- Vice-President of the COMMERCIAL AND INDUSTRIAL ASSOCIATION OF MEALHADA - ACIM
- Co-founder of the Center's PPC (Joint Promotion Plan)
- Member of the C.C.R.C. (Central Region Coordination Committee)

Awards/Distinctions Received:

APHORT- “Safe Food Seal”

BRAZILIAN EMBASSY IN MAPUTO – “Collaborator Emeritus of the Brazilian Army”

Professional Path

2016/2017 - Operational Director GOURMET SPACE, RESTAURANT, BAR

2013/2016 - General Director of Operations in Mozambique (Maputo, Beira, Tete) – GRUPO VIP INTERNATIONAL

2010/2016 - Resident General Director HOTEL VIP GRAND MAPUTO*****

2008/2010 - Resident General Director HOTEL TURISMO DE BRAGA****

1997/2007 - Resident General Director GRANDE HOTEL DE LUSO & SPA*****

1995/1997 - Resident General Director HOTEL MALHOA***

1992/1995 - Operational Manager Sul GERTAL, SA – CATERING, BANQUETING.

Since 2017 - Consultant/Trainer at High Skills in the following areas:

Reception (Hotel Reception, Reservations, Housekeeping, Sales, Complaints Management.), F&B (Kitchen, Restaurant, Bar, Banquets, Wine Service.); Procurement (Procurement, Negotiation, Acquisitions, Stock Management and Supply of the various Departments.); Marketing and Communication (Promotion, Service, Sales, Events); Courtesy, Etiquette and Protocol in Service; Organization and Management of Events; Hygiene, Safety and Health at Work; Food Hygiene and Safety.

Conditions

If you have more than two participants contact us to know our business benefits!

High Skills – Formação e Consultoria, LDA.
Avenida de Berna, nº 8 1050-040 Lisboa, Portugal
Nº fiscal: 513 084 568

Registration is confirmed only after issuance of the pro-forma invoice / final invoice and payment thereof.

Cancellations and Miss of Presence

Trainee/s may cancel their subscription up to 6 business days prior to the Specialization Mini-MBA start date.

The (s) trainee (s) may be substituted by other (s) participant (s) and must report the change within 5 working days before the Specialization Mini-MBA starts.

If Trainee (s) don't show up at the beginning of the training day will not lead to a refund of the registration fee and will be charged in full.

Application form

1. CLIENT (Fill in when the Forming is not final customer)			
Entity:		Telephone:	
Responsible:		E-mail:	
Address:			
Postal Code:		Fax:	
VAT Number:			
2. GRADUATES DATA			
Name:			
E-mail:			
Naturality:			
Mini-MBA:	Specialization Mini-MBA in Tourism and Hospitality Management - Online		
Birth Date:		Nacionality:	
Passaport:		Expiration date:	

Possible contacts for more information:

E-mail: geral@highskills.pt

Phone: +351 217 931 365

