

# Specialization Mini-MBA in Tourism and Hospitality Management



**Coordinator: Dra. Fátima Fernandes**

## Índice

Total Length.....	2
50 Hours .....	2
Outcome Profile .....	2
Pre requirements.....	2
General objective .....	2
Specific objectives .....	2
Modular structure and workload .....	3
Training Team.....	5
Coordinator .....	5
Conditions.....	6
Cancellations and Miss of Presence .....	6
Application form.....	6
Possible contacts for more information:.....	6

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

### 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

Degree or Bachelor in tourism.

### General objective

Trainees have the opportunity to study the best practices carried out in Portugal for at this time is one of the world's leading countries in the tourism industry. The leading brands of the Portuguese industry of tourism sector expanded their networks around the world where they are well known for their innovative and successful development strategies. Lisbon and Portugal, therefore, to provide students a living laboratory in which to make contact with the center of innovation and creativity in the Hospitality and Tourism Industry.

### 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
<b>Module 0 – Opening</b>	
<b>Module I – Tourism management</b>	<b>10h</b>
<b>Module II – Commercial and Financial Management</b>	<b>18h</b>
<b>Module III – Operational management</b>	<b>14h</b>
<b>Module IV – Exam Preparation + Rating</b>	<b>6h</b>
	<b>50h</b>

## 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;
- 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 – Closing**

- 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.

<b>Moment / Objective</b>	<b>Method / Technique</b>
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:

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

## **Didactic Resources**

- ✓ Training Room;
- ✓ Video projector;
- ✓ Theoretical documentation;
- ✓ Trainee Kit.

**Training Team**

**Coordinator**

**Dr. Fátima Fernandes**

Degree in Secretariat and Communication by Universidade Europeia of Lisbon;  
Post-graduation in Image, Protocol and Event Organization by Universidade Europeia of Lisboa;  
Officer Manager – ESA – Universidade Europeia de Lisboa – European Secretarial Academy.  
Training Trainers – Universidade Europeia Lisboa/ CCP / IEFP -EDF 485220/2008 DL



**Since 2015** – Trainer and Consultant at High Skills

**2011** - Officer Manager at Cititravel Lisboa, DMC.

**2009 to 2010** – Secretary of Project Department at BANIF

**2008 to 2009** – Executive Assistant at Public Works Ministry – CPCE

**2005 to 2007**- General Operations Coordinator at Hotel Turismo de Trancoso

**2003 to 2004** – Group Coordinator / Event Manager of VIP Hotels Group – Hotel Vila Rica Lisboa

**2002 to 2003** – Event Manager at Centro Escolar Hoteleiro Turístico of Estoril

**2000 to 2001**- Hotel Direction Assistant at Hotel Real Group – Hotel Real Parque

**1997 to 1999** - Officer Manager in Madrid at Institute for International Research Espanha

**1994 to 1996** – Assistant of Administration / Assistant of Operational General Director at Tivoli Group Hotel – Tivoli Lisboa

**1989 to 1994** - Sales Executive / Executive Assistant / Group Coordinator and Event Manager at Pestana Group / Casino Park Hotel / Madeira Carlton Hotel

**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:	MINI-MBA in Communication and Effective Writing – Development of Business Support Documents and Social		
Birth Date:		Nacionality:	
Passaport:		Expiration date:	

**Possible contacts for more information:**

E-mail: [geral@highskills.pt](mailto:geral@highskills.pt)

Phone: +351 217 931 365

