

# MASTER OF ECONOMICS

## HFB

### Hospitality Management and Food & Beverage

International Master Degree  
THIRD EDITION

# HFB

## Master of Economics (MEcon) Hospitality Management - F&B

- A path of higher education that offers the opportunity to immediately enter the job market through internships, some of them remunerated, in the major local and foreign companies.
- INPS (former INPDAP) scholarships cover the total cost of the master in HFB for civil servants' and pensioners' children or orphans of Public employees and retirees of Public Administration.
- Grants for best students' internships are offered by major HFB businesses in Italy and abroad.
- "UNICREDIT ad honorem" loan with advantageous interest rates and without guarantees.

The Credits acquired through the Master in HFB will be recognised for "Laurea Specialistica" in "Economic Science" (Class LM-56) and "Economic and Business Science" (Class LM-77)

## EXPERIENCES

- International Professors and Professionals
- Remunerated 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
- Contacts with professors from the Florida International University

## FACILITATIONS AND AID

- Accommodation: affordable instalments for foreign students (EU, US, and Non-EU)
- INPS Scholarships (former INPDAP) for Italian students
- Student Financing without guarantees and advantageous interest rates from *Unicredit*

## HFB / Why?

HFB Master aims to train:

**Managers** in the sector of Hospitality and Enogastronomic Tourism and of 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 and Enogastronomic industry.

## HFB / Blend of Management and Culture

HFB students will study business and economic marketing models, together with international success strategies for Hotel, Reception, Food and Wine producing businesses.

HFB Master is a winning combination of Italian culture and international skills, tradition and technology, to ensure a unique stay in Sicily and in the world.

## HFB / Commitment to Excellence

The scientific strength and the methodology of an international university.

The value and the culture of excellence in Sicily.

The innovation and the experience of business leaders in the sector.

The direct contact with success stories.

## HFB / Giving your Career the Right Flavor / Employment Opportunities

HFB 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 / Eligible Applicants

HFB Master is open to students who have:

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

A certified B1 level of English.

## The HFB Curriculum

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

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

#### 700 hours of internship

following a training scheme designed in collaboration with the host enterprise.

#### 400 hours of independent study

for project works and study.

## 360 hours of lessons taught in English

(April-May / November-December 2016 and January 2017) taught by internationally renowned professors and industry-professionals, covering management models, tourism marketing, and the fundamentals HFB techniques.

## 40 hours of special-topic seminars in English

With HFB experts

Taught courses will be split into **3 Modules:**

### 1. Management, Finance & Marketing 150 h (12 credits)

Hotel Management;  
Food & Beverage Management;  
Training & Management of Human Resources;  
Communication and Public Relations.

### 2. Seminars & Training 125 h (10 credits)

Small-scale production of high-quality, Local Food and Biodiversity, Enogastronomy, Mediterranean Diet and Regional Cuisine;  
Wine & Liquors, Wineries and the Routes of Wines, On Farm Hospitality and Agriturismo;  
Anthropology, Geography and Culture-related Tourism, Cruising, Shipping, Brokerage and Charter;  
Training.

### 3. Hospitality Tourism Service Operations Analysis 125 h (10 credits)

Hospitality Tourism Service Operations Analysis; Case Studies in Hospitality; Management; Hospitality law seminar;  
Organizational Behavior in the Hospitality Industry; Strategic Management for Hospitality and Tourism;  
Financial Management for the Hospitality Industry; Hospitality Enterprise Technologies;

## HFB / Faculty

### Coordinator HFB Master

#### Giovanni Ruggieri

Ph.D in Tourism Economy, Università degli Studi di Palermo, Italy

#### Alessandro Allegra

The Royal Society, Science Policy Centre, London

#### Alberto Carlino

Sociologist, Economist, International Marketing Expert

#### Pietro Columba

Full Professor of Agricultural Economics and Estimate, Università degli Studi di Palermo, Italy

#### Daniel Cormany

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

#### Maria Laura Crescimanno

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

#### Stefano De Cantis

Associate Professor of Social Statistics, Università degli Studi di Palermo, Italy

#### Mauro Ferrante

Ph.D in Social Statistics, Università degli Studi di Palermo, Italy

#### Sandro Formica

Contract Professor, Florida International University, Miami

#### Cassandra Funsten

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

#### Paolo Gobetti

Errequadro, Tourism Marketing & Operations Consultants CEO

#### Paolo Inglese

Full Professor of Agricultural Sciences and Forestry, Università degli Studi di Palermo, Italy

**Umberto La Commare**

Full Professor of Chemical, Management, Computer and Mechanical Engineering, Università degli Studi di Palermo, Italy

**Giovanni Marrone**

Full Professor of Philosophy and Theory of Languages, Università degli Studi di Palermo, Italy

**Diann Newman**

Ed. D Associate Dean, Student Services, Florida International University, Miami

**Niki Christian Nutsch**

Tourism and Hospitality Research, Education, Consultancy

**Ninfa Pagano**

Adjunct Professor of English Language and Culture, Università degli Studi di Palermo, Italy

**Marcantonio Ruisi**

Full Professor of Entrepreneurship at the Università degli Studi di Palermo

**Salvatore Tomaselli**

Associate Professor of Business Economics, Università degli Studi di Palermo, Italy

## HFB / Tuition Fees

The total course fees amounts to € 3.800,00 inclusive of VAT (advance payment of € 950,00 + 3 equal installments).

## HFB / Application & Registration Forms

To participate in the HFB Master download and fill in the documents by clicking on the following link buttons:

**HFB MASTER\_CALL 2015/2016**

**APPLICATION FORM FOR ADMISSION TO THE SELECTION**

**REGISTRATION FORM FOR INFORMATIONAL INTERVIEW**

## HFB / Grants and Scholarships

INPS (Former INPDAP) SCHOLARSHIPS COVER THE TOTAL COST OF THE MASTER IN HFB FOR CIVIL SERVANTS' AND PENSIONERS' CHILDREN AND ORPHANS OF PUBLIC EMPLOYEES AND RETIREES OF PUBLIC ADMINISTRATION.

HFB Master participants can apply for INPS Scholarships if they are under 40, are unemployed at the time of application and are orphans or children of employees enrolled in the Unified Management of credit and social performance (the "Credit Fund") or of retired members of the Management of Public Employees. For more information on how to access INPS grants see the notice online at the following link button **INPS GRANTS** or contact your regional INPS (Via Maggiore Toselli 5, Palermo) at number 091 285 561.

**MAINTENANCE GRANTS FOR THE INTERNSHIPS OF THE BEST STUDENTS OFFERED BY THE MAJOR HOSPITALITY AND FOOD & BEVERAGE BUSINESSES, IN ITALY AND ABROAD.**

**"UNICREDIT AD HONOREM" FIDUCIARY LOANS WITHOUT THE NEED TO PROVIDE COLLATERAL OR PERSONAL GUARANTEE OF THIRD PARTIES.**

To make a reservation of the loan "UNICREDIT an honorem", non-binding for the applicants, the students must use the procedure that can be accessed through the University of Palermo website ([www.unipa.it](http://www.unipa.it)).

## HFB / Partners and Businesses

The partner-businesses, chosen from industry leaders, will assign maintenance grants for the internships of the best students.

**PARTNERS OF THE PREVIOUS EDITION OF HFB Master**

**MAIN SPONSORS**

INPS\_Istituto Nazionale Previdenza Sociale  
MANAGERITALIA Palermo

**PARTNERS**

Assessorato Turismo, Sport e Spettacolo, Regione Siciliana  
Assessorato Beni Culturali e Identità Siciliana, Regione Siciliana  
Assessorato Turismo, Comune di Bagheria

ARCA\_consorzio per l'Applicazione della Ricerca e la Creazione di Aziende innovative  
CONFESERCENTI Sicilia  
CONFINDUSTRIA Palermo  
ERSU\_Ente Regionale per il diritto allo Studio Universitario Palermo

ADA\_Associazione Direttori Albergo Italia  
EHMA\_European Hotel Managers Association  
FEDERALBERGHI Palermo  
La Rotta dei Fenici\_Cultural Route of the Itinéraire Culturel du Conseil de l'Europe  
OTIE\_Observatory on Tourism in the European Islands  
SKAL INTERNATIONAL Palermo\_International Association of Travel and Tourism Professionals  
WYŻSZA SZKOŁA TURYSTYKI I EKOLOGII W SUCHEJ BESKIDZKIEJ\_Università della Polonia

## **BUSINESSES**

Abbazia S. Anastasia  
Albergo Athenaeum  
Baglio di Pianetto  
Ca'Doge  
Capofaro Malvasia & Resort  
Castello Lanza di Trabia  
Charme & Relax Gli alberghi di Fascino  
Donnafugata Golf Resort & Spa  
EDEN Hotels + Resorts  
Errequadro Consulenza Marketing Turismo  
Falconara  
FUD Bottega Sicula  
FVR s.r.l.  
GHS Hotels\_Astoria Palace Hotel/Hotel Garibaldi al Politeama/Hotel Vecchio Borgo  
Giubilesi ed Associati  
Grand Hotel Piazza Borsa  
Grand Hotel Villa Igiea  
Hands on Sicily  
Hotel Baia del Capitano  
Hotel Cà Doge  
Hotel Politeama  
Hotel Porta Felice  
Hotel Posta  
Locanda Gulfi  
Mari del Sud  
Massimo Plaza Hotel

Mediterraneo Travel  
Melia Hotel Roma Antica  
Monaci delle Terre Nere  
Monaco di Mezzo Bio-Agriturismo  
NH Hoteles  
Palazzo Brunaccini Boutique Hotel  
Pietro Barbaro  
Planeta  
PRC Repubbliche  
Ristorante Brunaccini  
San Lorenzo Mercato  
San Paolo Palace Hotel  
Sikania  
Splendid Hotel La Torre  
Torre Normanna Hotel & Resort  
Villa Athena

## **HFB / Further Information**

### **Alta Scuola ARCES**

Vicolo Niscemi, 5 – 90133 Palermo

tel. +39 091 346629

dott.ssa Clelia Giordano (c.giordano@arces.it)

dott.ssa Monica Segretario (m.segretario@arces.it)

master.hfb@unipa.it

**[www.masterhospitalitymanagement.it](http://www.masterhospitalitymanagement.it)**

### **Coordinator HFB Master**

Prof. Giovanni Ruggieri (giovanni.ruggieri@unipa.it)

Ph.D in Tourism Economy, Università degli Studi di Palermo, Italy

## Promoter:



UNIVERSITÀ  
DEGLI STUDI  
DI PALERMO



Alta Scuola

ARCES

## Main Sponsor



Istituto Nazionale Previdenza Sociale



## Partners



Regione Siciliana  
Assessorato Turismo  
Sport e Spettacolo



Regione Siciliana  
Assessorato Beni Culturali  
Identità Siciliana



PALERMO



CONFINDUSTRIA PALERMO



Sicilia



WYŻSZA SZKOŁA  
TURYSTYKI I EKOLOGII  
W SUCHEJ BESKIDZKIEJ



ERSU  
PALERMO  
ENTE REGIONALE PER IL DIRITTO  
ALLO STUDIO UNIVERSITARIO



SKÅL INTERNATIONAL PALERMO  
MEMBER OF SKÅL INTERNATIONAL  
International Association of Travel and Tourism Professionals



Business

**ForteVillage**  
SARDINIA

**NH**  
HOTELES

**MARI DEL SUD**  
Resort & Village  
Giardino Mediterraneo  
★★★★★

*Hands-on Sicily*

hotel baia del capitano  
\*\*\*\*  
Cefalù

**A**  
ACQUA MARCIA  
TURISMO

G.H. VILLA IGIEA - MGALLERY C.  
PALERMO

GRAND HOTEL ET DES PALMES  
PALERMO

MERCURE PALERMO EXCELSIOR  
PALERMO

MERCURE CATANIA EXCELSIOR  
CATANIA

SAN DOMENICO PALACE  
TAORMINA

DÈS ETRANGERS HOTEL & SPA  
SIRACUSA

**PALAZZO BRUNACCINI**  
BOUTIQUE HOTEL

*le cucine di*  
**VILLA REALE**

**GHS**  
HOTELS

**ASTORIA**  
PALACE  
HOTEL  
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**HOTEL**  
GARIBALDI  
AL POLITEAMA  
\*\*\*\*

**HOTEL**  
VECCHIC  
BORGO  
\*\*\*\*

**BAGLIO DI PIANETTO**

**VILLA ATHENA**  
★★★★★

**RISTORANTE BRUNACCINI**

**MASSIMO PLAZA HOTEL**  
★★★★★

**Hotel Posta**

**Donnafugata**  
Golf Resort & Spa

**EDEN**  
hotels + resorts

**Charme & relax**  
Gli Alberghi di Fascino

**PLANETA**

**CAPOFARO**  
MALVASIA & RESORT

**BOTTEGA SICULA**  
**FUD**  
PALERMO

**HOTEL PORTA FELICE**  
*Wellness Club*

**SANLORENZO**  
MERCATO

**VITA**



**SPLendid HOTEL**  
LA TORRE  
★★★★

Monaci delle Terre Nere

**GRAND HOTEL**  
PIAZZA BORSA  
★★★★

**HOTEL POLITEAMA**  
★★★★

**EOLIAN HOTEL**  
★★★

**TORRE NORMANNA**  
HOTEL & RESORT  
★★★★

**R2**  
errequadro  
consulenza marketing turismo

**ALBERGO**  
**ATHENAEUM**  
★★★

*Locanda*  
**GULFI**

**PRG REPUBBLICHE+**