

# HFB

# 4th edition

International Master Degree



“**MASTER OF ECONOMICS**  
Hospitality Management and Food & Beverage”



HFB

## HFB – Master of Economics Hospitality Management and Food & Beverage

“

*An international higher education path to immediately enter the job market in the major local and foreign companies.*

”

Giovanni Ruggieri  
Coordinator HFB Master



# HFB



## EXPERIENCES

International professors and professionals .

Internships in international companies.

Workshops, exhibitions, events and seminars.



## OPPORTUNITIES

Interactive lectures with FIU teachers and professionals.

Preliminary interviews with companies .



## FACILITATIONS AND AID

Accommodation with special rates for foreign students (EU, US and Non-EU) .

Grants and scholarship from institutions and companies.

## Why?



HFB Master aims to train:

- Managers in the sector of Hospitality and Food & Beverage;
- Professionals able to launch entrepreneurial projects;
- Experts in Management Hospitality and Marketing.

## 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.



## Your career



HFB multi-disciplinary training scheme prepares students for two career paths in Tourism:

- Business Management of hotel and hospitality companies; catering and food-service companies as well as service and marketing companies;
- Self-entrepreneurship, including planning, implementing and management of a business in the tourism industry.

## 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.



## Eligible Applicants

HFB Master is open to students with degree in:



Agriculture



Foreign Languages  
and Literatures



Business  
Management



Economics



Communication  
Studies



Political Science



Law



Cultural Heritage



A certified B1 level of English

# HFB

## 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 cooperation  
with the host enterprises  
(more than 40 companies).

**40 hours of special-topics**  
with HFB experts.



**400 hours of home study**  
for project works and study.

**360 hours of lectures**  
taught by international  
renowned professors and  
industry-professionals,  
covering management  
models, tourism marketing  
and the fundamentals HFB  
techniques.





# HFB

## 60 credits

### Courses in 3 Areas:

#### 1. Management, Finance & Marketing

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

150 h

12  
credits

#### 2. Seminars & Training

Small-scale production of high-quality;  
Local Food and Biodiversity;  
Mediterranean Diet and Regional Cuisine;  
Wineries and the Routes of Wines;  
On Farm Hospitality and Agriturismo;  
Culture-related Tourism.

125 h

10  
credits

#### 3. Hospitality Tourism Service

##### Operations Analysis

Hospitality Tourism Service Operations Analysis;  
Case Studies in Hospitality;  
Organizational Behavior in the Hospitality Industry;  
Strategic Management for Hospitality and Tourism;  
Financial Management for the Hospitality Industry.

125 h

10  
credits



### Internship

700 h  
28  
credits

### Alessandro Allegra

Alessandro Allegra, Doctoral Candidate, Department of Science and Technology Studies, University College London (UCL)

### 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

### 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

### Detta Melia

College of Arts and Tourism, Dublin Institute of Technology , Ireland

### Diann Newman

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

### Niki Christian Nutsch

Director at Nutsch & Associates, Hospitality Consultancy, London

### Ninfa Pagano

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

### Antonio Purpura

Full Professor of Economics, Business and Statistics, Università degli Studi di Palermo, Italy

### Marcantonio Ruisi

Full Professor of Entrepreneurship, Università degli Studi di Palermo

### Salvatore Tomaselli

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

## Tuition Fees

The total course fees amount to €. 3.800,00 VAT included  
(entrance fee €. 950,00 + 3 tranches).

## Application & Registration Form

Download and fill in the documents by clicking on the following link buttons:

click

APPLICATION  
FORM

click

HFB  
MASTER CALL  
2016

click

REGISTRATION  
FORM FOR  
INFORMATIONAL  
INTERVIEWS



# HFB

## Grants and Scholarships

10 INPS grants cover the total cost of the Master in HFB for civil servants' and pensioners' children and orphans of Italian 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.

20 Support grants for the internships of the best students are offered by the major hospitality and food & beverage companies, in Italy and abroad.

1 Scholarship covering the total cost of the Master, is offered by MANAGERITALIA to the best students who will be detected during the selection.

"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)).





# Partners and Businesses

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

## MAIN SPONSORS

INPS Istituto Nazionale Previdenza Sociale

MANAGERITALIA Palermo

## PARTNERS

ADA Associazione Direttori Albergo Italia

ARCA consorzio per l'Applicazione della Ricerca e la Creazione di Aziende innovative

Assessorato Turismo, Sport e Spettacolo, Regione Siciliana

Assessorato Beni Culturali e Identità Siciliana, Regione Siciliana

ERSU Ente Regionale per il diritto allo Studio Universitario Palermo

EHMA European Hotel Managers Association

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

## BUSINESS PARTNERS

ABBAZIA SANTA ANASTASIA

AGRIRELAIS BAGLIO DI PIANETTO

AZIENDE AGRICOLE RAVIDA'

CANTINE PELLEGRINO

CAPOFARO MALVASIA RESORT s.r.l.

CHARME & RELAX

COSTA DEGLI ULIVI group

DONNAFUGATA GOLF RESORT & SPA

EDEN HOTELS & RESORT

ERREQUADRO

FEEDBACK

FORTE VILLAGE RESORT

FUD BOTTEGA SICULA

GHS HOTELS

HANDS-ON SICILY, New York

HOTEL BAIA DEL CAPITANO

HOTEL Cà DOGE

HOTEL POLITEAMA

HOTEL PORTA FELICE

HOTEL POSTA

IKEA

LE CUCINE DI VILLAREALE

LOCANDA GULFI

MARI DEL SUD RESORT & VILLAGE

MASSIMO PLAZA HOTEL

MONACI DELLE TERRE NERE

NH HOTEL

PALAZZO BRUNACCINI

PLANETA

RISTORANTE BRUNACCINI

SAN LORENZO MERCATO

SAN PAOLO PALACE HOTEL

SETTESOLI CANTINE

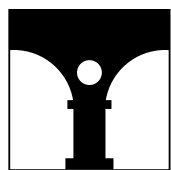
VERDURA RESORT GOLF CLUB

VILLA ATHENA

VILLA IGIEA



UNIVERSITÀ  
DEGLI STUDI  
DI PALERMO



ARCES

Alta Scuola

DSEAS

Dipartimento di  
scienze Economiche  
Statistiche e Aziendali

cooperation with

**FIU**

Chaplin School of  
Hospitality & Tourism  
Management

HFB

## Further Information

Alta Scuola ARCES  
Vicolo Niscemi, 5 – 90133 Palermo  
tel. +39 091 346629  
Monica Segretario (m.segretario@arces.it)  
Clelia Giordano (c.giordano@arces.it)  
master.hfb@unipa.it  
[www.masterhospitalitymanagement.it](http://www.masterhospitalitymanagement.it)



## Coordinator HFB Master

Ph.D Giovanni Ruggieri (giovanni.ruggieri@unipa.it)  
Professor on Tourism Economy,  
Università degli Studi di Palermo, Italy.



Read the experiences of our students on Facebook  
Master of Economics Hospitality Management – F&B

# Promoter

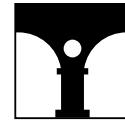
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ARCES

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in cooperation with



Chaplin School of  
Hospitality & Tourism  
Management  
FLORIDA INTERNATIONAL UNIVERSITY

Main  
Sponsor



Istituto Nazionale Previdenza Sociale

# Partners



OBSERVATORY ON TOURISM  
IN THE EUROPEAN ISLANDS



PALESTRA  
ENTE REGIONALE PER IL DIRITTO  
ALLO STUDIO UNIVERSITARIO



Associazione Direttori Albergo



EUROPEAN  
HOTEL  
MANAGERS  
ASSOCIATION



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



WYŻSZA SZKOŁA  
TURYSTYKI I EKOLOGII  
W SUCHEJ BESKIDZKIEJ



Cultural Route of the  
Itinéraire Culturel du  
COUNCIL OF EUROPE  
CONSEIL DE L'EUROPE

Business  
Partners



Gli Alberghi di Fascino



FAMILY VINEYARDS



Resort & Village  
Giardino Mediterraneo

★★★★



Golf Resort & Spa



PALAZZO BRUNACCINI



VILLA ATHENA



VERDURA RESORT  
SICILIA



le cucine di  
VILLA REALE



piccoli viticoltori di un grande vigneto



errequadro  
consulenza marketing turismo



HOTEL PORTA FELICE  
Wellness Club



HOTEL POLITEAMA



MASSIMO PLAZA HOTEL



ForteVillage  
SARDINIA



GRAND HOTEL ET DES PALMES  
PALERMO

G.H. VILLA IGIEA - MGALLERY C.  
PALERMO

MERCURE PALERMO EXCELSIOR  
PALERMO

MERCURE CATANIA EXCELSIOR  
CATANIA

SAN DOMENICO PALACE  
TAORMINA

DÈS ETRANGERS HOTEL & SPA  
SIRACUSA



GHS  
HOTELS



ASTORIA  
PALACE  
HOTEL



HOTEL  
GARIBALDI



HOTEL  
VECCHIO  
BORGO



MALVASIA & RESORT



MERCATO



HOTEL TONNARA



SANPAOLO  
PALACE



hotel baia del capitano



Locanda  
GULFI