



OLLSCOIL NA  
GAILLIMHE  
UNIVERSITY  
OF GALWAY

Coláiste Ósta na Sionna  
Shannon College of Hotel Management

# Shannon College of Hotel Management

## Postgraduate Prospectus 2024



University  
ofGalway.ie

## A Message from the Programme Leader



### Ms Loraine Kavanagh

At Shannon College of Hotel Management, we offer a range of programmes designed to assist you in advancing your skills in business, hospitality, and leadership. Each programme is designed to provide you with the necessary skills required to enter into higher management positions while also giving you the opportunity to specialise in a particular area of interest. This specialisation takes place in the final semester of your programme.

The Postgraduate Programmes we offer are:

- MSc in Business & Hospitality
- MSc Global Hospitality Management & Intercultural Communication
- MSc in Hospitality Performance, Revenue & Asset Management
- PG Certificate in Hospitality & Leadership
- PG Certificate in Hospitality Management

While you study with us, you will become exposed to the latest trends in the business and hospitality sectors through guest speakers, field trips, and classroom discussions. In addition, we will offer you support in areas such as academic writing, career development advice, while providing counselling and mental health wellbeing services. We will also introduce you to our extensive alumni upon graduation which will afford you with many networking opportunities.

If you have any queries in relation to our programmes, please do not hesitate to contact us.

We look forward to hearing from you and hope to see you at Shannon College of Hotel Management.

Ranked **1** in  
Number **1** Ireland



“Each programme is designed to provide you with the necessary skills required to enter into higher management positions while also giving you the opportunity to specialise in a particular area of interest.”

## About Shannon College

Shannon College of Hotel Management is a College of University of Galway (formerly NUI Galway). The Shannon College campus is a satellite campus located in Shannon, County Clare. All the programmes offered by Shannon College are delivered at the Shannon Campus. All students are registered students of the University of Galway and will receive their qualification from the University.

Shannon College of Hotel Management (Shannon College) was founded in 1951 as Ireland's first dedicated Hotel Management College. The College has a global reputation for quality and success of graduates, with alumni holding senior positions in multinational companies and hotels on every continent.

This connection to the world helps the College to continue to adapt teaching to meet the needs of the ever changing business of hospitality.

## Postgraduate Studies at Shannon College

### Reasons to choose Shannon College

- 1 Employability**  
Graduates have excellent employment opportunities in a wide range of industries. The principles taught on the PG programmes are versatile and can be easily adapted to benefit you in any area of business.
- 2 Direct access to industry**  
The programmes include a wide range of activities that ensure you are exposed to the industry through the Shannon Alumni Network and the wide range of business partners the College works with.
- 3 Flexible and supportive learning experience**  
Core Modules take place on a Monday and Tuesday, allowing for excellent flexibility for those who would like to work while they study. You will also be exposed to a wide range of supports including Career Planning to support your progression upon completion of your programme.
- 4 Specialist content**  
The PG programmes prepare you for working in the dynamic world of business and hospitality while also giving you the opportunity to direct your own learning experience with pathway options in Research, Internships or Business Consultancy Projects.

# Masters Programmes at Shannon College of Hotel Management



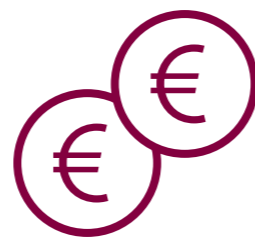
## MSc Global Hospitality Management & Intercultural Communication

At Shannon College of Hotel Management we are delighted to offer three exciting Masters Programmes. For each of our Masters Programmes, students will study core modules in Semester One and Semester Two to develop their business acumen, critical thinking and leadership style. In the final semester students can choose the pathway that suits them best – Research Thesis, a Paid Internship or Business Consultancy & Summer School (for those studying the MSc in Business & Hospitality).



## MSc in Business & Hospitality

The Masters Programmes at Shannon College are designed with the student in mind and offer great flexibility. All core modules are scheduled to take place on a Monday and Tuesday providing a flexible learning experience. This allows students to manage their own schedule efficiently and also gives the opportunity to work and gain additional experience while they study. Academic Workshops, Career Supports and Industry Presentations take place Wednesday - Friday.



## MSc Hospitality Performance, Revenue & Asset Management

Programme	Semester 1	Semester 2	Semester 3
MSc Global Hospitality Management & Intercultural Communication	<ul style="list-style-type: none"> <li>Global Business and International HRM</li> <li>Information Technology for Hospitality</li> </ul>	<ul style="list-style-type: none"> <li>Hotel Asset Management</li> <li>Project Management</li> <li>Strategy and Innovation for Hospitality</li> </ul>	Business Consultancy Project and Summer School (Business and Hospitality Only)
MSc Business & Hospitality	<ul style="list-style-type: none"> <li>Performance and Revenue Management</li> </ul>	<ul style="list-style-type: none"> <li>Intercultural Communication for Business</li> </ul>	Internship
MSc Hospitality Performance, Revenue & Asset Management	<ul style="list-style-type: none"> <li>Business Analytics Fundamentals</li> </ul>		Research Thesis



## Core Modules

### Semester 1

#### Global Business and International HRM

This module explores the response of hospitality businesses to global and economic pressures such as macro-forces in the economy, mergers and acquisitions, marketing challenges, developing product offerings and differentiation. It also encourages students to examine how HRM operates in a business setting in order to maintain an effective business with motivated and innovative staff.

#### Information Technology for Hospitality

The objective of this module is to equip hospitality business leaders with Information Technology knowledge, awareness, and skills to inform their business decisions and practices. There are three main strands in this module:

- Information Technology for Hospitality Marketing which examines website considerations, conversion rates, social media, social video, digital advertising, branded mobile apps, online destination marketing, online hospitality services, and OTAs.
- Information Technology for Hospitality Operations which explores management information systems (global and in-house), data warehousing, data analytics, IT system security, payments (electronic and online), in-house mobile apps, and devices (wireless and biometric).
- Teaching of research-based strategies and practical skills which students can then use to deliver engaging business presentations.

#### Performance and Revenue Management

The objective of this module is to develop the skills necessary to appraise financial and non-financial performance in a hospitality organisation, along with the ability to devise revenue management strategies to improve an organisation's performance. The module will look at a number of key areas: the performance information needs of different users, industry wide and organisation specific key performance indicators, interpretation of business accounts, application of performance management models and cost reduction strategies. The area of revenue management will be approached from the viewpoint of the revenue manager who needs to manage this complex activity with the understanding of a systems approach.

#### Business Analytics Fundamentals

Business Analytics is the process by which businesses use statistical methods and technologies for analysing historical data to gain new insight and improve strategic decision-making. This module introduces students to a range of business-analytic concepts, methodologies, techniques, and practices typically employed in a range of business contexts that turns data into information.

### Semester 3

In the final semester, students have the opportunity to tailor their own education experience to suit their interests, skillset and career ambitions. Students will have the option of completing a Research Thesis or Internship. The topic of research or the type of internship secured will be guided by the students area of focus. Students who are completing the MSc in Business and Hospitality will have a third option which will be to complete a Summer School and a Business Consultancy Project.

### Semester 2

#### Hotel Asset Management

Hotel Asset Management will provide the framework, knowledge and tools to manage hotel assets strategically. The module will enable students to develop analytical capabilities to enable them to evaluate opportunities and make decisions related to the management of hotel assets. Also assessed will be management contracts between owners and operators, and the complexities involved in handling multiple stakeholders in Hotel Asset Management contracts.

#### Intercultural Communication for Business

This module will enable students to recognise, understand and reflect on issues related to intercultural communication in global business settings. It comprises three core areas of study: intercultural communication and cross-cultural management, human resources management in a global context, and global leadership. The objective of this module is to enable students to recognise and understand the importance of culture and its impact on business communication and management across cultures while reflecting on the need to increase their own level of intercultural sensitivity and competence, in order to succeed as managers of global teams. The manner in which cultural differences impact on communication and human resources practices and policies will be discussed and evaluated. Following this, the needs and challenges of becoming a successful global leader will be analysed by considering different cultural settings and work scenarios, as well as the students' own culture.

#### Project Management

The objective of this module is to provide an opportunity to apply the process of project management to a specific hospitality business project. Topics covered include project definition, planning, execution, basic feasibility models, management, control, and implementation. This will involve the application of a formalised and structured project management process and the development of proposals demonstrating appreciation of the practical and consumer-based contexts of the organisation.

#### Strategy and Innovation for Business

The objective of this module is to expose the students to key strategic management frameworks, models, and theories that they can then adapt and apply to the world of business in order to foster innovation. A key task for the students is to understand how strategy is crafted in response to the changing business environment. Students are expected to play an active role in the learning process by engaging with academic literature to further their knowledge of strategy and to improve their organisational awareness. The overall aim of this module is to challenge the students to think differently.

# Choosing the right Postgraduate Programme for you

## MSc in Business & Hospitality

The MSc in Business & Hospitality is designed for those with hospitality/business qualifications or experience who wish to develop their knowledge of hospitality systems, trends and business applications to an advanced level. It is designed as a specialist course which assists students in blending their existing talents with the advanced hospitality and business skills and knowledge needed to manage a modern hospitality organisation.

Modules include Global Business and International HRM, Project Management, Information Technology for Hospitality and Performance and Revenue Management. The programme will be offered on a full-time basis over one academic year or on a part-time basis over two academic years.

## MSc Global Hospitality Management & Intercultural Communications

The MSc Global Hospitality Management & Intercultural Communication is designed for those who would like to develop and strengthen their knowledge and skills in Human Resource Management (HRM) while becoming competent in intercultural communication. The programme aims to prepare graduates by developing their understanding of different cultural contexts and viewpoints while attaining valuable business skills thus enabling graduates to work successfully in various sectors across the global business market. Modules include: Global Business and International HRM, Intercultural Communication for Business, Management of Organisational Change, and Project Management.

The programme will be offered on a full-time basis over one academic year or on a part-time basis over two academic years.

## MSc in Hospitality Performance, Revenue & Asset Management

The MSc in Hospitality Performance, Revenue & Asset Management fosters the analytical and revenue focused mind set graduates will need to forecast future performance, whilst also predicting and mitigating risk. Students will learn to exploit business analytics, performance, and yield management techniques, enabling them to become more adaptable to the needs of the dynamic business environment. Modules include: Performance and Revenue Management, Hotel Asset Management, Strategy and Innovation for Hospitality, and Business Analytics Fundamentals.

The programme will be offered on a full-time basis over one academic year or on a part-time basis over two academic years.

## Postgraduate Certificates

The Postgraduate Certificates at Shannon College are designed for those with experience or a qualification in the field of Business and/or Hospitality who wish to develop their knowledge and skillsets without committing to a full masters programme.

These programmes can be completed in one semester of study covering four modules. Students who complete a Postgrad Certificate may also be eligible for exemptions should they decide to continue on and complete a full Masters Qualification at Shannon College over time.

- **PG Cert in Hospitality and Leadership**  
January 2024 Start Date
- **PG Cert in Hospitality Management**  
September 2024 Start Date

## Interactive and Engaging Approach

Each PG Programme at Shannon College consists of lectures, seminars, industry exposure, experiential learning, in-company study, computer-based simulation, guest speakers and projects in the relevant subjects.

## Flexible Learning Options

### Part-Time Study

Each of our Masters programmes are available on a full or part time basis. Part time students will have lectures one day per week giving great flexibility for those who need to balance both work and home lives with their studies.

### Stand Alone Modules

There is also the option to take standalone modules taught on these courses as part of professional development:

- Global Business and International HRM
- Information Technology for Hospitality
- Performance and Revenue Management
- Business Analytics Fundamentals
- Hotel Asset Management
- Intercultural Communication for Business
- Project Management
- Strategy and Innovation for Business

These modules can then be used as building blocks towards earning a masters qualification. For further information on applying for a standalone module please contact:

Sarah O Mahony  
[sarah.omahony@universityofgalway.ie](mailto:sarah.omahony@universityofgalway.ie)

## How to Apply

All PG Applications can be made online through the University of Galway Applications System. Prospective students can access the system through [www.universityofgalway.ie/apply](http://www.universityofgalway.ie/apply)

Applications are submitted via an online form, and a step by step guide will assist you through the process. The application fee is €35 and this is non-refundable.

## Minimum Entry Requirements

Candidates for postgraduate studies at Shannon College will normally hold, or expect to hold before the programme commences, an undergraduate degree, usually a second class honours or equivalent in a related area. Students must also upload a personal statement (approximately 600 words), a current CV and 2 references (one academic and one from an employer).

## Recommendations

We recommend that you apply as early as possible for programmes, particularly if you are applying from outside of the European Union (EU) as you may need to apply for a student visa. You should also allow sufficient time to make any financial, travel and accommodation arrangements when you are offered a place.

## Fees

International Student Fee for Masters Programmes – €18,000

EU Fees for Full-Time Masters Programmes – €10,000

EU Fees for Part-Time Masters Programmes – €5,100 per year

EU Fees for PG Certificate – €3,900

Stand Alone Modules – Range from €600–€1,200

## Scholarships

Shannon College offer a wide range of scholarships to eligible students. Visit our website for the full list of scholarships available for 2024.

## How to pay your fees and refund policies

Please refer to the following link:

[www.universityofgalway.ie/courses/fees-and-funding/fees](http://www.universityofgalway.ie/courses/fees-and-funding/fees)



## Stefan Maidment - UG 2019 PG 2021

This college provided me with a fantastic opportunity to grow both personally and professionally in the field of hospitality.

Each module was carefully designed and expertly delivered by the faculty, offering profound insights into the subject matter. Their superb approach to delivering each module equipped me with the skills and knowledge required to excel in the hospitality industry.

The diverse and inclusive environment at the College further enhanced my experience. The student body comprised of individuals from various countries, professions, and age groups, resulting in a truly multicultural learning experience. The open discussions and interactions with my peers fostered an environment where we could learn from each other's unique perspectives and experiences. The impact of this master's degree on my career has been nothing short of remarkable. Currently, I hold the position of Deputy General Manager, and I firmly believe that my time at Shannon College of Hotel Management played a crucial role in my professional development.



## Sabina Gurang – Class of 2022

My time in Shannon College of Hotel Management has been a fantastic learning experience and I have gained a lot of new knowledge. I chose Shannon College of Hotel Management because I have wanted to go there since I was in fifth year of secondary school. The College has a great reputation in the industry and I was very interested in the modules they offered such as Revenue and

Performance Management and Project Management. I was intrigued by the discussions in class and the examples my lecturers and classmates provided. I have learned a lot from the mixture of different modules provided and the many guest lecturers from the industry. The diverse range of modules meant that the programme catered to all students.

I chose to complete an internship in my third semester. The College helped me get an internship in the area that I had interest in pursuing for my future career.

The Shannon family and lecturers are welcoming, supportive, and friendly. Not only did I have the opportunity to meet and attend lectures from experienced industry experts, but I have also made some great friends from different backgrounds.



## Dr Sean T. Ruane, Lecturer in Management, Strategy, Facilities and Tourism

Are you interested in working in a dynamic and exciting career in hospitality management? Do you enjoy working with other people and have great interpersonal skills? Do you enjoy solving problems and using creative thinking to find new approaches to old problems? Then choosing a postgraduate

programme at Shannon College of Hotel Management could be right for you. The postgraduate programmes are designed for students who want to know how to keep hospitality companies and organisations competitive through innovation, strategic thinking and advanced people management.

In an era of increased globalisation and uncertainty, hospitality companies that don't remain relevant through the creation of new products and services, will find it hard to compete.

The postgraduate programmes at Shannon College meets this challenge, teaching students how they can create competitive advantage for any sized business by implementing strategic changes and helping the company to innovate.



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## Coláiste Ósta na Sionna Shannon College of Hotel Management

### Events

For a full list of events or to register for an upcoming event, please visit:  
[www.universityofgalway.ie/shannoncollege/events/](http://www.universityofgalway.ie/shannoncollege/events/)

### Meet us at a location closer to you

Our team travels around Ireland and the world to meet with students, get in touch with us to see if we will be visiting a location close to you.

If it is not possible for you to meet our team in person, please let us know and we can arrange a time to meet you on zoom. We also welcome private campus tours.

Contact [sarah.omahony@universityofgalway.ie](mailto:sarah.omahony@universityofgalway.ie)

### Contact

#### Programme Leader

Lorraine Kavanagh  
T. +353 91 497238  
E. [loraine.kavanagh@universityofgalway.ie](mailto:loraine.kavanagh@universityofgalway.ie)

#### Marketing Manager

Sarah O'Mahony  
T. +353 91 497211 / +353 83 3131555  
E. [sarah.omahony@universityofgalway.ie](mailto:sarah.omahony@universityofgalway.ie)

#### Admissions Officer

Joan Markham  
T. +353 91 497212  
E. [joan.markham@universityofgalway.ie](mailto:joan.markham@universityofgalway.ie)

#### Shannon College of Hotel Management

Shannon Airport, Co Clare  
V14 DP03

T. +353 91 497200  
E. [info@shannoncollege.com](mailto:info@shannoncollege.com)  
[www.universityofgalway.ie/shannoncollege](http://www.universityofgalway.ie/shannoncollege)



**Important:** This hard copy prospectus lists all programmes on offer, at the time of going to press, for entry in 2024. Details of new programmes on offer subsequent to the printing of this prospectus will be listed online at: [www.universityofgalway.ie/newcourses](http://www.universityofgalway.ie/newcourses). The information contained in this prospectus is, to the best of our knowledge, true and accurate at the time of publication. Any amendments to the published information will be included in the online prospectus. The content of the prospectus is for information purposes only and should not be viewed as the basis of a contract between students and the university. University of Galway reserves the right to amend programmes or regulations at any time without notice; we may re-open previously closed programmes to accept applications in the event of programme quotas not being met. The university also reserves the right to withdraw programmes periodically for any reason (e.g., insufficient numbers).