



# HOSPITALITY ACADEMY

YOUR PASSPORT TO THE WORLD OF HOSPITALITY

EXTENDED  
INTERNATIONAL MBA IN HOSPITALITY  
MANAGEMENT

BARCELONA



# Table of contents

— 02

INTRODUCTION

— 03

WHY CHOOSE  
HOSPITALITY ACADEMY

— 05

EMPLOYABILITY

— 07

STUDENT TIMELINE

— 08

BARCELONA LOCATION

— 10

OUR PROGRAM

— 13

OUR PARTNERS

— 15

APPLICATION PROCESS

— 17

CONTACT



# We are *shaping* the future of hospitality leadership

## **Dear Future Student,**

Hospitality Academy is your opportunity to take the next serious step in your hospitality career, one that puts senior leadership within reach and gives you the business skills, the specialized expertise across multiple disciplines, and the professional experience to thrive there.

The Extended International MBA in Hospitality Management is the most complete MBA pathway in the Barcelona portfolio, built for hospitality professionals who want both advanced strategic management training and genuine depth across two distinct areas of specialization. Working with our extensive network of hospitality partners across Spain, we offer an accredited four-semester program that combines strategic management education, two dedicated specialization tracks, and three integrated internship periods, so you enter the market with a profile that is difficult to compete with.

We believe that ambitious hospitality professionals deserve access to education that moves as fast as they do. That is why our team supports you through every stage, from the application and visa processes to academic counseling, career guidance, and finding the right placements to match your goals. No matter where you are starting from, we are here to make sure the path forward is clear.

# Why Choose Hospitality Academy?

## 01 Get official certification

Hospitality Academy will support you in obtaining your accredited MBA degree. You will receive guidance at every academic stage to ensure you complete the program with the qualification your career goals require.

## 02 Visa support

Our dedicated visa specialists manage the complexity of studying abroad so you do not have to. We guide you through the full visa application process, from documentation to embassy preparation, ensuring a smooth experience from start to finish.





## **An innovative approach to learning**

The Extended International MBA in Hospitality Management combines strategic business management with two dedicated specialization tracks and hospitality-specific leadership training. You will cover financial decision-making, revenue strategy, service culture, guest experience design, organizational leadership, and global hospitality business structures, alongside structured specializations in both sustainability and digital transformation, giving you a management toolkit that goes well beyond the industry alone.

## **Exclusive access to the best hospitality recruitment tools**

We partner with leading hospitality employers to provide you with professional placement opportunities integrated directly into the program. You will complete an internship within hospitality environments while you study, and upon completing your degree, our recruitment support continues, connecting you with career opportunities in Spain and internationally.









# Employability



Currently, 4 out of 10 jobs globally are in the hospitality sector. At the management level, candidates who combine strategic expertise with depth across multiple specialization areas remain in short supply, making the Extended International MBA in Hospitality Management the most comprehensive and competitive qualification a hospitality professional can pursue within this portfolio.

The Extended International MBA in Hospitality Management is designed to close the gap between where you are now and where senior leadership begins, and to give you expertise across two focused disciplines that set your profile significantly apart. Business and management coursework grounded in hospitality operations develops the financial reasoning, strategic thinking, and organizational capability that director-level roles require. An integrated internship period ensures those skills are applied across real professional contexts, at increasing levels of responsibility, before you graduate.

# Why pursue the Extended International MBA in Hospitality Management with Hospitality Academy?

-  Study and work in Barcelona, one of Europe's most active and internationally recognized hospitality markets
-  Gain professional hospitality experience through an internship period integrated directly into the program
-  Build genuine specialization across sustainability or digital transformation, two disciplines that hospitality employers are actively prioritizing in their hiring
-  Barcelona's hospitality sector continues to grow, with luxury properties consistently seeking management-level international professionals
-  Graduates move into roles with average salaries competitive with senior hospitality management positions across European and international markets
-  The hybrid format means you continue building your professional experience while completing your MBA, without putting your career on pause
-  Affordable installment options available: speak with our team for current payment plan details
-  Graduate with a strategic management profile and recognized expertise across two specialization areas, suited to Director, General Manager, and senior innovation or sustainability leadership roles across European and global hospitality markets

# Student Timeline

1

## CORE SUBJECTS MODULE

The first semester covers the full strategic management landscape relevant to senior hospitality leadership: strategic management, executive leadership, global business structures, financial management, revenue strategy, customer experience, and organizational behavior.

2

## SPECIALIZATION MODULE LEVEL 1 + INTERNSHIP EXPERIENCE

The second semester is where you choose your specialization track (*either sustainability or digital transformation in hospitality*), and begin with the foundational level of that discipline, building a grounded understanding of how it shapes modern hotel operations and management. Alongside the academic modules, your integrated internship places you within a real professional environment, allowing you to apply the strategic frameworks developed in Semester 1 in practice.

3

## SPECIALIZATION MODULE LEVEL 2 + INTERNSHIP EXPERIENCE

The third semester deepens your expertise across both specialization areas, within the same track chosen in Semester 2, moving into the more complex and strategic dimensions of your specialization. Building on the foundation established in Semester 2, you continue developing your specialized knowledge while the internship period advances your professional experience, strengthening the applied skills and industry relationships established in the previous placement.

4

## MASTER'S THESIS + INTERNSHIP EXPERIENCE

The fourth semester combines a company-based research project with an internship. Rather than a traditional academic paper, the Master's Thesis is developed within a real hospitality organization, addressing an operational challenge or implementing a solution with direct impact, combining research, practical application, and results-based evaluation within the academic framework of the program. The internship period consolidates the capabilities and profile built across all previous semesters.



# Barcelona LOCATION

---



# The gateway to a global hospitality career.

Barcelona is one of Europe's most visited cities, welcoming over 15 million international tourists annually and consistently ranking among the top hospitality markets on the continent. For professionals pursuing senior leadership in hospitality, it is one of the most relevant environments in the world to develop that expertise, with a luxury hotel sector, a globally recognized food and beverage scene, and a guest profile that is genuinely international in every sense.

Properties in Barcelona operate at a standard that reflects both the city's visibility and the expectations of its guests. Working here means exposure to high-volume luxury operations, cross-cultural service environments, and the kind of professional complexity that prepares you for senior roles in any market, not just the European one.

Beyond the professional context, Barcelona is one of the most livable cities in Europe. A Mediterranean climate, a compact and walkable city, strong public transport, an international residential community, and a cultural scene that extends well beyond tourism all contribute to a quality of life that makes the experience here genuinely rewarding outside of working hours.

Hospitality Academy's Barcelona campus is situated in this environment and gives you direct access to the hospitality network operating within it.



# Our PROGRAM

---

## DESCRIPTION

The Extended International MBA in Hospitality Management is designed for in-depth specialization in hospitality management, with direct application to professional practice. Strategic and Executive focused, it prepares participants for managerial positions across hotel companies, developing the leadership, decision-making, and dual specialization expertise needed to pursue executive roles in hotels, international chains, or hospitality consulting.

## DURATION

4 semesters

## DELIVERY OPTIONS

The program is delivered in a hybrid format. Students attend on-site sessions in small, highly selective groups each semester, with the remainder of coursework completed online. This structure allows you to continue working professionally while advancing your academic qualification.

## REQUIREMENTS

- A prior higher education degree is required.
- Preference is given to students with previous studies or experience in Hospitality or related fields. Candidates without this academic or professional background will be required to complete the following bridging course before the program starts: Hospitality Fundamentals / Hotel Structure and Departments (3 ECTS).
- Proven English proficiency.

## WHAT ROLES CAN THIS PROGRAM LEAD TO?

Hotel Director, Hospitality General Manager, Hotel Operations Manager, Hospitality Regional Director, Hospitality Consultant, Sustainability or innovation-focused senior leadership roles.

Our programs combine traditional teaching methods, such as masterclasses, with more interactive and collaborative approaches. These include student presentations, gamification, and learning based on real-world cases and projects, providing a more practical and engaging classroom experience.

# Syllabus

## CORE SUBJECTS MODULE (30 ECTS)

<b>Hospitality Foundations and Operations</b>	<ul style="list-style-type: none"> <li>• Foundations and International Trends in the Hospitality Industry</li> <li>• Rooms Division Management</li> <li>• Food and Beverage Management</li> </ul>
<b>Hospitality Strategy</b>	<ul style="list-style-type: none"> <li>• Business Strategy, Business Models and Entrepreneurship in Hospitality</li> </ul>
<b>Financial Management</b>	<ul style="list-style-type: none"> <li>• Financial Management for Hotels and Restaurants</li> </ul>
<b>Marketing &amp; Customer Experience</b>	<ul style="list-style-type: none"> <li>• Customer Experience and Hospitality Service Design</li> <li>• Hospitality Marketing and Commercial Strategy</li> </ul>
<b>Leadership and Organization</b>	<ul style="list-style-type: none"> <li>• Human Resources and Leadership in Hospitality</li> </ul>

## SPECIALIZATION MODULE 1 - SUSTAINABILITY TRACK (15 ECTS)\*

- Sustainable Management of Hotel Operations
- Social Impact, Ethics and Responsible Management in Hospitality
- ESG Strategy and Environmental Certifications in Hospitality

## SPECIALIZATION MODULE 2 - SUSTAINABILITY TRACK (15 ECTS)\*

- Circular Economy and Resource Management in Hotels
- Innovation and Technology for Sustainable Hospitality
- Sustainable Marketing and Communication in Hospitality

OR

## SPECIALIZATION MODULE 1 - TECHNOLOGY TRACK (15 ECTS)\*

- Foundations of Technology in the Hospitality Industry
- Artificial Intelligence and Process Automation in Hotels
- Business Intelligence and Data Analytics in Hospitality

## SPECIALIZATION MODULE 2 - TECHNOLOGY TRACK (15 ECTS)\*

- Advanced Technologies Applied to the Hospitality Industry
- Cybersecurity and Digital Risk Management in Hospitality
- Digital Strategy Applied to the Hospitality Business

## INTERNSHIP EXPERIENCES (40 ECTS) + MASTER'S THESIS (20 ECTS)

- **Executive Internship Experience:** A substantial professional placement within senior-level hospitality environments, structured around the strategic management and specialization capabilities developed across Semesters 1, 2, and 3, and increasing in professional scope and responsibility with each period.
- **Master's Thesis:** An independent strategic research project addressing a substantive current challenge in the hospitality industry, completed with academic supervision.

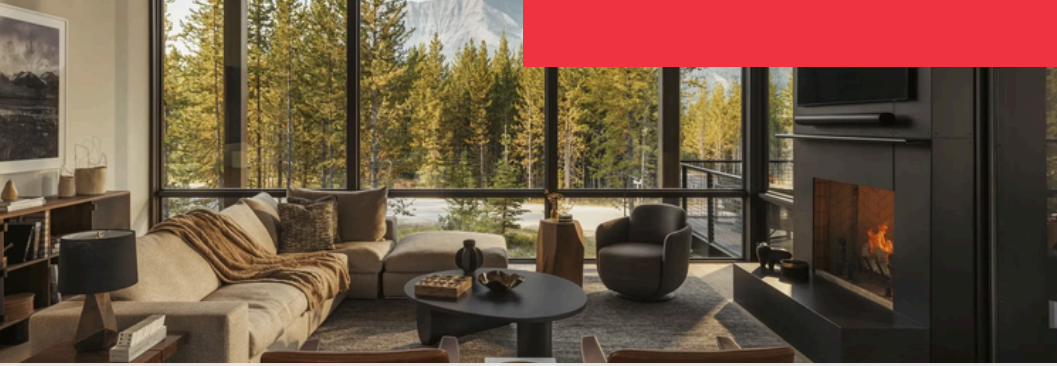
\*\*\* Students select one specialization track, either Sustainability or Technology and Digital Transformation, and follow that same track across both specialization modules. The chosen track runs through the full specialization component of the program.

# Our Partners

Hospitality Academy is not simply a school, but an avenue to begin a long and flourishing career in the industry.

Up to this point, we have established partnerships with an array of esteemed hotels and Michelin-star restaurants spanning the world. Our alliances enable us to provide our students with multiple support and guidance in obtaining internships or postgraduate positions.





## *Placement International*★

Your Extended MBA experience is supported by Placement International, a globally recognized hospitality recruitment company with over 15 years of experience placing professionals at luxury hotels and restaurants worldwide.

Placement International works directly with Hospitality Academy to match Extended MBA students with senior-level professional placements that align with their career trajectory and the strategic management and dual specialization skills developed through the program. From internship matching and interview preparation to post-graduation career support, Placement International is part of your journey from enrollment to employment.



# Application **PROCESS**

---

## **01** CHOOSE YOUR PROGRAM

Speak with our team and confirm that the Extended International MBA in Hospitality Management aligns with your career goals and professional background.

---

## **02** REGISTER FOR THE PROGRAM

Complete the registration form and settle the registration fee to secure your place within the established admission period.

---

## **03** APPLICATION FORM

Complete the application form for the Barcelona campus and your preferred intake date. Speak with one of our Admissions Specialists to discuss your background and understand the next steps.

---

## **04** PREPARE ALL DOCUMENTS

Submit the required documentation for admission review, including your Bachelor's degree and academic transcript, a motivation letter, an updated CV, and proof of English proficiency.

---

## **05** RECEIVE ACCEPTANCE LETTER

Once your academic and professional profile has been reviewed by the Program Coordination team, you will receive an offer of admission and the Hospitality Academy Enrollment Agreement. Your next tuition installment will be required before proceeding to the visa stage.

---

## **06** VISA PROCESS

Our dedicated visa team will guide you through the visa application process, from preparing the documentation to coaching you on embassy appointments.

---

## **07** WELCOME TO BARCELONA!


Begin your Extended International MBA in Hospitality Management with Hospitality Academy.

# Contact us!

For more information about the Extended International MBA in Hospitality Management, **get in touch with our team.**

---

## Phone

 +1 (425) 312-1756

 (+34) 602 59 95 07

## Website

[www.pihospitalityacademy.com](http://www.pihospitalityacademy.com)

## Email

[learn@pihospitalityacademy.com](mailto:learn@pihospitalityacademy.com)



**BOOK A CALL HERE!**

