



ITM College – Colegio Internacional de turismo y management

aprox. 30 km al suroeste de Viena jóvenes estudiantes tienen la posibilidad de emprender su carrera profesional en el turismo, una de las industrias más crecientes. Les espera un estudio intensivo, orientado a la práctica en lengua inglesa con un diploma reconocido a nivel europeo.

ITM College ofrece programas en:
“Hospitality and Tourism Management”
“Hospitality and Wellness Management”

Lenguas extranjeras (inglés, francés, español, ruso), asignaturas de gerencia y cursos prácticos son los elementos claves de las dos ramas de formación “Hospitalidad y Management de Turismo” y “Management de bienestar y spa” de las cuales se han graduado exitosamente más de 1.000 absolventes austríacos e internacionales en más de veinte años.

A través de una charla personal en cuanto a su carrera, ITM ofrece una amplia orientación para sus aspirantes. Después de haber egresado exitosamente, los absolventes pueden elegir entre dos posibilidades: Entrar directamente al mundo laboral o seguir estudiando y hacer el diploma de Bachelor en un año adicional.

Duración del estudio

2 años de estudio

1 año de estudio adicional

ITM Diploma

Grado de **Bachelor** en **“BBA in International Management”**, European University o **“BA (Hons) in Hospitality Management with Tourism”***, Manchester Metropolitan University.

*Subject to validation

Año escolar

- **Hospitalidad y Management de Turismo**
- **Management de bienestar y spa**

1° año escolar: octubre- mayo

El año escolar empieza el primer lunes de octubre y termina el viernes, 4 de mayo

prácticas: :

En las vacaciones se deben absolver unas prácticas obligatorias en la industria de turismo durante 13 semanas en Austria o en el extranjero.

2° año escolar: octubre – mayo

Al final del 2° año escolar tendrá lugar el examen de diploma.

Nuestro College ITM se encuentra en Bad Vöslau, Austria a 30 km al suroeste de Viena.

Meta de los estudios

Los estudiantes serán formados para la ejecución de las siguientes tareas operativas de management en la hostelería y en la industria de turismo.

- Hostelería, gastronomía sistemática y gastronomía convencional
- Establecimientos turísticos de transporte (línea aérea, compañía de autobus)
- Empresas para el desarrollo y planeamiento turístico regional
- Organizaciones y eventos deportivos
- Casinos, parques temáticos
- Agencias de eventos
- Centros de congresos
- Balnearios termales y wellness
- Establecimientos de arte y cultura
- Centros de parques nacionales

Equipo de los lectores

Lectores austríacos e internacionales con varios años de experiencia en la hostelería y industria de turismo enseñan a los estudiantes multiculturales en ITM. Las clases se realizan en grupos pequeños haciendo posible a los lectores docentes atender individualmente las necesidades de los estudiantes.

Requisitos

- Diploma de bachiller
- Diploma de formación profesional
- Legitimación para estudio académico

Nivel de formación y legitimaciones

A través de una examinación al final del 4° semestre, los estudiantes se gradúan. Los absolventes reciben el título profesional "Touristikkauffrau" (experta en turismo) o "Touristikkaufmann" (experto en turismo).

El título del Colegio para Turismo e Industria del Ocio reemplaza el examen empresarial y facilita el acceso directo a la hostelería después de haber trabajado por un año en el campo turístico.

Alojamiento

El College Garden Hotel*** ofrece habitaciones modernas para nuestros estudiantes. Vivir en el campus es una buena experiencia y ayuda a ganar amigos para la vida.

Los costes para el primer año

	CE en Euro	NO CE en Euro
La tarifa de inscripción	700,00	1400,00
La tarifa de estudios	6.200,00	8.950,00
Libros	580,00	580,00
Uniforme de practicas y bloque de cuchillos	260,00	260,00
Seguro	-	680,00
Total	7.740,00	11.870,00

Los costes se refieren al año escolar.



Inscripción

Para la inscripción le rogamos que nos envíen los siguientes documentos:

- formulario de inscripción
- currículum (en inglés)
- carta de motivación (en inglés: aprox. 300 – 500 palabras)
- copia de la partida de nacimiento (traducción legalizada en alemán o en inglés)
- copia del diploma de bachiller (traducción legalizada en alemán o en inglés)
- copia del pasaporte
- 2 fotos actuales de pasaporte

Dirección:

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Horario "Hospitality and Tourism Management" -

Materias	<u>1° año</u>		<u>2° año</u>		<u>Total</u>
	Semestre				
	1.	2.	3.	4.	
Lenguas y Comunicación					
Inglés	2	4	4	4	14
Francés, Alemán, Español, Ruso*	3	5	5	5	18
Informática	2	2	2	2	8
Management					
Marketing	2	2	2	2	8
Viajes y Turismo	2	2	2	2	8
Administración de Empresas	2	2	2	2	8
Economía	2	2	2	2	8
Contabilidad	4	4	3	3	14
Control financiero (Controlling)	-	-	3	3	6
Derecho	-	2	2	-	4
Cursos prácticas y especialización en					
Servicios Alimenticios	6	6	6	-	18
Management de Hoteles y Eventos	2	2	2	2	8
Management de Turismo	2	2	2	2	8
Formación práctica	3	3	-	-	6
Total	32	38	37	29	136
Formación práctica	13 semanas entre el 2° y el 3°				

* una lengua es obligatoria

Horario "Wellness and Spa Management"

Materias	<u>1° año</u>		<u>2° año</u>		<u>Total</u>
	Semestre				
	1.	2.	3.	4.	
Lenguas y Comunicación					
Inglés	2	2	2	2	8
Informática	2	2	2	2	8
Management					
Marketing	2	2	2	2	8
Viajes y Turismo	2	2	2	2	8
Administración de Empresas	2	2	2	2	8
Economía	2	2	2	2	8
Contabilidad	4	4	3	3	14
Control financiero (Controlling)	-	-	3	3	6
Derecho	-	2	2	-	4
Cursos prácticas y especialización en					
Management de Wellness y Balnearios	6	6	7	7	26
Servicios Alimenticios	6	6	4		
Management de Hoteles y Eventos	2	2	2	2	8
Management de Turismo	2	2	2	2	8
Operación de Empresas	3	3	-	-	6
Total	35	37	35	29	136
Practicas	13 semanas entre el 2° y el 3°				

Horario "BBA in International Management" – European University

Semestre 5 y 6		
Credits	Course	Content
Semester 5 4 ECTS	Global Business and Marketing	This course provides an understanding of the content, issues, contextual factors, administrative mechanisms and organization processes relevant to establishing and maintaining effective global marketing strategy. It also assists students in developing strategic decision-making skills for international market entry development and success.
Semester 5 4 ECTS	Financial Statement Analysis	This course is a practical course. The examples are taken from financial statements of real companies, and the analysis is done in class. Students prepare some of the classes with homework
Semester 5 3 ECTS	Small Business Management	This course studies all the forms necessary to run an efficient and successful small business, including personnel, accounting, time management, general office and sales forms.
Semester 5 4 ECTS	Negotiation	One objective for this course is to give students self-confidence in their negotiation skills. The course helps students develop an analytical understanding of negotiations and the management of conflicts so they can become more effective problem solvers. Differences are the basis for negotiation; without them there is no need for negotiation. The need for negotiation skills arises wherever joint decision-making is necessary. The aim of effective negotiation is to create maximum value in the deal making process.
Semester 5 4 ECTS	Business Finance	The course addresses the three main problems of Business Finance: how a corporation should invest its funds, how it should finance its investments, and to what extent it should distribute some of its assets to its owners.
Semester 5 4 ECTS	Industrial Marketing	The course provides in-depth coverage of the three key components of industrial marketing management: organizational buying and buyer behaviour, strategy formulation in industrial markets, and product, channel, and price planning for industrial goods and services. Beginning with an overview of industrial marketing, the course discusses in detail integrated business development, industrial market segmentation and pricing and distribution of industrial products and services. It goes on to discuss the role of personal selling in industrial marketing, customer satisfaction, and industrial marketing research. Finally, it discusses standard and fabricated industrial products and capital equipment and services.

Semester 5 3 ECTS	Change Management	This course aims to develop the students' concept of change management in individuals, teams, organizations and societies. Stated simply, change management is a process for managing the people-side of change.
Semester 5 2 ECTS	Decision Analysis	An introduction to the essential analytical skills needed in the management decision process
Semester 5 2 ECTS	Business Logistics	Logistics includes all the activities to move product and information through the supply chain. The supply chain provides the framework for businesses and their suppliers who join to bring goods, services and information efficiently to ultimate consumers
Semester 6 4 ECTS	Business Policy & Strategic Management	The course is designed to explore the problems faced by the senior management of an organization, and after the development of a suitable framework for problem analysis, will deal with the concept of strategy: <ul style="list-style-type: none"> • Strategic analysis • Relating strategy to the future development of the organization • Implementing strategic plans.
Semester 6 4 ECTS	Budgeting & Control	This course teaches students to understand the purpose and interpretation of company budgets and how to develop them from a management perspective. One of the main aims of the course is to provide students with the main concepts, tools, and techniques for Budgeting and therefore enable them to analyze budgeting variances
Semester 6 4 ECTS	Organizational Communication	The study of organizational communication provides students with the ability to analyze and understand audiences, situations and sources, and also to develop appropriate messages in a variety of contexts.
Semester 6 3 ECTS	Cases in Marketing	This course course will be a complement to the skills and knowledge that students will have already acquired in the area of Marketing. This means, we will be looking at cases that depict what Marketing is, what it consists of, what is its scope and what competencies Marketing Managers have today in the corporate world
Semester 6 3 ECTS	Cases in Finance	The course addresses the examination of case studies to give practical illustrations of financial problems relating to particular parts of an organization or to the organization as a whole.
Semester 6 3 ECTS	Leadership & Team	This course offers integrative knowledge and skills organization in a global context. The leader needs to connect his organization for the manager in his or her role as a leader of a business

Horario “BA (Hons) in Hospitality Management with Tourism”

Semestre 5 y 6		
Credits	Course	Content
20 credits (10 ECTS)	Strategic Management	You will study key concepts, theories and practices in national and international management process. You will review strategic data related to a selected firm, organisation or industry sector, make recommendations based on the results of your analysis and communication strategic solutions.
20 credits (10 ECTS)	Operations Strategy	You will analyse operational aspects of the hospitality industry, evaluate operational strategies, and study operations research techniques, applying problem solving methodologies.
20 credits (10 ECTS)	Tourism Diversity	This unit examines the relationship between tourism and characteristics of the UK population such as ethnicity, sexual orientation, low income, age, disability and ill-health. Studies include tourism influencing factors, marketing implications, and wider issues relating to tourism and marketing.
20 credits (10 ECTS)	Tourism Development	You will study the theoretical concepts of tourism development, the impacts of tourism at destinations, principles of tourism at destinations, principles of tourism planning, the importance of community participation and collaboration, and the development of tourism strategies at destination level.
40 credits (20 ECTS)	Dissertation	An in-depth, independent study of an issue of your choice (11,000-13,000 words) which is of relevance to the hospitality and/or tourism industries. You will have a supervisor, who will hold regular tutorial sessions to provide guidance.