

MA Programme overview

Leading Hotel Transformation

Block 1 - Developments	Block 2 - Business	Block 3 - Transformation	Block 4 - Integration
10 weeks	10 weeks	10 weeks	10 weeks
<p>Strategic Foresight (5 EC) The aim of this course is to introduce strategic planning in the context of a volatile external environment. During this course you will become acquainted with Futures Thinking and Strategic Foresight.</p>	<p>Innovation and Culture in Hotels (5 EC) This course explores the principles, theories and tools needed to create an innovative corporate eco-system for accelerating. You will work with a real-life case company from the hotel industry and will be challenged to think and innovate the corporate eco-system to propose/shape a more agile and lean approach to innovation.</p>	<p>Transformation of the Hotel (6 EC, 168 hr) The aim of this course is to discover and apply approaches and methodologies to transform an organisation and in particular hospitality organisations. You will become acquainted with why hotels are transforming their business (models), how this changes working approaches, organisational structure and employee competencies, what approaches can be pursued to transform the hotel and how to manage and lead the transformation.</p>	<p>Final Thesis (15 EC) All acquired knowledge and skills culminate in the final part of the programme, in which you conduct research in one of the areas covered by the programme.</p>
<p>Digital Developments for the Hotel Industry (6 EC) The aim of this course is to discover and discuss the potential impact of technological innovations that occur in within the larger hospitality industry and how to best integrate these innovations into the hotel industry.</p>	<p>Circular Thinking in the Hotel Ecosystem (6 EC) The aim of this course is to master the concept of triple bottom line thinking in the hotel ecosystem, with a specific focus on circularity from both an academic but also an industry perspective.</p>	<p>Guest Experience in the Hotel Industry (5 EC) This course focuses on Technology entering the hospitality industry at a staggering pace. Designing and managing (technology enhanced) valuable guest experiences, is about a perfect combination of high tech and high touch. leading to engagement and loyalty. Based on a vision, (data-driven) guest insights and a guest centric DNA. This is what this course is all about.</p>	
<p>Sustainable Leadership in the Hotel Ecosystem (2 EC) In this course a number of these different hospitality models will be reviewed, and their usability will be discussed and defined. You will subsequently zoom in on a specific part of these models, i.e. the external stakeholders.</p>	<p>Sustainable Leadership of Internal Stakeholders (2 EC) In order to adequately manage hotels' internal stakeholders, this course raises awareness on 'pressing issues', in sustainable human resource management and provides an informed opinion on human resource management in the hospitality industry.</p>	<p>Writing your thesis (2 EC) Building on the knowledge and activities in the Design Based Research course, this course concentrates on the reporting process and products of the research.</p>	
<p>Design Based Research (DOResearch) (1 EC) This course will introduce you to the principles of Design Based. This course functions as a building block in working towards the final thesis, at the end of the programme.</p>	<p>Design Based Research (DOResearch) (1 EC) This course will introduce you to the principles of Design Based. This course functions as a building block in working towards the final thesis, at the end of the programme.</p>	<p>Design Based Research (DOResearch) (1 EC) This course will introduce you to the principles of Design Based. This course functions as a building block in working towards the final thesis, at the end of the programme.</p>	
<p>Personal Leadership (1 EC) During this course you will become acquainted with influencing factors and biases that play a role in a managerial decision-making process. The courses focuses on the development of self-awareness as a leader and managerial decision-making skills in uncertain situations.</p>	<p>Personal Leadership (1 EC) During this course you will become acquainted with influencing factors and biases that play a role in a managerial decision-making process. The courses focuses on the development of self-awareness as a leader and managerial decision-making skills in uncertain situations.</p>	<p>Personal Leadership (1 EC) During this course you will become acquainted with influencing factors and biases that play a role in a managerial decision-making process. The courses focuses on the development of self-awareness as a leader and managerial decision-making skills in uncertain situations.</p>	