

The logo for SRH, consisting of the lowercase letters 'srh' in a bold, orange, sans-serif font. The background of the entire page is a photograph of a woman with curly hair sitting at a table in a cafe, looking thoughtfully at a laptop. The scene is warmly lit, with a large arched window in the background and soft bokeh lights.

srh

SRH Berlin University of Applied Sciences
Dresden School of Management

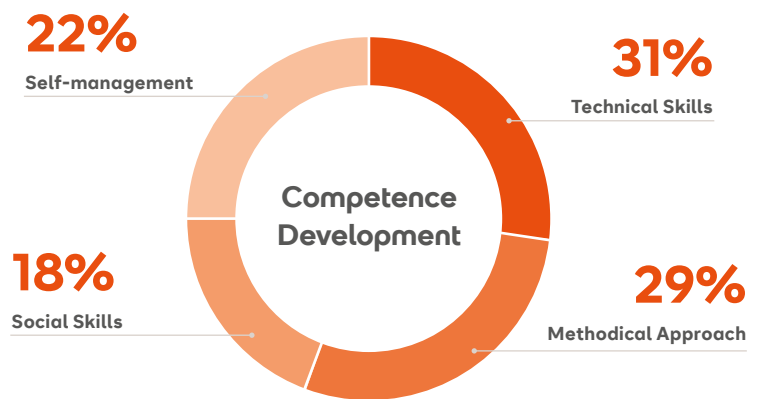
Hospitality Management & Leadership | M.A.

Our Unique Curriculum for You

Our M.A. in Hospitality Management & Leadership will provide you with detailed insights of the hotel industry including trends and innovations. Additionally, the programme will deepen your knowledge of business administration as well as develop your leadership skills. Your curriculum includes topics such as design thinking, real estate and human resources and will ensure that you have sufficient knowledge in understanding how independent and chain hotels function. This programme also offers a semester abroad, allowing for further opportunities in the hospitality industry.

Competencies and Curriculum

- Leading Intercultural Workforce
- Corporate Governance and Business Ethics
- Entrepreneurial Hotel Management and New Work
- Hospitality Real Estate
- Asset Management and Experience Design
- Strategic Hotel Distribution
- Revenue Management
- Internship or Study Abroad



Semester 1

International Business Development and Digital Intelligence

Global Markets & Finance

Leading Intercultural Workforce

Case Study: Business Development Case or Leading Challenge

Contracting and Negotiations

Global Human Resource Management

Semester 2

Hospitality Real Estate, Asset Management, and Experience Design

Entrepreneurial Hotel Management and New Work

Strategic Hotel Distribution and Revenue Management

Case Study: Hospitality Industry Team Project

Corporate Governance and Business Ethics

Research Methods

Semester 3

Hospitality Internship or Global Study Semester

Semester 4

Analysing International Business (online)

Master's Thesis

Your Future Career

Upon graduation, you'll be equipped with the necessary know-how to master complex tasks at a senior international management level. With leadership skills and expertise in human resources within a multicultural environment, you'll be best prepared for the demands of the global economy

Your Success Is Our Mission

- State-accredited programmes recognised worldwide
- Practical approach through internships, case studies, field trips
- Learn from industry professionals
- Interactive, fun learning centred on individual support
- Personal guidance by our Career Service
- "Customise your studies" exclusive offer
- 114 partner universities for exchange semesters abroad
- Students from 100+ countries provide international flair
- Global hotel industry network

Financing Your Studies

- EU students have access to 100% financing via "Study Now, Pay Later" solidarity-based initiatives designed to allow equal opportunities for all. Reimbursement starts after graduation and reaching a minimum income threshold.
- Non-EU students can take advantage of student loans/scholarships in their home country.
- Remarkable students may be considered for our Scholarship Programme and win up to 50 % on their year 1 tuition fees.

"The master's programme has expanded my expertise in global management. I could also build a good network to boost my future career."

Key Facts and Figures

Start

April and October

Duration

2 years

Mode

Full time

Credits

120 ECTS

Degree

Master of Arts

Language

English

Tuition Fees

EU: €690 per month

Non-EU: €5,500 per semester

CORE Principle

Find all information on our CORE Principle here:

srh-campus-dresden.de/en/core



Ishwinder Singh
Student

Your International Degree with Real Work Experience

Dresden School of Management

Dresden is an exciting city filled with unlimited opportunities. Currently located in the center of the multicultural district Neustadt, SRH Dresden offers a large number of Bachelor's and Master's degrees in both English and German. Along with 400 students from 34 different nations, you'll have the chance to gain quality knowledge and experience in the fields of Hotel & Tourism, Event & Marketing, Management & Leadership and Psychology & Social Work. Here at the SRH Dresden, we put a lot of effort into preparing our students for their future careers and believe practical experience is a vital component in doing so. Therefore, all our programmes offer you the opportunity to complete an internship and perform project work within companies.

Entry Requirements

- 3-year Bachelor's degree (180 ECTS) in Hotel Management (or similar) OR
- Relevant subject Bachelor's degree of 3 years (180 ECTS) + at least 6 months of hospitality-related work experience
- Transcript of Records
- Proof of good to excellent English language skills
- Motivation letter
- CV
- Copy of your passport/ID

Any questions?
We're happy to help out.
Email us or give us a call.
+49 351 407 617-52
studyindresden@srh.de
www.srh-campus-dresden.de/en

Find out more!

