

Tourism and hospitality is an important, growing future industry that holds many opportunities for Sweden. One critical success factor, however, is the competence to perform professional project management. The Tourism & Hospitality Project Management programme increases the student's ability to manage projects in the destination and hospitality industry in a planned, professional way. Students also develop their ability to handle relations and communication within the framework of the project, and acquire effective tools for taking commercial responsibility.

EDUCATIONAL GOALS

The overriding goal of the programme is to give students the ability to project manage successful destinations. More and more organisations are realising the benefits of deploying a project-based approach to achieve rapid results. This, along with the rate of change in the business environment, places increasing demands on the role of project manager.

All effective groups have one thing in common: good leadership. A professional project manager with good knowledge of the tools and the specific circumstances has the greatest opportunity of running effective, profitable projects.

On completion of the programme, the student will:

- Have good insight into and knowledge of tourism and hospitality, and what characterises successful project management of destinations
- Be able to analyse a given market situation and use this analysis to describe the paths open to a company/organisation
- Be able to manage projects including planning, management and follow-up.
- Have the skills to organise and manage a project for internal and external customers
- Be able to prepare a business plan and project plan taking into account financial considerations
- Have the skills to conduct project meetings with clients and customers.
- Be able to document and present reports

In addition, the programme attaches importance to developing your personal leadership and your ability to communicate effectively with the project's stakeholders.

The programme provides students with the expertise to assume a project management position in tourism and hospitality – in the private or public sector, or in an organisation.

PROGRAMME CONTENT

The programme intertwines theory, practical application and training which develops your personal skills. The programme areas are realistic as they are founded on relevant theory, teaching staff from the private sector, local authorities and tourism, as well as reality-based exercises, simulations and work experience (Learning at Work).

The programme provides an overall perspective on how to successfully project manage destinations by integrating various areas of expertise. During the programme you will also be given tools to develop your self-insight and how your actions affect others, whether individuals or groups.

Tourism & Hospitality industry expertise

This module aims to provide an introduction to the tourism and hospitality industry, its history, development and trends for the future. It gives you an understanding of the national and international conditions of tourism, as well as its economic importance to companies and communities.

Business acumen

This module provides an understanding of how to organise, manage and develop a business operation. The module provides a general and fundamental idea of all aspects of a business operation, and also provides an understanding of the connection between finance, marketing, organisation and leadership. It not only provides a broad general view in terms of knowledge, but also the chance to apply the programme's ideas in practical cases and business simulations.

Tourism & Hospitality Project Manager

Admission requirements

Successfully completed upper secondary school education or equivalent – passes in Swedish A course, Mathematics A course and English A course. IHM Business School also requires at least three years' practical working life experience in tourism/hospitality, marketing (sales, service etc.) or project management. This working life experience may comprise shorter periods at several companies, but the total time must amount to at least three years. All applicants are interviewed (verbal test) prior to admission and take a diagnostic test in mathematics.

Scope

This is a full-time, one-year Diploma programme (40 weeks). The programme comprises nine modules, two projects, two work experience periods and a graduation project. The modules finish off with an individual examination and/or the submission of course work.

Level

The programme leads to an Advanced Vocational Education and 200 YH/HVE points. After successfully achieving a pass, a Diploma and graduation certificate are awarded.

International degree level

In 2000, IHM Business School was accredited by the American organisation NEASC (New England Association of Schools and Colleges). This accreditation is comparable to ISO certification and is a hallmark of quality for IHM Business School as an education provider. Thanks to the accreditation, our programmes have been assigned American credits which enable overseas education providers and employers to accurately assess our education programmes. The programme results in approximately 35 US Credits, i.e. an international Diploma.

Marketing and selling destinations

A module based on the strategic decisions taken while developing a destination, and how they influence the operational marketing and selling. This module provides knowledge of target groups; their wishes and requirements, and methods for analysing, sorting, reaching and influencing different target groups. One important aspect of this module is drawing up a communication and marketing plan.

Business economics and business law

This module teaches you to apply fundamental economic principles and calculations in order to plan and guide a company towards profitable business. The module also provides knowledge and skills in areas such as project finance, results planning and calculation – cost price calculation and variable costing. The module concludes with the opportunities and limitations law has on the operation, such as through contract law.

Project management

A project organisation entails great challenges for project managers, project participants and clients alike, as they are often extremely complex and varied. Keeping the project together while achieving business objectives requires access to effective tools for analysis, planning and steering the process. This module provides knowledge and skills in project methodology in line with the International Project Management Association, IPMA, which certifies project managers at various levels.

Leadership and control of business operations

This module gives students access to several tools for operation and project control. We study the link between choice of strategy, the organisational structure selected by the company to fulfil its business strategies, and the company's leadership and control tools. During the module we develop theories, models and approaches for understanding organisation, leadership, planning, control and follow-up through calculation. The module also provides a perspective on how process orientation will influence our models for, and approaches to, business operations in the future.

Business planning

This module trains students in working with practical business development by formulating a business plan which puts a business concept into practice. During the module, you develop the business concept, as well as the strategies and goals associated with it. The task comprises analysis of, for example, the customer benefit of the concept, its market potential, the economic conditions and implementation strategies.

Graduation project

The aim of the graduation project is to tie everything together, i.e. to combine the knowledge and skills gained during the programme. The result is a project plan for a destination offering. The graduation project is carried out in groups of 4-5 students. The programme is rounded off with a report on the graduation project, in both written and verbal form, in front of instructors, opponents, the examiner and the client.

Learning at Work

During the programme you will carry out two seven-week Learning at Work periods, a total of 14 weeks. The aim is to give you an opportunity to apply your new-found knowledge and to gain working life experience in the industry and profession your programme focuses on. In connection with these periods, you will also be assigned tasks to complete. The periods are of such a quality that there is a clear benefit for the client.

The programme content may be subject to change without prior notice.

Advanced Vocational Education

The programme is an Advanced Vocational Education carried out on behalf of the Swedish National Agency of Advanced Vocational Education. The programme is free of charge and is eligible for study allowance. Read more about the Advanced Vocational Education at www.yhmyndigheten.se

Interested in finding out more?

Come and see us to get a feel for the atmosphere at one of our seminars or information meetings. Register at www.ihm.se

Business in progress

Stockholm • Göteborg • Malmö
www.ihm.se • 0200-24 00 24

© IHM Business School 2010-06-02

IHM  **BUSINESS SCHOOL**

STOCKHOLM • GÖTEBORG • MALMÖ