

Master of Science in Hospitality and Tourism Management

Admission Requirements for the 2019/2020 academic year

Starting from **November 27th, 2018**, eligible students will be able to submit applications through the [Servizi online](#) web portal. The following students may apply:

foreign degree holders: Italian citizens or foreigners (EU and/or non-EU citizens) in possession of a foreign academic qualification earned in Italy or abroad. Applicants' academic credentials will be evaluated on a case-by-case basis, provided they expect to graduate by December 31st, 2019.

Curricular requirements for admission

The Registrar's Office will verify that the applicant fulfils at least one of the following requirements:

- 1) the applicant must be in possession of or about to earn a **three-year undergraduate degree** in Italy or equivalent foreign degree in one of the following **official classes of laurea degrees (or equivalent)**:
 - L-1 Cultural heritage
 - L-5 Philosophy
 - L-6 Geography
 - L-10 Humanities
 - L-11 Languages and modern culture
 - L-12 Applied languages
 - L-15 Tourism
 - L-18 Business administration
 - L-19 Education and training
 - L-20 Communication
 - L-33 Economics
 - L-37 Peace studies
 - L-42 History

or alternatively

for students who have earned or who are about to earn a **three-year undergraduate degree in an official class of laurea degrees that is not listed in point 1**), the applicant must be in possession of or about to earn **at least 60 credits** in one or more of the following **academic disciplines**:

- IUS/07 LABOR LAW, IUS/09 PUBLIC LAW
- L-LIN/12 LANGUAGE AND TRANSLATION - ENGLISH
- SECS-P/01 ECONOMICS, SECS P/02 ECONOMIC POLICY, SECS-P/03 PUBLIC ECONOMICS, SECS-P/05 ECONOMETRICS, SECS-P/06 APPLIED ECONOMICS, SECS-P/07 BUSINESS ADMINISTRATION AND MANAGEMENT, SECS-P/08 MANAGEMENT, SECS-P/09 FINANCE, SECS-P/10 ORGANIZATION STUDIES, SECS-P/11 FINANCIAL MARKETS AND INSTITUTIONS, SECS-P/13 COMMODITY SCIENCE
- SPS/01 POLITICAL PHILOSOPHY, SPS/04 POLITICAL SCIENCE, SPS/07 GENERAL SOCIOLOGY, SPS/08 SOCIOLOGY OF CULTURE AND COMMUNICATION, SPS/09 ECONOMIC SOCIOLOGY AND SOCIOLOGY OF WORK AND ORGANIZATIONS, SPS/11 POLITICAL SOCIOLOGY, SPS/12 SOCIOLOGY OF LAW, DEVIANCE AND SOCIAL CHANGE
- SECS-S/01 STATISTICS, SECS-S/02 STATISTICS FOR EXPERIMENTAL AND TECHNOLOGICAL RESEARCH, SECS-S/03 ECONOMIC STATISTICS, SECS-S/04 DEMOGRAPHY, SECS-S/05 SOCIAL STATISTICS, SECS-S/06 MATHEMATICAL METHODS OF ECONOMY, FINANCE AND ACTUARIAL SCIENCES
- MAT/05 MATHEMATICAL ANALYSIS, MAT/06 PROBABILITY AND STATISTICS, MAT/08 NUMERICAL ANALYSIS, MAT/09 OPERATIONAL RESEARCH
- M-PSI/01 GENERAL PSYCHOLOGY, M-PSI/05 SOCIAL PSYCHOLOGY, M-PSI/06 WORK AND ORGANIZATIONAL PSYCHOLOGY
- INF/01 INFORMATICS

Additional requirements for acceptance into the second-year programme at our foreign partner universities

1) *Hospitality and Tourism Management programme at the University of Central Florida – Rosen College of Hospitality Management*

Applicants must meet the admission requirements indicated by UCF

http://www.admissions.graduate.ucf.edu/International_Applicants/Admission_Requirements/

<http://www.intl.ucf.edu>

- A minimum TOEFL score of 220 (computer-based test) or 80 (internet-based test), or a minimum IELTS score of 6.5. Scores must be less than two years old. If students have not yet earned one of these certificates, they should do so by the time they enrol in the first year of the programme, and in any case **no later than October 31st, 2019**;
- an undergraduate GPA of at least 3.0 out of 4.0 (this generally corresponds to a grade of 27/30 in the Italian system at the undergraduate level). All applicants must submit an official GPA Evaluation Report which must be obtained from one of the following foreign credential evaluators: [WORLD EDUCATION SERVICES](#) or [JOSEF SINLY AND ASSOCIATES, INC.](#) Certification of the applicant's GPA equivalency must be submitted at the moment of enrolment. The Registrar's Office reserves the right to evaluate the admission of applicants on a case-by-case basis if their GPA certification process is not yet complete;
- exams from the first year of coursework *Managing hospitality and guest services organization, Strategic marketing in hospitality and tourism, Critical issues in hospitality & tourism human resources* must be passed with a grade of 26/30 or better. This is considered to be equivalent to B in the University of Central Florida's grading scale, as agreed upon with UCF.

2) *Innovation et Territoire - Université Grenoble Alpes (UGA) programme*

Applicants must meet the admission requirements indicated by Université Grenoble Alpes

[https://www.univ-grenoble-alpes.fr/](https://www.univ-grenoble-alpes.fr)

<http://www.admission-postbac.fr/>

- Certificate of French language proficiency, minimum B2 level, such as Test de Connaissance du Français (TCF) or Diplôme D'études En Langue Française (DELF);
- an average grade point of the first year of coursework at IULM that is no lower than the minimum average grade point required for admission to the UGA (12/14). IULM courses for which the student has received a grade between 25/30 and 27/30 shall be considered the same as a 12/14 in the UGA's grading scale.

The above-mentioned requirements must be fulfilled by the application deadline for the second year **abroad** (i.e. by the deadlines established by the partner universities). On the other hand, they are not required for the second year in Italy.

Please note that, as agreed upon with Université Grenoble Alpes, an intake of 4 students for each academic year will be allowed to attend the programme in Innovation et Territoire. Should there be more than 4 requests, students will be ranked based on their Bachelor's final mark.

Admissions testing sessions and application deadlines

- 1st session: **February 25th, 2019 at 2.30pm**
- 2nd session: **May 28th, 2019 at 2.30pm**
- 3rd session: **July 9th, 2019 at 2.30pm**
- 4th session: **September 3th, 2019 at 2.30pm** (only if places are still available in the programme, or only for non-EU students).

Applications must be submitted by:

- 1st session: February 21st, 2019
- 2nd session: May 24th, 2019
- 3rd session: July 5th, 2019
- 4th session: August 30th, 2019 (only if places are still available in the programme, or only for non-EU students).

Students who do not pass the test in one session will be able to attempt the test in one of the following sessions by submitting an express request to do so to the Registrar's Office.

Confirmation of enrolment

Enrolment is confirmed upon payment of the first instalment.

Students admitted after the first testing session will have to complete their enrolment by **March 15th, 2019**.

Students admitted after the second testing session will have to complete their enrolment by **June 14th, 2019**.

Students admitted after the third testing session will have to complete their enrolment by **July 26th, 2019**.

Students admitted after the fourth testing session will have to complete their enrolment by **September 13th, 2019**.

Enrolment of applicants who do not yet possess an undergraduate degree is to be considered "conditional" until they earn their degree. Students who have been offered "conditional" admission must inform the university of the result of their final examination/thesis defence, including the final grade/score attributed to them, as soon as this information is available and in any case no later than December 31st, 2019.

Any students who fail to obtain their undergraduate degree by December 31st, 2019 and who are thus unable to complete their enrolment will have their enrolment automatically cancelled. Under no circumstances will the first instalment be refunded.

Testing procedure

Foreign degree holders: applicants will be interviewed individually in English in order to determine their basic knowledge of subjects relating to this degree programme as well as their level of English, which must be at least B2 level of Common European Framework of Reference of languages. The interview can be conducted remotely if necessary, and it does not necessarily need to take place on one of the testing dates listed above. Applicants are also invited to submit GMAT or GRE scores if they have taken these tests, as this could be taken into consideration when evaluating their application.

The admissions test is a pass or a fail. Applicants must pass the test in order to be admitted. Should there be any shortcomings in the preparation of the student, some textbooks or online courses will be suggested before the beginning of classes.

In the event that the number of applicants who pass the test is higher than the number of students who can be accepted for enrolment in the 2019/2020 academic year, the University may draw up a list of students ranked by merit based on the results of the admissions test; alternatively, applicants may be admitted based on the order in which they enrol in the programme.

Recommended reading to prepare for the test

The basic concepts underlying the four academic disciplines that characterize this postgraduate degree programme can be summed up as follows:

- Accounting: basic knowledge of financial statements (balance sheets, income statements and the information contained therein);
- Marketing: definition and basic concepts of services marketing, strategic marketing and marketing implementation;

- Tourism: the different sectors of the tourism industry and the main institutions involved; the main evolutions in the industry;
- Geography: definition and basic concepts of political, economic and human geography.

The above-mentioned information is available in leading textbooks on tourism, marketing, accounting and geography. Below some examples of books containing appropriate contents. The topics covered in the references listed below can also be studied or reviewed in other textbooks that cover the same subject matter.

In the Italian language:

Accounting (*Economia aziendale*):

F. Favotto, S. Bozzolan e A. Parbonetti, *Economia Aziendale*, McGraw-Hill, Milano, 2016. Chapters: 1, 2, 3, 4, 5, 7, 9, 10.

Marketing:

Marketing del turismo, Kotler, Bowen e Makens, Italian edition by Aurelio Mauri, Pearson, 2010 - Chapters 1, 2, 3 and 4

Tourism (*Turismo*):

Economia e gestione delle imprese turistiche, Garibaldi Roberta, Hoepli, 2015

Geography (*Territorio*):

- I territori dell'economia, Conti S., Utet, Torino, 2012 - Chapters 1, 2, 3, 4

- Politiche territoriali. L'azione collettiva nella dimensione territoriale, Salone C., Utet, Torino - Chapters 1, 2, 3

In the English language:

Accounting:

Basic accounting, Tettamanzi Patrizia, Blandano Gaia, Goodman Sophie, IPSOA, 2014

or alternatively

Accounting and Finance: An Introduction (8th edition), Eddie McLaney, Peter Atrill, Pearson, 2016

Introduction, Part 1 - chapters 1, 2, 3 and 7, Appendix B

Marketing:

Marketing for Hospitality and Tourism (7th Edition), Kotler, Bowen, Makens, Baloglu, Pearson, 2017

Part 1 – chapters 1, 2 and 3, Part 2 - chapter 4

Tourism:

Tourism. Principles and Practice, 5th Edition, John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill, Pearson, 2013; Part 1, chapter 2, Part 3, chapters 13 to 18

or alternatively

The Business of Hospitality and Travel (Subscription), 5th Edition, Cook, Hsu & Marqua, Pearson, 2014; Part 1, chapter 1, Part 2, chapters 6 to 9

Geography:

The Geography of the World Economy, Knox, P., Agnew J., Mc Carthy L., London: Arnold; New York: John Wiley and Sons, 2008 - Chapters 1, 2, 3, 12, 13

For information on how to apply and any other administrative questions, please visit this web page: [Iscrizioni – Corsi di Laurea Magistrale 2019/2020 \(Enrolment – Postgraduate Programmes 2019/2020\)](#). You can also contact the Registrar's Office by sending an email to segreteria.magistrali@iulm.it or admission@iulm.it.