

Plan de desarrollo personal PDP

Dignas autoridades de la USAT:

En concordancia con el plan estratégico de nuestra escuela he identificado (luego de evaluar varias alternativas) unos estudios de post-grado que me ayudarían mucho a alcanzar la visión que nos hemos propuesto.

Se trata de una maestría en mi especialidad en una de las instituciones educativas más prestigiosas de Suiza. El programa es un: “MBA in Hospitality Management”.

El programa es uno de los 3 mejores del mundo en mi especialidad. Es 100% en inglés y tiene la ventaja adicional de que es 100 % online. Esto permitirá que lo pueda seguir sin tener que ausentarme de Chiclayo. Su plataforma virtual, material y calidad de estudiantes matriculados, son de clase mundial (prácticamente todos son gerentes de diversas áreas de los hoteles más prestigiosos del mundo). Por lo que un valor agregado muy importante, será el que me permitirá establecer una serie de contactos muy importantes para intercambios estudiantiles, de profesores, etc.

Ya estoy en comunicaciones con ellos desde hace algunos meses y estoy enviando la información que me están solicitando. Solo me falta dar un examen especial de inglés y matricularme a fin de comenzar las clases en Agosto de este año.

Quedo a su disposición a fin de responder cualquier inquietud que pudieran tener.

Atentamente,

Mauricio Serrudo Arze.
Director
Escuela de Administración Hotelera y de Servicios
Universidad Católica Santo Toribio de Mogrovejo.

Líneas abajo se adjunta la siguiente información:

1. Plan de estudios
2. Breve información sobre el programa a fin de demostrar la relevancia y prestigio del mismo y
3. Estructura de costos.



Online MBA in International Hospitality Management

Specializations:

- **General Management for Service Industries**
- **Asset and Revenue Management**
- **Marketing and Innovation**
- **Self Designed**

Glion's fully online MBA in International Hospitality Management program is designed to equip working professionals with the expertise to lead and motivate individuals, teams and organizations within a diverse and multicultural global business environment.

Designed and delivered by international faculty and industry experts, the business and strategic acumen acquired during this program will allow graduates to develop and refine their analytical skills. At the end of the program, students will have developed an ability to make business decisions with reference to accepted industry standards of business ethics, corporate governance, and social responsibility. Graduates will use proven industry practices to exploit strategic opportunities, be better placed to solve complex business problems, and manage change.

Program Structure

The program comprises seven core courses and three elective courses which differ depending on your specialization.

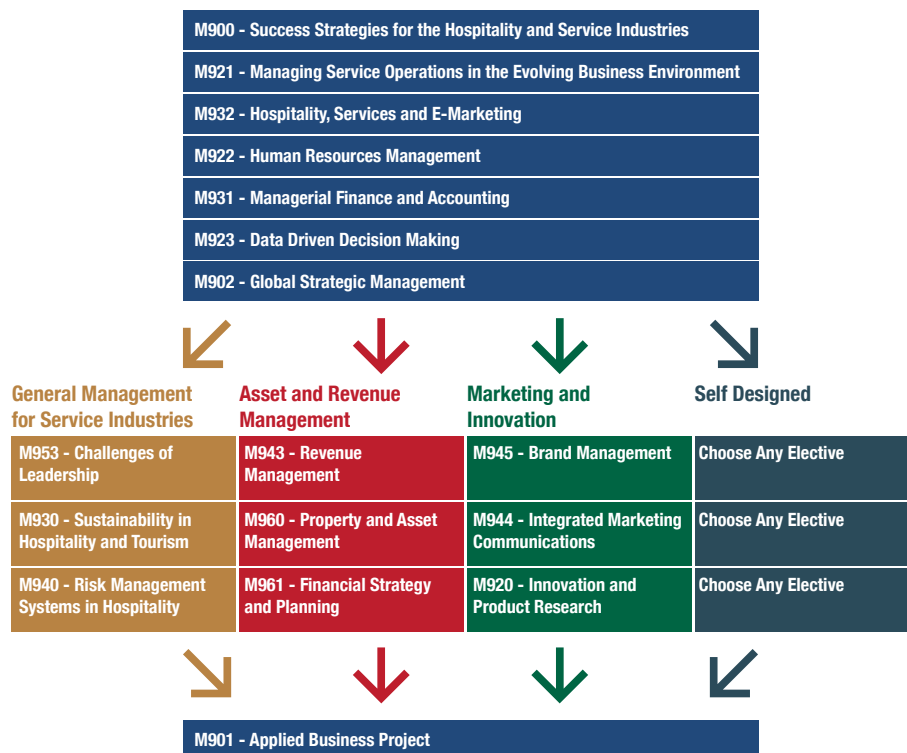
After the core courses, you will undertake three predefined courses on the General Management for Service Industries, Marketing and Innovation, or Asset and Revenue Management specialization programs.

You may also choose the 'Self Designed' option and select any three courses from the other specializations.

You will complete your degree with a dissertation or Applied Research Project for a total of 36 credit points.

Each course is eight weeks in length. By taking one course at a time you can explore a specific subject in depth without distractions.

Program Structure: Glion MBA in International Hospitality Management (IHM)





Core Courses (All programs)

| | |
|-----------------------------------------------------------------------------------|-----------|
| M900 - Success Strategies for the Hospitality and Service Industries | 3 credits |
| M921 - Managing Service Operations in the Evolving Business Environment | 3 credits |
| M932 - Hospitality, Services and E-Marketing | 3 credits |
| M922 - Human Resources Management | 3 credits |
| M931 - Managerial Finance and Accounting | 3 credits |
| M923 - Data Driven Decision Making | 3 credits |
| M902 - Global Strategic Management | 3 credits |

Specialized Courses

General Management for Service Industries

| | |
|------------------------------------------------------------|-----------|
| M953 - Challenges of Leadership | 3 credits |
| M930 - Sustainability in Hospitality and Tourism | 3 credits |
| M940 - Risk Management Systems in Hospitality | 3 credits |

Asset and Revenue Management

| | |
|--------------------------------------------------|-----------|
| M943 - Revenue Management | 3 credits |
| M960 - Property and Asset Management | 3 credits |
| M961 - Financial Strategy and Planning | 3 credits |

Marketing and Innovation

| | |
|------------------------------------------------------|-----------|
| M945 - Brand Management | 3 credits |
| M944 - Integrated Marketing Communications | 3 credits |
| M920 - Innovation and Product Research | 3 credits |

Self Designed (Students choose any three of the following courses - subject to availability)

| | |
|------------------------------------------------------------|-----------|
| M953 - Challenges of Leadership | 3 credits |
| M930 - Sustainability in Hospitality and Tourism | 3 credits |
| M940 - Risk Management Systems in Hospitality | 3 credits |
| M943 - Revenue Management | 3 credits |
| M960 - Property and Asset Management | 3 credits |
| M961 - Financial Strategy and Planning | 3 credits |
| M945 - Brand Management | 3 credits |
| M944 - Integrated Marketing Communications | 3 credits |
| M920 - Innovation and Product Research | 3 credits |

Final Core Course (you must pass this to receive the award of the MBA)

| | |
|-------------------------------------------|-----------|
| M901 – Applied Business Project | 6 credits |
|-------------------------------------------|-----------|



Applied Business Project (All programs)

The culmination of your program, this written applied business research and consulting project demonstrates your mastery and integration of all your previous learning. The applied project or dissertation is an original piece of work that applies your new knowledge and experience and allows you to prove your mastery of the techniques you have studied.

Students choose their project or dissertation topic in conjunction with their Applied Project/ Dissertation Personal Advisor, an academic supervisor who will provide support throughout the study and writing process. It is expected that the primary focus of your project or dissertation be relevant to a topic in the field of international Hospitality or Services Management.

Core Courses

M900 - Success Strategies for the Hospitality and Service Industries

This core course introduces students to the practice of studying business and management online. As well as familiarizing students with Glion Institute of Higher Education online, it covers strategies for learning in a boundary less study environment. It encourages students to explore the materials, techniques and resources available to support their learning while discovering the best ways to interact with instructors and other course participants. Orientating students to the institutions requirements and expectations for scholarly writing and academic integrity, the course uses a business and management context to introduce online study at Masters level. Students will practice ways to monitor their own progress and motivate themselves as a learner, while progressing through the program.

M921 - Managing Service Operations in the Evolving Business Environment

The aim of this core course is to understand and apply the practices of management in complex, rapidly changing global organizations. This course seeks to develop an understanding of the larger context in which businesses and particularly service organizations operate. The course covers the areas of political, social, legal, economic, technology, and environmental contexts accordingly. In addition, this course will develop an understanding of the new management paradigm that creates shared visions, employee empowerment and cross-functional, self-managed teams within hospitality and related service industries.

M932 - Hospitality, Services and E-Marketing

Marketing management fundamentals and electronic commerce are discussed as processes that explain the dynamic relationships between international corporations and their target markets and audiences. Analysis, planning, implementation, and program management are emphasized throughout the core course as support functions for corporate strategy focusing on customer value for service industries. The major objective of this course is to understand the relationship between corporate (umbrella) and brand strategies that offer their customers emotional and physical value.

M922 - Human Resources Management

This core course examines the development of theories and methods of Human Resources intervention as a business partner in organizations. It considers how human resources decisions are influenced by forces internal and external to the firm. In particular it addresses the role of

HR in managing performance, structure, learning, frameworks of meaning and change. Special emphasis is given to the subject area in a global context. It also concentrates on Managing Careers individually and organizationally.

M931 - Managerial Finance & Accounting

The financial issues that managers of business units of all sizes face in risk management, valuation, financing, and investment decisions are emphasized in this core course. Analysis is built around the objective of balancing the multiple demands and interests of a variety of stakeholders: shareholders, management, suppliers, distributors, employees, the local environment, tax authorities and others. The course employs a multi-faceted approach to managerial decisions.

M923 - Data Driven Decision Making

This core course prepares students for conducting applied research and management consulting projects in business and management. Students will study problem identification, research design strategies, sources and collection of data, and the analysis and presentation of data as applied to problem solving, decision making and strategic planning in organizations. The course will explore traditional techniques and methods of data analysis for research projects. The role of management will be explained and a small group consulting exercise conducted.

M902 - Global Strategic Management

This core course considers the challenges and opportunities for service industries in contemporary global business environments. It explores strategies that are particularly pertinent to the international context and mercurial nature of business across borders. It will compare and contrast multiple perspectives on strategy with the aim of helping students to become both analytical and creative strategic thinkers.

Specialization Courses

General Management for Service Industries

M953 - Challenges of Leadership

This is a highly interactive specialized course which examines the challenges of contemporary leadership in modern organizations. Key classical and modern theories and models of leadership are presented with strong emphasis on the role of leaders in the management of change and strategy execution. Academic input is tied throughout the course to practice examples.

M930 - Sustainability in Hospitality and Tourism

This specialized course intends to inform managers in the tourism and hospitality industries of the principles of sustainable tourism and how they can be applied to, and beneficial for, the management and development of resorts, destinations, natural attractions, heritage, transport, and the like. Focus will be placed on the role of sustainability as part of corporate social responsibility, marketing, long term business success, environmental and socio-cultural stewardship. The role and nature of consumer awareness and demand for sustainable tourism products will be

examined. Case studies will be used to explore issues concerning the planning and application of sustainable tourism principles and the complexities of that process.

M940 - Risk Management Systems in Hospitality

Risk and injury, to the customer, is now an important aspect of leisure, sport and tourism management. Its control and minimization is essential if a business is to be successful. In addition, climate change will bring new challenges to managing risk and safety for tourism facilities together with destinations. Consequently, the aim of the specialized course is to develop understanding, cognition and evaluation of the importance of leisure/tourism accidents and risk, within a practical management framework.

Asset and Revenue Management

M943 - Revenue Management

In this specialized course, revenue management is concerned with demand-management decisions and the methodology and systems to make such decisions. Organizations segment buyers by providing different conditions and terms of trade that profitably exploit segments' different buying behavior, or willingness to pay and create brands to satisfy these segments' expectations, while attempting to maximize revenues. Scientific advances in economics, statistics, operations research, and information technology has allowed the services industry to take a sophisticated, detailed, and intensely operational approach to making demand-management decisions.

M960 - Property and Asset Management

In this specialized course students will enhance their knowledge of wealth planning and management for retail and institutional investors. It will also provide a comprehensive overview of portfolio management and a theoretical and empirical approach to hospitality real estate development investment and operation.

M961 - Financial Strategy and Planning

Sound financial strategies form the basis for competitive advantage, especially in global business environments. This specialized course will cover both traditional and rational approaches to financial decision making as well as investigating newer models and approaches in times of risk and uncertainty providing students with tools to meet strategic organizational goals.

Marketing and Innovation

M945 - Brand Management

Brand management is presented as a marketing function that hospitality and tourism organizations practice to ensure that their company, products, and services' identity and images are consistent with their markets' perceptions. The development of profitable brand strategies are dissected within the context of designing integrated marketing communications plans to reach diverse international markets. The major objective of this specialized course is to understand how to capitalize on the equity of company brands in order to build business that is sustainable.

M944 - Integrated Marketing Communications

Identity management is dissected for a clear understanding of how hospitality and tourism corporations plan marketing communications campaign integration. Campaign integration is key to reaching diverse, global audiences with consistent persuasive brand messages. Analyzing the media and its objectives in order to plan and maximize the impact of corporate messages is critical to course discussion. Advances in technology constantly change the media environment and the internet is becoming increasingly important to corporations' communication planning. The major objective of this specialized course is to understand how campaign strategies are organized and delivered to achieve both simple and complex outcomes.

M920 - Innovation and Product Research

Organizations that have an innovative culture lend themselves to improved performance within competitive environments. This innovative culture can be hard to define and create but case studies of successful organizations give indicators towards developing such a culture. Research suggests that a key determinant of creating and sustaining an innovative culture is by empowering creativity and innovation throughout the organization at every level, as opposed to restricting and monopolizing it within a few hands or departments. This specialized course sets out to capture much of what we have learned about creating and managing innovation within organizations.

Final Core Course

M901 - Applied Business Project

Students are expected to identify a suitable subject for study in the hospitality, tourism and related service industries and then develop a contract or team charter in collaboration with a client. The project or dissertation provides an opportunity to conduct a project related to the needs of an employer or other organization of special interest. A variety of formats for the project report are acceptable including: a strategic plan for an organizational change, case study, academic style of dissertation, or industry analysis report. This final core course must be passed before a student can be awarded their Masters degree.



MBA in International Hospitality Management

We offer flexible payment options to best suit your needs:

- Pay as you learn with our 'per course' payment plan, or
- Alternatively, you can elect to pay the full MBA program in one go.

Full tuition fee:

\$30,000 US

Below we give you a breakdown of the full tuition fee per credit along with the application, materials and technology fees required for the course.

| | | |
|-----------------|---------------------------------------|-------------------------|
| Courses | 36 total semester credit hours | \$833 per credit |
| Application Fee | one time charge with application form | \$150 |
| Materials Fee | per course | \$150 |
| Technology Fee | per course | \$30 |

There is a 15% introductory discount on tuition fees offered for the 1st intake

August 2010 intake: **\$25,500 US** (\$709 per credit)

All billing and payment should be made in US Dollars. Invoices will be sent to students via their email with the possibility of two methods of payment; either with a credit card or via bank transfer.

What's included in your Materials Fee:

Fee provides access to the Glion online library and all materials, articles, e-books, multi-media presentations and additional software delivered with the Blackboard learning environment.

What's included in your Technology Fee:

Fee provides 24/7 access to eLearning environment, including Blackboard, your Glion email service and all technology subscriptions and user fees for your study required by in class instructions for your study.

What's not included in your fee:

- Physical facilities at Glion Institute of Higher Education campus in Switzerland
- Graduation fee (estimated at \$200)

Payment plan and deadlines may change and are subject to our Terms and Conditions



GLION
INSTITUTE OF HIGHER EDUCATION
SWITZERLAND

Some important points about studying online with Glion

Please read the below points carefully as they can already help you understand a little more about what it's like to do an online course in hospitality.

Course System – The program comprises seven core courses and three elective courses which differ depending on your specialization. Each course is eight weeks in length and by taking one course at a time you can explore a specific subject in depth without distractions. You will complete your degree with a dissertation or Applied Research Project for a total of 36 credit points.

What is in a Course – Courses contain a variety of components. At the beginning of each class, you will be provided with a syllabus outlining what you are required to do. Tasks include: responding to 'discussion questions', case studies, participating in class debates, reading lectures, writing personal assignments, conducting research, group work etc.

Average of 18 hours per week – As this is a challenging program, you will be expected to contribute, read, answer discussion questions, liaise with other students, undertake projects and case studies that will require an average of 18 hours a week to complete. The time you will need to spend per week in each module depends partly on your previous experience in that subject area. Again, there are no set times to be online for this work and you can fit your study into your schedule, but you should plan your academic, professional and personal commitments in order to meet the criteria for participation and achieve the deadlines set.

4/7 Day Rule – You need to log on 4 separate days out of 7; two days to submit your assignments and two days to actively participate by posting your comments and joining in group discussions.

100% Online – There are no physical classrooms, no on-site seminars and no travel required to do this program. All of your interaction and support is online. You are of course, invited to your graduation on campus at Glion Institute of Higher Education in Switzerland.

Flexibility – You can 'fit your studies' around your schedule, any time of the day or night, and you can select your preferred starting dates from the list of forthcoming classes. However, courses have fixed start and end dates and fixed deadline schedules. You need to keep your momentum if you wish to graduate.

Support – There are many layers of support for students on the program, at different stages in your time with us, you will have access to: Enrollment Advisor, Academic Support Coordinator, Faculty Support and a Dissertation/Applied Research Project Advisor. However in the end, this is still your program and you must take responsibility for achieving your educational goals.

No Exams – You will be assessed continually through a variety of online assignments, therefore there is no travelling to an exam site or the stress of exams. There is continuous assessment and feedback from faculty, which provides a more true representation of how much you are learning. On a week by week basis you will know exactly how well you are doing or perhaps where you need some assistance.

Completion Time – The standard completion time is 2.5 years (10 courses of 8 weeks each plus study breaks and an Applied Business Project of 16-30 weeks) The program has a good level of flexibility but also has a clear structure to follow, helping you to achieve your own personal goal for completion.