

Hotel and Hospitality Management



Professional, Practical, International

Course Title	Credits	NFQ Level	Campus	Duration	Placement	CAO Code
BB (Hons) in International Hotel and Hospitality Management	240	8 (with exit awards at Levels 6 & 7)	ATU Galway City	4 years	Yes	AU630
BB in International Hotel and Hospitality Management	180	7 (with exit award at Level 6)	ATU Galway City	3 years	Yes	AU530
HC in Hotel and Hospitality Operations	120	6	ATU Galway City	2 years	Yes	AU428



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University



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Do you have a passion for meeting and working with new people? Do you prefer active work and have a hospitable personality? Do you love to travel and dream of working abroad?

Well, then a career in Hotel and Hospitality Management is perfect for you and our programmes can help you achieve your ambitions.

Our course modules include practical skills along with business and management subjects. We organise placements – national and international – providing students with excellent learning opportunities with our hotel partners in Ireland, Europe, USA (United States of America), and Canada. You will be highly employable with a variety of career opportunities to choose from in a dynamic and global industry.

What to expect

Years 1 and 2 focus on practical skills & social development in our onsite restaurant, bar, and kitchen training facilities. As students' advance, business modules such as marketing, management, revenue, strategy, and hospitality are included. Students will experience exciting field trips and guest speakers, be involved in industry webinars, networking, and international travel experiences. Year 3 begins with the 30 week industry placement where students apply the skills and knowledge gained, and develop them further in a fully professional environment. Year 3 and 4 culminate in advancing skills and knowledge to that required at management level in industry.

Course Content

Year	Content	Level
4	International Study Tour; Applied Research Project; Strategic Industry Management; Hotel Revenue and Distribution Management, Sales and Marketing Management; Employee Resourcing; Performance Management and Decision Making; Strategic Decision Making, plus electives.	8
3	Work Based Learning: 30-week Industry Placement Strategic Hospitality Management; Management Accounting; Human Resource Management; Services Marketing; Tourism Economics, plus electives.	7
2	Menu Management & Contemporary Service Techniques; Rooms Division Management; Financial Accounting; Marketing Principles; Placement Reporting and Reflection; Culinary Skills for Hospitality Managers; Management Principles and Practice; Business and Consumer Law; Wine Studies, plus electives.	6
1	Summer 12-week domestic work placement Bar & Restaurant Skills & Service; Accommodation and Culinary Operations; Essentials of Business; Information and Digital Technologies; Academic and Professional Skills; Preparation for Work Placement; Spirits, Liqueurs, & Mixology, plus electives.	



Graduate Profiles



Ronan Kingston
Bachelor of Arts in
International Hotel
Management (2021)

In his own words, Ronan says "I love being in an industry where you are

creating positive experiences for other people. Studying in ATU has allowed me to develop my skills and knowledge through the practical classes during first and second year, and the work placements in first and third year. Learning from Lecturer's who have worked in hospitality for years previously and are truly passionate about the industry, made the theory classes that little bit easier." As a student on the programme, a highlight for Ronan was when he represented ATU by participating in the Irish Hospitality Institute Business Games. When Ronan Graduated, he then commenced the next stage of his career in The Conrad Hotel, Dublin.



Brenda Collin
Bachelor of Arts in Hotel
and Hospitality
Management (1991)

*Based in Preferred
Hotels & Resorts'
London office as*

Executive Vice President for Europe, Brenda manages a portfolio of 50+ properties within the UK, Ireland, Nordics, and the Netherlands, driving development opportunities and expanding the company profile across these regions. Prior to joining Preferred Hotels & Resorts in 2013, Brenda co-founded and managed HotelREZ for a period of eight years. Brenda also held key positions at Utell/Pegasus for several years, including Director of Account Management, where she was accountable for member revenue performance of approximately 500 hotels within UK and Ireland. She was then promoted to Director of Business Development, looking after development in the Middle East. In addition to her vast experience, Brenda has also held numerous Sales & Business Development positions with Hilton Hotels & Resorts, including a period as Acting General Manager.



The key professional skills acquired throughout their programmes provide graduates with the opportunity to create a strong career path, no matter what their specific passion or professional interest may be, developing a skill set that is highly desirable in the working environment.

Career Opportunities

- Food & Beverage Manager
- Front Office Manager
- Reservations Manager
- Accommodation Manager
- Restaurant Manager
- Bar Manager
- Conference & Banqueting Manager
- Guest Services Manager
- Revenue Manager
- Sales & Marketing Manager
- Human Resource Manager
- Financial Manager
- General Manager

**I want to know more.
Who can I talk to?**

✉ gihg.galwaymayo@atu.ie

Or find out more at www.atu.ie

Did you know?

- Students compete at multiple Food and Beverage Skills competitions, both at home and abroad, accomplishing Gold at the Irish World Skills Championship 2022.
- Students compete annually at the Irish Hospitality Institute Management Games, achieving First and Second Place at the 2022 games.
- Graduates of Galway International Hotel School are equipped for major roles in industry. Like managing the catering for the 2008 Beijing and 2012 London Olympics, Directors of properties across the globe, and opening their own businesses.