

X edition

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International Master in Tourism & Leisure



Contents

MIB School of Management	<u>2</u>
Master Programs	<u>3</u>
International Master in Tourism & Leisure	<u>4</u>
Calendar	<u>6</u>
Curriculum	<u>7</u>
Learning Process	<u>12</u>
Teaching Team	<u>14</u>
Main Network Companies	<u>16</u>
Career Service	<u>17</u>
The Selection Process	<u>18</u>
Tuition Fees and Financial Support	<u>19</u>
IMTL Award	<u>20</u>
Alumni Association	<u>20</u>
Extra Curricular Activities	<u>21</u>
Trieste: in the Heart of Europe	<u>22</u>



At MIB, we believe in the need to help the best talents express their true value, to develop leaders, and to bring out the values of excellence and true meritocracy.

MIB is not merely a centre for research or just another place that turns out managers. MIB School of Management is an incubator of ideas and knowledge, a manufacturer of leaders, a laboratory for the global economy as a whole. Trusting in this prestigious institution means investing in the thing of greatest value: human capital.

MIB's programmes are of the highest quality and are totally focused on real business needs. But the true test of any strategy is the marketplace itself, and we take some pride in the fact that MIB graduates are in great demand, both in Italy and abroad, and that their skills are much appreciated even in the most sophisticated and competitive international contexts. Companies value their professional training, the intensity of their commitment, their ability to work for the team, and their profound sense of ethics.

*Enrico Tomaso Cucchiani
Chairman MIB School of Management
Board Member, Allianz SE
Managing Director, Allianz S.p.A.*



It is thanks to the quality and international outlook of its faculty, the stimulating learning environment, the diverse national and cultural backgrounds of its participants, as well as the solid links to its partner firms and the business community at large that MIB School of Management has earned a strong reputation over the years as a centre of excellence and one of the most prominent management training institutions both at the national and international levels.

At a time when the tourism sector faces the challenge of global competition and change, there is a need for executives with innovative skills who complement a profound knowledge of tourism products and markets with high managerial skills.

MIB School of Management is proud to work as partner with individuals who accept these challenges and are ready to invest in their future with commitment and determination.

*Vladimir Nanut
Dean MIB School of Management*

MIB School of Management



MIB School of Management was established in 1988 as a result of a collaboration between academia and business. The School is committed to offering a range of high-quality management training initiatives. These include executive education programs, MBAs and shorter post-graduate specialist courses. MIB's associate members include several important Central European educational institutions such as the Universities of Venice, Trieste, Udine, Bologna, Vienna, Rijeka and Ljubljana, as well as leading Italian and international companies.

MIB School of Management is an associate member of Italy's ASFOR (the Italian Association for Management Education Development) and at the international level it is a leading member of the most important business school networks: EFMD (European Foundation for Management Development), CEEMAN (Central and East European Management Development Association), the Executive MBA Council (the association of the finest Executive MBAs in the world), and AMBA (Association of MBAs).

MIB is also part of UNWTO.EdC (United Nations World Tourism Organization Education Council), made up of leading tourism education, training and research institutions as well as business schools worldwide which have obtained the UNWTO.TedQual Certification for at least one of their tourism education programmes.

The School is located in one of the city's historical buildings, the Ferdinando Palace, which was built in the second half of the nineteenth century to honor Habsburg Emperor Ferdinand I. The Palace is situated in one of the green areas of the city, near Villa Revoltella Park. Recent renovation has turned it into one of the most advanced learning facilities in Europe. Students have access to sophisticated educational tools and the most advanced teaching technologies (computer rooms with multimedia workstations, videoconference lessons, Intranet, closed-circuit TV and a conference hall with simultaneous translation facilities).

Other facilities include a cafeteria, a library, a reading room with specialist publications and newspapers, and seminar rooms for executive activities.



Master Programs

MIB School of Management offers a wide range of master programs.

MBA in International Business

A full-time MBA aimed at university graduates with significant work experience that provides general corporate management training from an international perspective.

The program develops a broad spectrum of issues from basic managerial competencies to the most relevant and topical concepts in global management. The MBA is also available for part-time study which can be completed in 24 months.

Master in Insurance & Risk Management

Designed with the direct support of leading companies, it is the business card for graduates wishing to advance their career in insurance, risk management, banking and consulting at the international level.

The objective of the MIRM is to train managers with a global vision, who are capable of combining specific knowledge of insurance and financial products and techniques with organizational and personal soft skills. The course offers a wide-reaching network of relationships with company sponsors and partners.

e-MIRM | Master in Insurance & Risk Management Online Edition

MIB School of Management and Allianz S.p.A. have organized a part-time, management development program designed to give a comprehensive understanding of current issues in the insurance business and risk management areas. The eMIRM's contents are divided into two learning tracks: the managerial and the specialist tracks. The first focuses on insurance business management topics while the second is dedicated to insurance and risk management technical tools.

The program is a blend of on-line and off-line / residential learning targeted to Allianz S.p.A.'s new recruits.

Executive MBA

The Executive MBA program was specifically developed for managers who wish to improve their career opportunities while continuing to work. Participants expand their management skills during their MBA coursework through an innovative mix of classroom and distance learning.

Executive Master in Wine Business

The first Master in Business Administration for wine sector operators in Italy. The training approach adapts classic managerial tools to the wine business sector. The program is designed specifically to be applied directly to participants' current roles.

Executive Master in Insurance & Finance

This Master is developed to improve competences and professional prospects for those already working in insurance, finance, banking or consulting who would like to enhance their skills from a managerial perspective.

The part-time structure allows participants to continue working full-time.



International Master in Tourism & Leisure

Tourism is real business, Leisure is real life

The tourism industry is one of today's most important, dynamic and attractive international business sectors. The global economic changes in recent years which have had a profound impact on tourism business development have given rise to new challenges and opportunities.

Most importantly, there has been a steep increase in the need for both strategic and operational managers and entrepreneurs. A tourism business cannot exist, however, without passion, enjoyment and positive vibrations, because leisure is the core of tourism.

The International Master in Tourism & Leisure is offered in partnership with some of the most important tourism companies operating worldwide in order to ensure that the contents of the program match market requirements.

Accreditations

In 2007 the United Nations World Tourism Organization, UNWTO (www.unwto.org), has awarded the International Master in Tourism & Leisure its prestigious TedQual certification. The World Tourism Organization is a special agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues.

UNWTO developed the UNWTO.TedQual Certification System to contribute to the quality and efficiency of tourism education training and research. TedQual Certification improves and assures the quality and competitiveness of Education, Training and Research specialized in Tourism and Hospitality.

IMTL is accredited also by ASFOR (www.asfor.it), the Italian Association for Management Education Development.

Program Objectives

The IMTL program gives the participants an education that is aimed to:

- developing professional profiles that match the new tourist market demand for both managers and entrepreneurs wishing to operate in an international context;
- improving understanding of tourism business culture and economics;
- providing working solutions and tools;
- developing a high level of managerial and personal skills;
- enhancing participants' effectiveness and professionalism;
- providing the basis for building a network of interpersonal relations among colleagues, alumni, faculty and companies in the tourism sector.

Vision and Mission

Tourism is a real business, which deserves passion and talent and calls for far-sighted and challenge-oriented managers.

The International Master in Tourism & Leisure (IMTL) will forge talent, cultivate passion, widen horizons and challenge the real international tourism professionals of the coming years.





Being global professionals does not necessarily mean operating in a foreign country. Rather, it is more a matter of meeting the needs of clients and fighting competitors who are increasingly international. Our ideal candidate, from any country around the world, is driven by enthusiasm for tourism, is a future leader in his or her country's tourism business, and is looking forward to being competitive in the global market. The wide range of skills acquired in an international business school located in Italy, a country highly focused on tourism, is the right choice for a future manager.

Donata Vianelli
Academic Director,
International Master in Tourism & Leisure



This Master is dedicated to one of the fastest-growing businesses of today. The managerial and entrepreneurial mentality that the course provides gives a fundamental drive to the career of future tourism managers. IMTL is an amazing voyage which lasts one year, and is full of expectations and opportunities. To face it with enthusiasm, energy, commitment and passion means growing as people and professionals and obtaining numerous successes.

Francesca Ghersinich
Program Director,
International Master in Tourism & Leisure



Calendar

The IMTL is a full-time program taught entirely in English.

(The program is also available for part-time study which can be completed in 24 months, from October 2010 to October 2012)

The program offers a broad spectrum of knowledge, ranging from general managerial skills to the most significant and topical tourism management issues. Each course is managed with classroom lessons, workshops and business cases.

October 2010 - January 2011	FIRST TERM: General Management Courses <ul style="list-style-type: none"> • Tourism Economics • Accounting, Finance • Marketing, Strategy • International Business • Cross Cultural Communication Management • Organization and Human Resource Management
<i>Winter Holidays</i>	
January - May 2011	SECOND TERM: Core Courses <ul style="list-style-type: none"> • Rooms Division Management • Food & Beverage Management • Sales & Marketing for Hotel Industry • Tour Operating • Airline Business • Revenue Management • Destination Management • Business Planning • Business game (T.O.) • Events Management • E-Tourism • Sustainable Tourism • Information Technology (GDS)
<i>Spring Holidays</i>	
	ELECTIVE COURSES AND ACTIVITIES <ul style="list-style-type: none"> • Elective courses in international business • Italian Language • Seminars, Study Tours
Throughout the program:	Personal Development
June - October 2011	THIRD TERM <ul style="list-style-type: none"> • In the field project • International Exchange Programs • Internships
October 2011	FINAL TERM <ul style="list-style-type: none"> • Final Examination • Graduation Day

CREDITS: Each course is worth a number of credits. One credit consists of 25 class hours as defined by the European Credit Transfer System (ECTS). In order to be awarded the IMTL degree, a participant must earn at least 60 credits.

Curriculum

FIRST TERM: General Management Courses

The General Management Courses provide the managerial skills and background that are essential to work in an entrepreneurial organization. The main topics are specifically designed for the tourist business, giving the basics for further in-depth treatment in the following core courses.

Courses:

- Tourism Economics
- Accounting
- Finance
- Marketing
- Strategy
- International Business
- Cross-Cultural Communication Management
- Organization and Human Resource Management

SECOND TERM: Core Courses

Hospitality Operations

The Hospitality Operations module develops the entire set of operations of a hotel on a theoretical and practical basis. It is structured in three main areas that cover a wide range of hospitality activities.

Courses:

- Rooms Division Management
- Food & Beverage Management
- Sales & Marketing for Hotel Industry

Each area is run by highly experienced professionals from major international hotel chains.

The goal is to explore the entire process of hospitality services management with a "departmental" approach, which is considered the most effective method to explain and teach hotel operations.

Tour Operating

This sector has changed profoundly in recent years. Major international groups have been created, affecting ways of doing business. New, sophisticated companies need to be managed by professionals with specific and up-to-date know-how and skills.

With this module the tourist business is analyzed as a process. Each aspect is unfolded and explained to give a complete overview, providing a consistent and integrated vision of tourism international intermediation.

Topics covered include:

- International Tourist Demand and Supply
- Product Development and Price Setting
- Sales & Marketing
- Cruises business

Airline Business

The course gives an overview of the airline market explaining its business model and its evolution in the past years. The new trends that are affecting this market will be faced together with key players and drivers in the international Airline Business.

Topics covered include:

- Structure of an Airline
- Categories and Regulations
- Traffic Needs and Airline Response
- Cost Structure, Pricing and Revenue
- Customer Service
- Success Factors
- Low cost carriers

Revenue Management

Revenue Management is the basic tools for maximizing the profit of a business, and it's widely used in the tourism field. This course provides knowledge for effective management of sales of room nights, airline tickets or cruise cabins. These tools may also be applied to food & beverage and congress sectors.

Topics covered include:

- Rates plans
- Yield Management Modes
- The Levers of Price Modulation
- Resource Management
- The Control of Substitution Products and Overbooking
- Business and Contract Ratings and Package Management

Curriculum

Destination Management

This course covers the entire process of understanding and building the skills needed for planning activities for a tourism destination, including urban, socio-political and destination marketing issues.

Topics covered include:

- Tourism Policy and Planning
- Destination Marketing
- Master Plan of a territory
- DMO and GSA

Due to the interdisciplinary issues covered, a special framework is provided in order to include all the aspects that are normally faced in designing tourism destinations: economic and market aspects, regulations and laws, social and environmental issues, and all other relevant variables that influence the destination management process.

Business Planning

This module includes methods of analysis and development of a tourism business, enabling students to conceive and evaluate the feasibility of a new business in the field.

Topics covered include:

- Feasibility study
- Internal & External Analysis
- Economics
- Hotel evaluation
- Tour operator start up

Particular attention is placed on the ability to develop useful models for evaluating the economic and financial viability of a new venture in hotel industry. Four days of lecture are dedicated to a simulation Business Game in the T.O. sector.

Events Management

Tourism businesses that handle significant numbers of clients at the same time are the topic of this course. The organization of meetings, incentives, congress or conventions is examined in depth on the basis of real business cases that have proven themselves efficient and successful. Big events are a key subject, as is the business tourism.

Topics covered include:

- Events Organization
- M.I.C.E.
- Business Tourism

E-Tourism

Course participants must be able to gather information as well as market trend data from all media. Most of all they need to know how to use the huge potential of internet, new technologies and new media. This course aims to meet today managers' need to be constantly updated about what is going on around the online business in the tourism sector, to use tools such as search engines, newsletters, viral marketing, blogs and social networks.

Support for this module is provided through access to the virtual World Tourism Organization (UNWTO) e-library, one of the world's most important tourism virtual libraries.

Topics covered include:

- Web Marketing
- Internet based research
- Web based product, dynamic packaging
- New media and tourism
- Tourism W2.0, blogs and social networks

Sustainable Tourism

Leisure, wellness, environmental responsibility and experiential trips are the most successful tourist needs and drivers in recent times. Sustainable and niche tourism are growing very fast as they offer the most appealing products the market demands. Case histories relating to the best performing companies, projects and destinations of this sector will give overviews on specific, attractive market segment trends.

Topics covered include:

- Tourism and Environment
- Sustainable Tourism Development
- Eco-Tourism
- Rural Tourism
- Niche Product Development

Curriculum

Information Technology

The international tourism industry relies strongly on sophisticated technology. Nowadays most of the international bookings and sales of tourist services (hotel rooms, flight tickets, dynamic packages, car rentals and cruises) pass through a Global Distribution System.

The School allows participants to obtain practical experience in managing a GDS through Amadeus Selling Platform training sessions.

At the end of the course participants will receive the official certification (worldwide recognized) by Amadeus.

Personal Skills Development & Team Building

The interaction between people in work settings is analyzed to create awareness of the importance of managerial skills for successful interpersonal relations. Personal behavior and leadership attitudes are also closely monitored and relevant feedback is given both in class activities and individually. Besides class and small group activities, participants can explore their communication style both through individual coaching and the use of high-development tools such as The International Profiler, an innovative intercultural questionnaire.

Topics covered include:

- Listening as a Manager's Key Skill
- Assertiveness and Leadership
- Individual Perceptions
- One to one Communication
- Team Building and Team Dynamics
- Coaching for Personal Development
- Public Speaking
- Giving and Receiving Feedback
- Time and Stress Management
- Intercultural Communication
- Creativity and Search for New Ideas

Career Orientation

During the educational path, the IMTL staff supports students in defining their placement goals and helps them developing a medium and long-term career path coherent with their previous educational and professional background. This is possible through

lectures, individual counseling, testimonials, company presentations and visits and recruiting days.

Topics covered include:

- Recruiting steps: how to prepare a résumé, a cover letter, a job interview, a career path
- Roles and positions in Tourism Companies

ELECTIVE COURSES

Beside the general management and core courses listed in the curriculum, IMTL participants will have the opportunity to attend some elective courses in International Business such as:

- International Channels Management
- Franchising
- Small Business Management
- Business Planning and Venture Finance
- Managing in Emerging Markets
- Applied Marketing Research and Analysis
- E-commerce and Internet Marketing
- International Negotiations
- Chinese Consumer Behaviour
- Doing Business in China
- Project Management
- New Product Development
- Risk Management
- Financial Valuations
- Human Resource Management

An Italian Language course is available for foreign students.

Participants can also earn credits attending:

- Seminars
- Study Tours
- International Exchange Programs

Curriculum

THIRD TERM

The third term is dedicated to the preparation of the final written thesis, a paper to be discussed during the final examination. At the same time participants have three different options in order to acquire further useful experience according to their professional goals:

In the field Project

Participants who are working in a tourism company, or are willing to start up a new business, can work on a specific project on their own organization, on an individual project or on a consulting one with access to the network of experts and professionals who collaborate with the School.

International exchange programs

Participants can choose to spend part of their study course abroad in a country they believe is particularly interesting to their learning and career objectives. Among the international Schools involved in this exchange are:

- **Bordeaux School of Management**
(Bordeaux, France);
- **EADA - Escuela de Alta Dirección y Administración**
(Barcelona, Spain);
- **EOI - Escuela de Negocios**
(Madrid, Spain);
- **IEDC - Bled School of Management**
(Bled, Slovenia);
- **IBS - Institute of Business Studies**
(Moscow, Russia);
- **IMISP - International Management Institute**
(Saint Petersburg, Russia);
- **Lingnan College, Sun Yat-sen University**
(Guangzhou, China);
- **Merrick School of Business - University of Baltimore** (Baltimore, MD - USA);
- **Rollins College - Crummer Graduate School of Business** (Winter Park, FL - USA)

Internship

Participants can also choose to enrich their professional curriculum with an internship experience. The internship is a particularly significant moment for participants who have the opportunity of verifying first-hand the knowledge they have acquired, working for a certain period at a company of the IMTL network. The objective of an internship is to learn more about a specific management area or function. The internship is also aimed at sharpening a mature approach to the work-place and developing business codes of conduct. During this period every participant is supported by a business tutor and School mentor.

FINAL TERM

The final examination consists of a discussion on a written paper (thesis) regarding international business or general management focused on tourism.

Graduation Day takes place in October. During the ceremony, IMTL degrees are awarded to those who successfully complete the program. Outstanding participants may be awarded the IMTL degree with Honors.

Learning Process

The training methods used at the IMTL are a decisive factor in its success. Development takes place with a high degree of interaction between instructors and participants and offers a blend of hands-on experience, active learning, and lectures.

Outdoor Training

Outdoor training is a very effective way of learning by doing. Different tasks, each requiring an appropriate approach and attitude, are reviewed and applied to the work context. The IMTL starts with an outdoor training session. Both an icebreaker and a team-building experience, it gives the participants the tools to work throughout the entire program. Walking through a maze, crossing a rope web, or falling back into a team-mate's arms are the best ways to break down cultural boundaries, to build trust in each other and to focus on the team.

Case Studies and business game

Case studies are analyzed in small working groups and then discussed. Class input can be applied to solving problems presented in a company experience context. To ensure a high level of interaction in class, trainers use the action-learning method of providing theory and examples and then letting participants apply the input.

Beside the case studies, a four day lasting strategic business game allows participants to simulate the management of a specialized tour-operator selling its experiences on a given outgoing market.

Project Works

Project works are prepared through a variety of modules and require constant commitment in order to create professional and inter-disciplinary relations. The faculty and the network companies support the projects with information resources, technology and know-how. Desk and field projects have become an important tool for a high-level training process as they give the chance to experience the real business context. Different kinds of projects are run at the IMTL, individually and in groups: research, business plans, tour packages, strategic project development and others. Some of these projects may be presented and discussed in a real management meeting.



Technology-Based Learning

The School makes full use of the latest teaching and learning technologies. Information & communication services, MIB Intranet and wireless LAN, as well as the Sharepoint platform are the backbone of a truly "virtual" space to learn, share and communicate within the IMTL.

Company Visits and Study Tours

Company visits and study tours are designed to allow IMTL participants an understanding of the business world from the inside. During the previous editions they covered a wide range of tourism businesses, including internationally famous hotels, the most beautiful cruise ships and the top international tourism fairs as:

ITB (tourism fair, Berlin, Germany)

BIT (tourism fair, Milan, Italy)

Fincantieri (shipyards, Gorizia, Italy)

Costa Crociere (cruises, Genova, Italy)

Park Hyatt Hotel (Milan, Italy)

Bulgari Hotel (Milan, Italy)

Hotel Principe di Savoia (Milan, Italy)

Hotel Adlon Kempinsky (Berlin, Germany)

Hotel Hilton (Berlin, Germany)

Kompas (tour operator, Ljubljana, Slovenia).

Evaluation Procedures

An IMTL participant is evaluated both on his/her hard and soft skills.

Individual "hard skills" are related to the knowledge of general management and tourism business techniques and concepts covered in the IMTL program's courses.

Soft skills are related to the right attitude needed to become a manager.

The evaluation is carried out based on written exams at the end of each course, case discussions, active participation to class activities and group works, project works performances as well as personal behavior during the Master period.

Only IMTL participants who successfully pass the entire evaluation process are considered eligible for the final examination.



Teaching Team

An international master requires a varied but balanced teaching faculty.

The rigorous selection criteria for teachers and testimonials are based not only on expertise in a chosen subject but also on personal experience, background and classroom ability.

The resulting blend of academics, managers, consultants and business school trainers guarantees excellence and a wide range of perspectives.

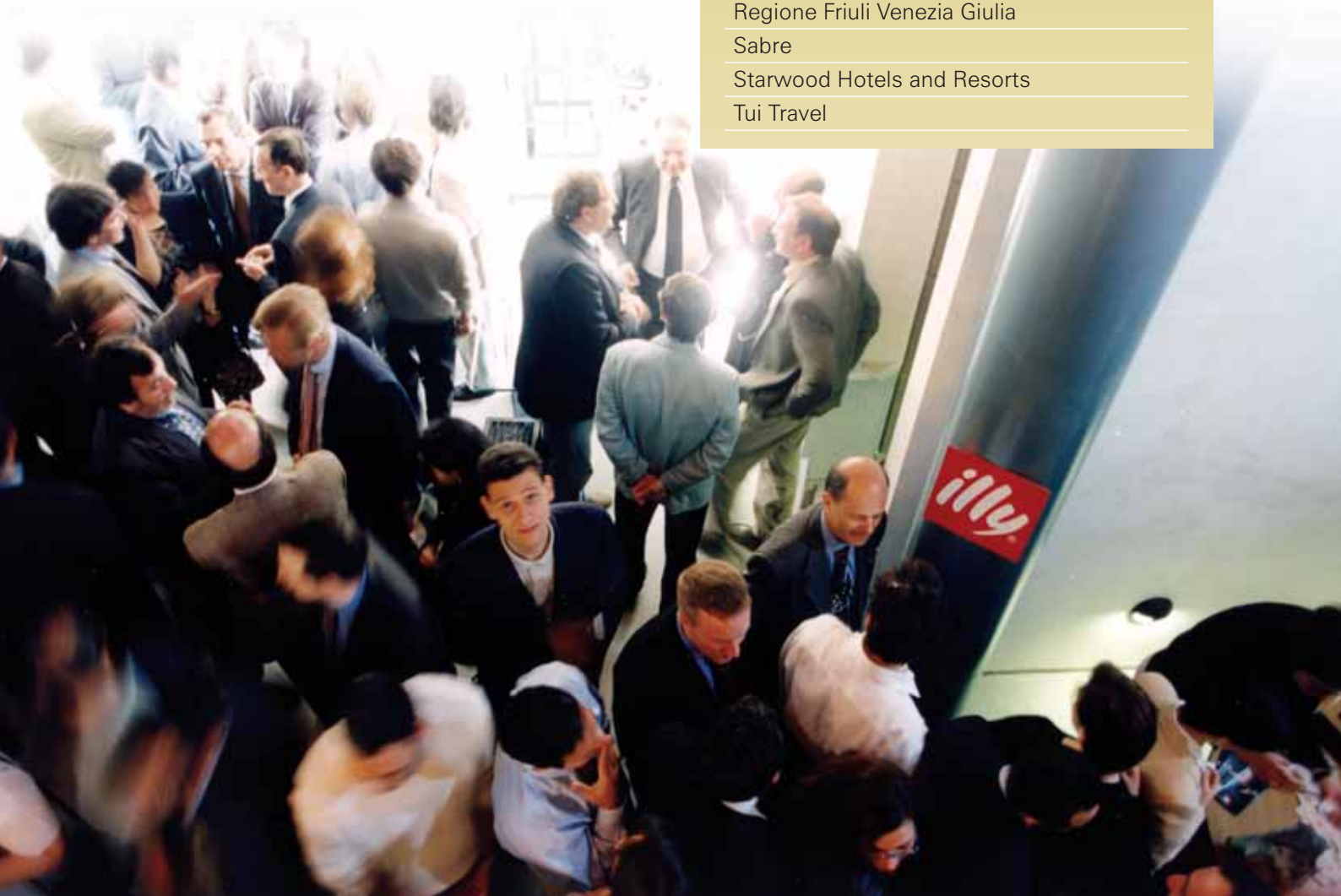
Chiara Abbate	CreAttività, Founder (I) - Events Management
Yusaf Akbar	CEU Business School, Budapest (H), MBA Director – International Business
Ilan Alon	Rollins College (USA), Executive Director of Rollins-China Center- Franchising
Tim Baxter	MIB School of Management (I), MBA Associate Director Personal Development and Team Building
Enrico Bertoldo	Amadeus Italy (I), Marketing Director – Global Distribution Systems
Michele Bertoni	MIB School of Management (I), Faculty - Accounting
Claudia Bisignani	Jones Lang LaSalle Hotels (I), Vice President – Business Planning
Daniel Bois	Urbania (F), Consultant - Tourism Management Business Game
Elena Bonel	University Ca' Foscari of Venice (I) – Strategic Management
Enzo Carella	White Consulting (I), Partner - Tour Operating
Silver Carpanese	Starwood Hotels and Resorts (I), Hotel Manager - Rooms Division Management
Guido Castellini	Italia Turismo (I), Sales and Development Manager - Destination Management
Stefano Cerrato	Kuoni Gastaldi Tours (I), Deputy MD - TO Product Development
Marco Cesa	Lufthansa Systems AG (D), Vice President Sales - Airlines Business
Gianrico Esposito	Starwood Hotels and Resorts (I), Hotel Manager - Room Division Management
Marco Ferreira	Marriott Hotels & Resorts (P), Vice General Manager - Food & Beverage Management
Andrea Filippi	Orient-Express Hotels, Trains & Cruises (I), Regional Director of Sales & Marketing - Sales & Marketing
Valeria Forzano	MIB School of Management (I), Faculty - Personal Development and Team Building
Roberto Gentile	Frigerio Viaggi Network (I), Managing Director - Retail Management
Tullio Gregori	MIB School of Management (I), Faculty - Tourism Economics
Alessandra Gruppi	MIB School of Management (I), Faculty - Marketing
Denis Ivošević	Istrian Government (HR), Regional Minister for Tourism - Destination Management
Marco Julià-Eggert	HMS International (S), Managing Director - Food & Beverage Management
Nicolas Jabaudon	Angoulême Tourism Board (F), General Manager - Tourism Management Business Game

Alex Kornfeind	Piramide.net (I), CEO - Travel W2.0
Mario Laurenzana	Ritz-Carlton Hotels and Resorts (USA), Director of Finance Europe - Finance
Jean-Pierre Lozato-Giotart	Université Paris III Sorbonne Nouvelle (F), Director of Master Médiation et Ingénierie Touristique et Culturelle des Territoires - Destination Management
Gianni Martino	HTMS International (I), Founder and Chairman - Destination Management
Guido Modugno	MIB School of Management (I), Faculty - Accounting
Marina Novelli	University of Brighton (UK), Travel, Tourism & Events Subject Area Coordinator - SustainableTourism
Claude Obadia	Paris School of Entrepreneurship (F), Associate Professor -International Channels Management
Letizia Orsini	Tuifly.com (I), Country Manager - Low Cost Airlines Business
Stefano Pilotto	MIB School of Management (I), Faculty - International Relations
Marco Protano	University of Edinburgh, Edinburgh (UK) and Bilkent University, Ankara (TR) - Strategic Marketing
James Reardon	University of Northern Colorado (USA) - Marketing Research
José Roblès	Hotel Revenue Development (I), Managing Director - Revenue Management
Alceste Santuari	University of Trento (I), Associate Professor - International Tourism Legal Rules
Federica Seganti	MIB School of Management (I), MIRM Program Director - Finance
Jan Smolarsky	Stockholm University, Stockholm (S) and University of Texas (USA) - Entrepreneurship and Risk Management
Andrea Tracogna	MIB School of Management (I), MBA Program Director - Strategy
Fabrizio Trimarchi	Jones Lang LaSalle Hotels (I), Associate - Business Planning
Valentina Vaclik	University of Udine (I), Instructor - Italian Language
Francesco Venier	MIB School of Management (I), Executive MBA Director Organisation and Human Resource Management
Irena Vida	University of Ljubljana (SLO), Chair of Marketing Department Cross Cultural Communication Management
Andrea Volpetti	Carlson Wagonlit Travel (I), Training, Development & Communication Manager - Business Travel
Donald J.Wich	Messe Frankfurt Italia, Managing Director - Trade Fairs Management

Main Network Companies

Besides the participants and the faculty, companies are the most valuable assets of the School. The tourism business is represented at an international level, creating the link between the IMTL and the professional environment. The IMTL has a wide network of partner companies that offer our participants relevant case studies, lectures, testimonials and company presentations, challenging project works relating to real business, interesting company workshop experiences, exclusive internship opportunities and rewarding placement offers.

Amadeus
AtaHotels
Bulgari Hotel - Milano
CreAttività
Costa Crociere
Frigerio Viaggi Network
Four Seasons Hotels and Resorts
HTMS International
Hyatt International
Jones Lang LaSalle Hotels
Kuoni
Lufthansa Systems
Marriott
Messe Frankfurt
Orient-Express Hotels, Trains & Cruises
Ritz-Carlton Hotels
Regione Friuli Venezia Giulia
Sabre
Starwood Hotels and Resorts
Tui Travel



Career Service

The main objective for IMTL participants is to improve their career prospects. The program structure and content are therefore targeted at increasing those opportunities. During the course, a series of activities both in class and through individual interviews enable each participant to optimize career choices. IMTL staff provides guidance in targeting positions based on function, sector, company type and geographical location. The School then assists in defining the most effective strategy to achieve career objectives and organizes company presentations and individual meetings between participants and recruiters. Every year our graduates meet position requirements in the companies involved in the Master program. Interesting entrepreneurial initiatives are also encouraged.

Career guidance support is provided through the combination of:

- Individual assistance on career choices and objectives
- Training on recruitment procedures
- Counseling on cover letters, résumés and job interviews
- Mailing of résumés to partner companies
- Organization of company presentations and job interviews
- On-site recruiting sessions



The Selection Process

WHO CAN APPLY

The target profiles for IMTL are highly-driven graduates from all over the world who are focused on and committed to the tourism business. Working knowledge of both written and spoken English is compulsory. Previous experience in the field is appreciated. The potential and the motivation of the candidate will be thoroughly evaluated.

HOW TO APPLY

Applicants are required to complete the on-line application form at www.mib.edu

Feedback on applications will be supplied within one week. Successful applicants will be asked to send a number of required documents.

Once the documentation is approved, candidates are invited to come for selection tests (deductive reasoning and verbal skills tests) and an interview (to evaluate English language skills, professional goals and motivation) in Trieste.

International students may ask to be selected in their own country without coming to Trieste.

The application deadline is:
21st September, 2010 for not EU citizens
5th October, 2010 for EU citizens



Tuition Fees and Financial Support



Tuition fees for the IMTL are EUR 15,000 (excluding 20% VAT).

Fees include:

- Core and elective courses
- Access to e-learning platform and teaching material
- Transport and lodging during compulsory company visits organized by the School
- Access to computer rooms, Internet, and School's wi-fi connection
- Tutoring
- Career counseling

The School and the sponsoring companies offer a number of scholarships to partially cover tuition fees. Scholarships are awarded based on merit and on specific requirements indicated by the company funding the scholarship.

To apply for scholarships, candidates must:

- Complete and submit the on-line application form to the IMTL program.
- Meet the requirements stated in the scholarship description.
- Send all relevant documentation indicated in the scholarship description.

Admission to the IMTL program is independent from the scholarship process.

When outcomes for IMTL admissions are announced, candidates will be informed if they were awarded a scholarship and the amount.

Participants admitted to IMTL can also apply for honor loans at banks that have an agreement with the School.



IMTL Award

Every year, during the graduation ceremony, MIB School of Management assigns the prestigious IMTL AWARD to a leading figure in the world of international tourism who, after receiving the prize, delivers a lecture on a topic concerning the tourist market.



Pierluigi Foschi
Chairman and CEO
Costa Crociere
IMTL AWARD 2005



Gianni Martino
Founder and Chairman
H.T.M.S. International
IMTL AWARD 2006



Mario Cardone
Vice President
Southern Europe
Sabre Travel Network
IMTL AWARD 2007



Michael Frenzel
Chairman of the
Executive Board
TUI AG
IMTL AWARD 2008



Elena David
C.E.O. UNA Hotels & Resorts
Chairman, AICA
(Associazione Italiana
Compagnie Alberghiere)
IMTL AWARD 2009

Alumni Association



The Alumni Association aims to encourage, develop and consolidate ties between alumni of the various editions and programs and MIB School of Management.

The Association, in close collaboration with the School, assists the professional growth of graduates through its extensive networking potential and a commitment to lifelong learning. Networking allows graduates to exchange experience, information and knowledge to ensure their professional skills are constantly improved.

Extra Curricular Activities



Various extra-curricular activities are organized to broaden the IMTL experience. These activities involve not only IMTL participants but also participants in other programs, teaching staff and graduates from past years.

Although participation is not compulsory, it is an important part of what makes the IMTL a unique experience.

Typical activities that run throughout the year include nights at the theatre, original language films and guided tours to sights and exhibitions. Sports also play a leading role in social activities with football, volleyball and skiing being particularly popular.



Trieste: in the Heart of Europe

Trieste is the ideal meeting point between Western Europe and the transition countries of Central and Eastern Europe. Once the Austro-Hungarian Empire's leading port, Trieste is again the hub of business activity, this time sparked by the economic integration of former socialist countries with the European Union. Its multicultural perspective can be seen emblematically in the seven different religions present in the city.

The city promotes the development of innovation and knowledge through a number of important

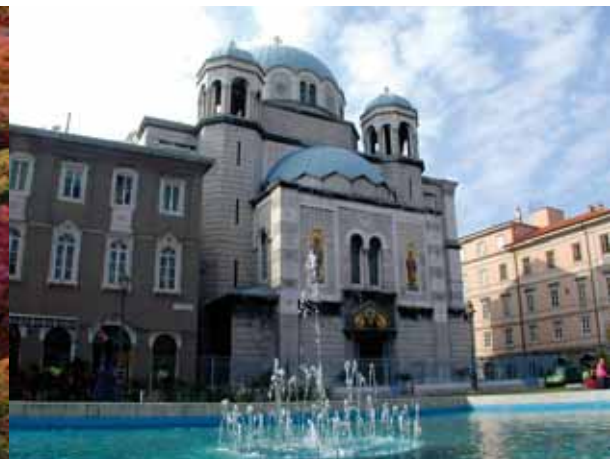
international scientific institutions such as the Area Science Park, SISSA (International School for Advanced Studies) and ICTP (International Centre for Theoretical Physics).

A city of charm, Trieste has a strong cosmopolitan atmosphere dear to some of the greatest names in international culture such as James Joyce, Sigmund Freud, Rainer Maria Rilke, as well as local figures like Umberto Saba, Scipio Slataper and Italo Svevo. Their love of Trieste is reflected in their works.



The city has a unique setting. The sea and the mountains are only a few minutes away from the city centre and Trieste is close to many beautiful spots such as the Carso Plateau, Rosandra Valley and Miramare Castle and Park, one of the most spectacular WWF marine reserves in Italy. The weather is pleasant most of the year, in summer thanks to the gulf and a gentle breeze, in winter because the sea ensures that the temperature is higher than in the surrounding area.

For a few days during the winter a cold wind, the Bora, blows through the city and brings clean air and good weather in its wake. Trieste is also rich in cultural institutions, which puts it on a par with larger European cities, and offers young people a wide choice of leisure facilities such as pubs and cafés. It is also worth mentioning that every autumn Trieste proudly hosts the "Barcolana" - one of the most spectacular regattas in Europe, attracting thousands of sailboats and some of the world's best skippers.





For clarifications or help completing your application for the **International Master in Tourism & Leisure** (by phone, e-mail or in-person), to visit MIB School of Management or to ask for more information, please contact:

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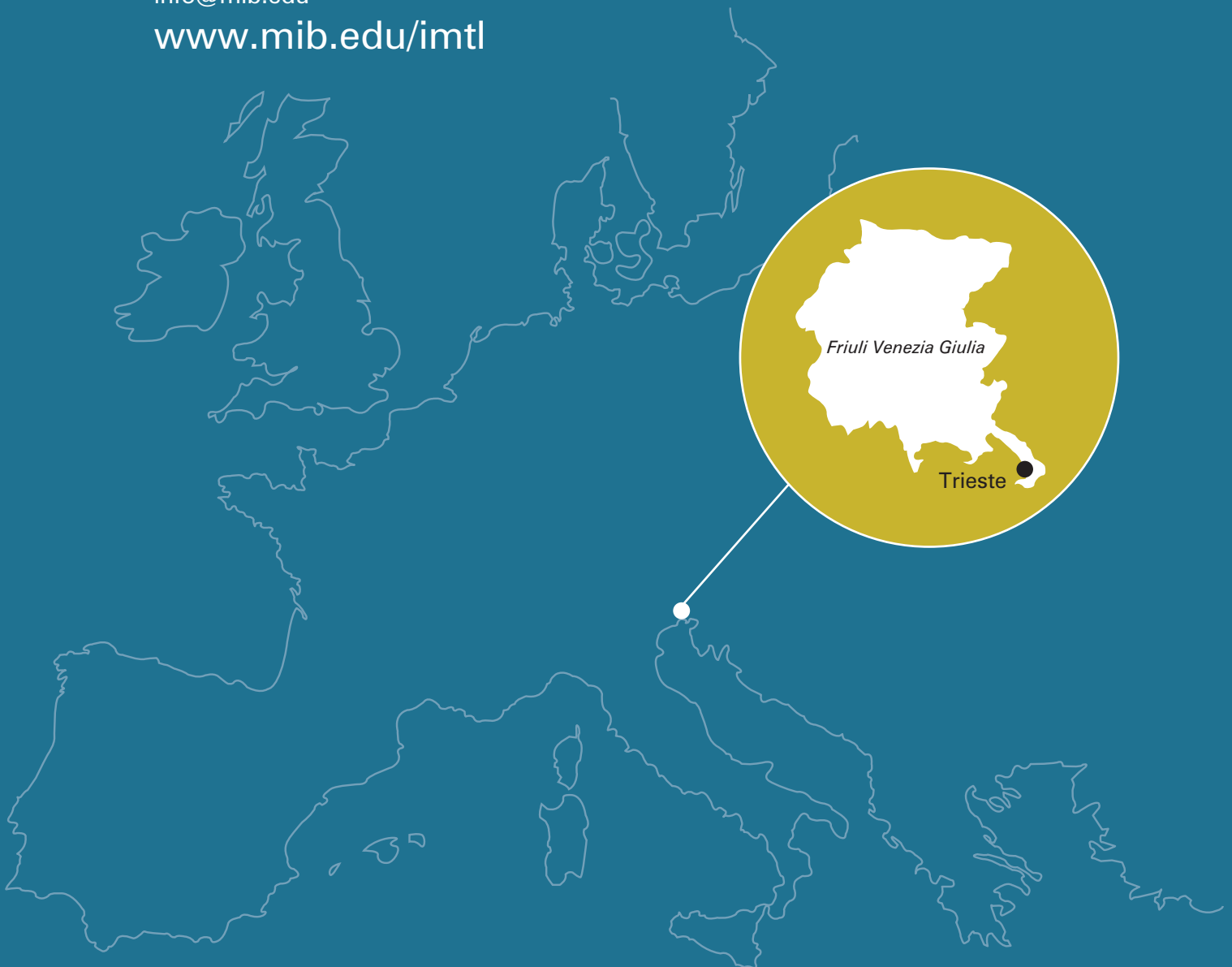
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