NOVA
IMS
Information
Management
School

Postgraduate Program

Business Intelligence & Analytics for Hospitality & Tourism

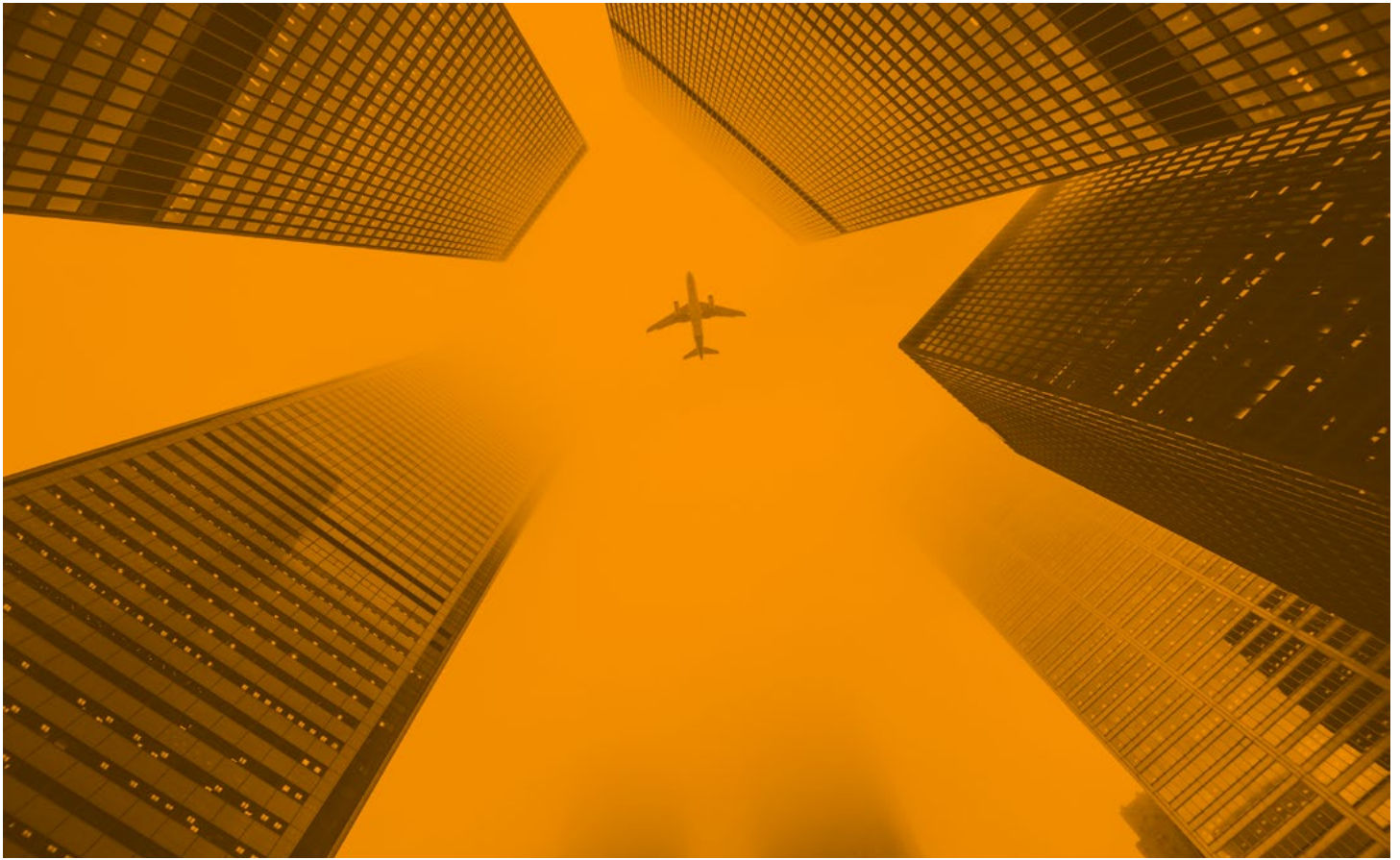Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

Support

TOURISM INTERNATIONAL ACADEMY

PRR
Plano de Recuperação e Resiliência

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www.novaims.unl.pt

The **Postgraduate program in Business Intelligence and Analytics for Hospitality & Tourism** responds to the need for higher education in an industry fundamental to the development of the world economy: Tourism. This postgraduate program aims to **prepare professionals capable of actively participating in developing and applying analytical models for tourism and hospitality**, combining the various areas involved with a transversal data science approach to leverage them.

Goals

The course aims to train specialists who are able to:
- Apply business intelligence and business analytics competences to the hospitality and tourism sector;
- Analyze and solve problems in a highly dynamic and competitive industry;
- Apply knowledge of management and marketing in the context of digital transformation, in an era of big data that poses constant challenges to tourism organizations and companies;
- Develop hospitality and tourism analytics projects integrating concepts and tools worked throughout the program.

Who is it for?

This postgraduate program is aimed at senior managers, public and private technicians, consultants, entrepreneurs and other professionals who wish to acquire analytical skills in business intelligence and business analytics in the field of tourism and hospitality, using the most advanced information management technologies, data collection and analysis methodologies.

Coordinators of the program

- Nuno António
- Paulo Rita

Faculty staff

The faculty members of this program include internationally renowned academics and reputable experts, to ensure both scientific training and industry application.

For more information or applications, please visit: www.novaims.unl.pt/BIA4HT

Postgraduate Program in

Business Intelligence & Analytics for Hospitality & Tourism

NOVA IMS
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Study plan

To earn the postgraduate program diploma, it is required to complete 60 ECTS, corresponding to 9 course units:

Spring Semester

Course Units	ECTS
Business Intelligence in Tourism	7,5
Data Science for Hospitality & Tourism I (Descriptive Analytics)	7,5
Digital Transformation in Hospitality and Tourism	7,5
Management in Hospitality and Tourism	7,5
Revenue Management	4,0

Fall Semester

Course Units	ECTS
Data Science for Hospitality & Tourism II (Predictive Analytics)	7,5
Digital Marketing	7,5
Project in Hospitality and Tourism Analytics (Capstone)	7,5
Smart Tourism	7,5

Academic calendar and timetable

This program lasts two semesters. The classes start in February and end in December, and run after working hours (after 6:30 p.m.), 2 to 3 times a week.

Entry requirements

To enter this program, applicants must meet the following requirements:
- Hold a bachelor's degree in a compatible field (completed by January of the enrollment year);
- Be proficient in English (spoken and written).

Contacts

For more information about the NOVA IMS' program, please contact:

Admissions Office Coordinator
admissions@novaims.unl.pt
+351 213 828 610 (Call to the national fixed network)

How to get to NOVA IMS

Carris
701, 713, 716, 726, 742, 746, 756, 758, 770

Metro
São Sebastião (Blue and red line)
Praça de Espanha (Blue line)

GPS coordinators
38.732462 | -9.159921

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