



HSU
Hotel School University

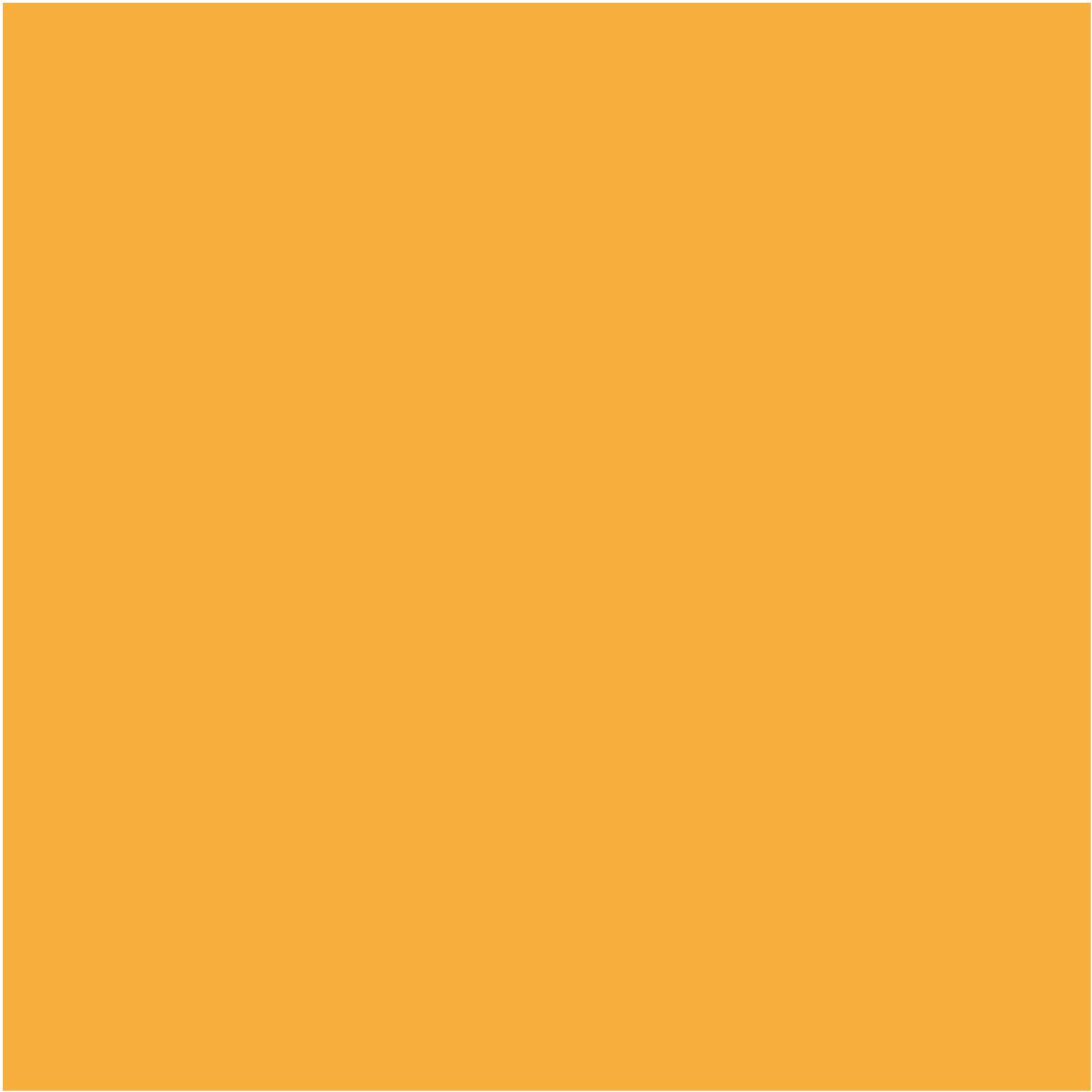


HOTEL SCHOOL UNIVERSITY



Sportello Formativo





INDEX

Hotel School University:

Teaching Method	pag. 5
Theachers	pag. 6
Benefits	pag. 8
Why Subscribe	pag. 10
Real Partnership for compagne	pag. 12
The Hsu Consortium	pag. 14
Advantages	pag. 15
Forecast analysis of the social and economic development project	pag. 17
Corporate Training	pag. 20
Private Training	pag. 27

Hotel School University

Hotel School University was originated by an idea of Ospitality Service Gruppo Italia, in 2006, a leading company in the selection of qualified human resources for the hotel and tourist service and catering, thanks to the experience achieved by the combination of the highest professionals in this field.

OSG Italia is an organization that acts as a meeting point between the demand for elite personnel in the Hotel Business and Food Service, as well as the availability of human resources.

The first Hotel School in Italy to be trained and work quickly in Tourism and Food Service.

Who we are

HOTEL SCHOOL UNIVERSITY - National Academy of Hotel Professionals is the most important project of 2007 in the Industry. That is the way it was defined in an editorial on the Sole 24 Ore economics newspaper, after a congress that was held in Milan with the participation of thousands of Italian Hotelliers.

The "Hotel Academy" has been working for over 25 years, in post diploma and post-graduate management education and training human resources to be placed in the business of tourism and catering, as well as in managerial and professional retraining of those (entrepreneurs and managers, executives and heads of department) who are already operating within tourism businesses with objectives of updating and career, as well as in improving foreign languages in relation to their application in their workplace.

Teaching Method Of "Hotel School"

The main features of the teaching method of 'HSU, that has patented the innovative and exclusive method namely "Hotel School ", is based on the transformation of the hotel premises into training classrooms , some educational rooms, in order to train professionals who are able to work in all hotel departments and catering, at national or international level.

The training takes place at the hotel, or in a real business environment , which allows trainees to learn technical skills and working methods, through some training courses lasting a minimum of 40 hours each.

They are followed by a second, very important learning step : the Training on the Job. An intership that every trainee will be able to get within a company, in the italian territory or abroad, for a period from 3 to 6 months.

The educational method of HSU is focused to reduce the time to spend in the classroom, youngsters or grown up candidates, italians and foreigners. A further goal is enabling them to get into the world of the Tourist Industry in a short time, through a Job/School Rotation.

HSU The aim of OS Gruppo Italia

In our mind Hotel School University is a huge Hotel/Campus at national level , that is built in several regional branches which run the same program (60 Master Courses) and the same standard of quality, as the teachers will be selected within the region itself, still being trained by our technical-scientific committee, that has planned and developed the training routes .

O.S. Gruppo Italia has tested each course in the whole and has notified their efficacy. The regional branches enable the trainees to reach the Hotel Campus more easily and it is fair enough that each region is involved, as this is a project of highest quality and prestige.

Élite Training

The first service that HSU offers draws from the experience of its promoter, who performed, in the course of her career, a monitoring by which she could detect some symptomatic problems related to this field.

At present time, any reliable and skilled professional may actually determine and agree that the biggest challenge was and is still linked to the finding of Specialised staff. It is true that the lack of preparation has created and creates difficulties and hardships that afterward fall to the final user: the customer.

Training must train, therefore, it is supposed to give life to a responsible professionalism, whose management is handled by the same resources.

The updates are the result of a precise and conscious initial choice.

Each course organized by HSU is aimed at improving the professionalism of those who participate to it (from Chef de Partie to Executive Chef). In addition, a pre-selection made to the candidates who, for the first time, are entering the Industry (such as students, immigrants, women who are returning to the labor market).

It will help people to realize if their choice is suited to the features of each individual. The Core Business of Hotel School University are therefore the training courses, established for each type of candidacy in the field, which will have a variable duration, depending on the role to be trained, (from a minimum of 10 days to a maximum of 2 months). New resources, therefore, who are ready to face with competence and professionalism their own working environment.

Theachers

Teachers who take turns during all training provided by the HSU, are professional trainers and business representatives in managerial positions, they all are experts in their field. They all are people who have been previously evaluated by the students themselves.

This evaluation procedure allows HSU to organize each course or Master following a path of quality that is accredited by the participants.

People who are able to teach (not an easy task and, in any case, not suitable to everyone) will have gained experience directly on the field and, therefore, they will be aware of the real problems that nowadays are evident in Industry.

They will achieve an adaptation of the training program, which is the same throughout the national territory, consisting of our Scientific and Technical Committee that has tested the courses and evaluated their standard .

Teaching Methodology

The interaction is the core of the teaching of courses, Masters and Seminars organized by HOTEL SCHOOL UNIVERSITY.

An interaction between theory and practice, between classic and innovative methodologies, including knowledge, skills and interpersonal skills, between teacher and learner, and in general an interaction among all the actors involved in the training process, from decision-makers, stakeholders, to users.

Front lessons, individual and group rehearsals, business case studies, company testimonials, public speaking are some of the techniques used. The classrooms instead are structured so as to be functional for a lecture but they also at the same time flexible, in order to deconstruct them in a short time for group rehearsals. The educational technologies provide the usage of overhead projectors, flip charts, video projectors and classrooms multimedia if needed.

The classrooms and the methodologies, according to the way they are managed, make up what you can define a pedagogical setting, which is ideal for learning.

Seminars

They have a variable duration in terms of hours and can be carried out in an intensive way during the weekends (Saturdays and Sundays) or can be splitted in scheduled hours and days. They are open to all those who wish to develop

Some specific subjects, either recent graduates, or students or professionals.

The seminars are held by professional trainers who are skilled in their field.

The seminars take place in one of our premises in Italy, as close as possible to the trainees neighbourhood. The cost of participation for each seminar is variable, depending on the duration and the level of the broadcast content.

Benefits

The benefits for the subscribers of the Courses and the Master can be found in the list below ; for each Course or Master, depending on its location and type, you will be able to benefit of all advantages or part of them, as follows:

- Classroom and accommodation in the same building;
- Accommodation guaranteed, according to the application agreements, during the classroom session, for those who are not resident in the province in which the session takes place;
- Special agreements for meals, during the session in the classroom;
- Educational fascicles in paper and / or multimedial, free of charge;
- Possibility of public financing and / or private for the entire amount;
- Guaranteed internship for all participants;
- Possibility of meals and accommodation during the internship, free of charge;
- Air fares charged to the hosting company, in case of internships abroad;

Docimology

Docimology is a real science that studies the best evaluation criteria of the results of any practical test. In general the docimological process can be applied to the entire training program, if it is understood as a process of practical learning (training-action). Therefore, the evaluation of training, is a fundamental paradigm for HSU.

The courses are organized on the basis of an evaluation of the previous editions.

The ex ante evaluation proceeds with judgments on the educational matching needs and the identified didactic guideline. The next step is resolved with a evaluation-pipeline that allows the perfection of eventual gaps in the teaching modules. During the training route the learners themselves will have to evaluate the modules, judging the value to the substance and to the competence of the teacher who has been running the course. The ex-post evaluation is based on the final single evaluations provided by the learners, compared with the internal evaluations on the course and the impressions expressed by the teachers themselves.

At last, every learner will have to face a final test, that will complete the assessment of each individual learning and the real educational effectiveness of the entire route.

Why Subscribe

Through our courses, students can discover their own talent and experience the profession they prefer.

Below we list 7 good reasons to enroll in our course of High Specialization:

- because, by attending a course, students enter a network that promotes the sharing of the knowledge and the integration, in several competences;
- because HSU is a company founded by professionals, who believe in young people talents, a company that makes the innovation of its proposal of education and its dynamism as its own aspect of distinction;
- because HSU is strongly related to the environment of National Tourism;
- because the training programs have been designed after a careful analysis of the labor market;
- because the teachers are all professionals who deliver competence, without neglecting the "know how" and especially the "know how to be";
- because all our classes are open to a limited number of participants, as to allow everyone to an easier mutual understanding among teachers, students and companies;
- because in our branches all students can take advantage of a convenient and an efficient venue with free ADSL access, computer and design labs.

Selection of elite by HSU

It might become, a showcase for all the enterprises of the field, following the training of elite as, taking advantage of the "college", they will have the opportunity to visit the facility and see the resources at work.

In this way we try to close a productive training-placement cycle. A unique opportunity for all Hotels belonging to the several associations. Regional Hotels and Professional Associations since, beyond the opportunity of being part of such an important project, they will be bound by a framework agreement with HSU with which they can choose their "players" - as you do for the football teams.

They will be able to give suggestions and advice, in relation to their competence, in order to develop new strategies and working techniques. HSU will thus become a reference point to which the associates will rely on, (your hotel) ensuring to receive appropriate advice, solutions to the company problems and properly trained resources.

In this regard, resources will also receive a proper training even in house (internship at one of their hotels) where the hotellers will be able to deliver to them their know-how and their philosophy.

Real Partnership for companies

The starting point for this third aspect is still the Customer Satisfaction.

Thanks to the general setting of HSU, hotel companies and restaurants will be able to start a productive partnership with the same school, by relying confidently to its work, either for proposals, or for organization logistics, by making sure they can always find a perfect correspondence and a secure cohesion among their needs of prestige and functionality.

By ensuring these three services, HSU blends together and gives new life to two key elements of the hotel and catering industry:

human resources and companies, creating a fruitful and prolific encounter among the several professions involved.

Professional certification

As a conclusion of the individual training courses, some final exams will be conducted in the presence of an internal commission as well as an external one: teachers committee, entrepreneurs and managers of the Hotel Industry, including Hotel Associations and representatives of the Industry.

A Certificate of Professional Qualification or a diploma will be delivered, as the exams are overcome. Such qualification is recognized at national level. The Professional Certification is a valuable and a concrete proof of professionalism and it allows an immediate access to the labor market.

Being in touch with the working world

As a Certificate or Diploma of Professional Qualification has been achieved, our learners will become part of the official database of OSPITALITY SERVICE GRUPPO ITALIA, which remains available to all enterprises, hotels and other business companies, in order to find qualified staff.

This is therefore a great opportunity, to bring together supply and demand for labor. HSU is present with a network of partner hotels in the next years , where the teaching activity takes place.

I The value of HSU

The background work of O.S. Gruppo Italia has made the balanced and complete evolution of the HSU project as possible, by creating an added value to this business idea, whose worth, at present time, is about some millions of Euros.

This worth is related to its action plan, only, that you can join as well, by a mutual agreement that allows you to keep your own hospitality business, still cooperating with us, as other european countries already do.

Also, thanks to the work done by a whole integration to the new technologies and with the opportune and the careful interpretation of the tools of modern times, the HSU project is now living a fruitful information development, which makes it suitable to the great network and the new challenges of the global market, by the HSU package namely "Distance University".

The HSU Consortium

This project will be managed by a university board of presidents and some financial directors.

- The company being formed will be a Limited Company (S.p.A.)
- The HSU company will apply for the license to become the first specific interim job company in its field , or will try to find a partner belonging to its same interim job business, in order to handle a complete cycle of production: Selection- training- placement

Nascerà infine una AGENZIA FINANZIARIA, interessata a sovvenzionare nuove imprese nate tra corsisti all'interno dell'Università le quali potranno partecipare con quote proporzionali.

Afterwards, a FINANCIAL AGENCY will be built, that will be interested in subsidizing newenterprises between students within the University itself, which will be enabled to participate with proportional shares.

An internal and private editorial department will be also organized. It will publish the texts, the handouts for single-issue corse the HSU training ones, as well as the university official magazine that is distributed monthly and it is subject to annual subscription, that can be signed both by the students and by anyone who might be interested, such as companies and private citizens. The magazine purpose will be to indefinitely inform and update about courses, international competitions, consultancy and so on, by the publishing of a calendar.

Advantages

- For all national partners = an academy hotel (branches) for each region, divided by areas, for requirements, and for a specific field, at the discretion of the Presidential Doctorate, in sustenance of the point of selection for candidates
- Image and added value
- Active cooperation, local authorities, associations, political curia, regional bodies etc.
- Percentage to be established of the national HSU network(a new company, which all the hotels-partners will be part of)
- Project Partners as per Biagi Law, private employment agencies
- Members (hotel companies) within two years obligatorily, of the first interim agency specialized in the field (investment)
- Important business
- To take advantage from the the turnover of the regional participants in high season (Savings and social project)



The HSU Training Courses for 2016

The work 'background' of OSG made the project HSU, as a real, a balanced and a complete evolution, adding value to the entrepreneurship idea. New technologies have made possible to finalize the package "HSU Distance Learning" with which the incoming affiliated companies can directly select their own resources.

A great showcase therefore not be underestimated.



Forecast analysis of the social and economic development project

The statistical reports in the Hospitality and Catering Industry take to two main results to be analyzed carefully. The former is the assertion of the field development occurred in recent years, the latter is the difficulties in finding 'skilled labor' which now a days is mostly represented by foreign labor.

The present situation is therefore made up of companies increasing their mass work and of service that is not always up to the quality and to the competence required and, in any case, it is now indispensable.

From this framework, HSU is willing to act in the company – human resource synergy, by focusing a lot on the training of foreign personnel, that will soon be the main reference of the labor market.

The conditions of foreign labor and the extra European Community workers, are presently quite precarious and it might seem risky bet on that Labor, but, in the perspective of a cultural education to deliver a balanced and specialized 'Know-how', the basis for forming professionals who are able to reinforce the entire labor market can be settled.

It will be the "Re launch Socia Plan1" that OS Gruppo Italia wants to implement through HSU- what will give continuity to the College, by offering to all those who want to work in this field the opportunity to enroll in courses, that will be initially free as to later achieve a first employment, in order to finance future studies for a subsequent specialization.

HSU there fore means to reactivate a qualitative process that revalues all of the roles in the Professional Industry.

The target

We have stated many times that the only goal that OS Gruppo Italia, together with HSU, aims to reach is the quality elite in education and selection of Human Resources for the Hotel and Catering field.

The intention is, therefore, to achieve this goal and it was originated by the need to succeed more and more: **THE HIGH LEVEL**

Occupancy of real value

It is a conviction of O.S. Gruppo Italia that only by forming human resources who have understood the importance of continuous research of elite quality, one can actually offer good employment opportunities for a prestigious career to those who commit in their work,, in a job of old traditions.

Specialization, new life for Career

Only a specialization in order to achieve the quality elite can re-evaluate and re-enable a solid career. The passion for your work can be turned on again and with new motivation, providing enterprises with a staff with experience and with new and better qualification. For this goal the cooperation of public institutions is required and of the companies that are part of our industry in the whole.

HSU, a reliable partner

When a partner can offer a variety of services, with expertise and punctuality, it becomes a valuable asset to any company.

The objectives related to the elite quality are for OS Gruppo Italia a support given to hotels, to the luxury market, to cruise ships, to airline companies, restaurants, public business and VIP families.

On behalf of the insiders, HSU CONSORTIUM (All hotels, restaurants and public exercises) will be given a 'Pass' that will allow them the access to the university structure.

The showcase of Hotel School University will therefore propose a fast track that will show to the affiliated companies human resources working during the training courses.

Conclusions:

The Style "Hotel School University"

The Style "Hotel School University"

The idea HSU brings a real style that gives a subscriber a prestige founded on the participation of many of the skills and qualifications in the hotel and catering field. Reaching the quality elite, HSU intends to organize real "Showcase initiatives" which highlight the most talented and capable students without creating any discrimination and allowing interested companies to exercise an option to make the most appropriate roles to its structure. These and other initiatives will become real events that will make the affiliated members of "Hotel School University" as protagonists. The harmony of the work and the brainstorming lead to the balance of a present time to be built.



CORPORATE TRAINING



LANGUAGE TRAINING AREA

ID	Title of Course
ENGL01A	Basic and Technical Italian for Foreign Labourers
ENGL02A	Basic and Technical Italian for Foreign Labourers
ENGL03A	Specialistic Technical Italian for Foreign Labourers
ENGL04A	Language Training – Beginner/elementary
ENGL05A	Language Training - Intermediate
ENGL06A	Language Training - Advanced
ENGL07A	Business English
ENGL08A	Business Writing
ENGL09A	Socialising and networking
ENGL10A	Aprender español – nivel 1
ENGL11A	Aprender español – nivel 2
ENGL12A	Aprender español – nivel 3
ENGL13A	Langue français - Debutant
ENGL14A	Langue français - Intermediaire
ENGL15A	Langue français - Avancé
ENGL16A	Le Français pour les affaires
ENGL17A	Translating Texts: Literal Translation and Language Adaption
ENGL18A	Basic Course of Chinese Language
ENGL19A	Basic Course of Arabic Language
ENGL20A	Basic Course of German Language
ENGL21A	Basic Course of Russian Language

ECONOMIC AND FINANCIAL AREA

ID	Title of Course
ENGE01A	Corporate Management
ENGE02A	Drawing up a Business Plan
ENGE03A	Cost of Products and Services
ENGE04A	Methods of Financial Analysis in Small-Medium Enterprises
ENGE05A	Corporate Administration and Fiscal Management
ENGE06A	Fiscal Framework Planning of Corporate Groups
ENGE07A	Managing Cashflow in Small Enterprises
ENGE08A	Managing Foreign Investments
ENGE09A	Trend Analysis
ENGE10A	Administration of Personnel
ENGE11A	Wages and Shares – Basic Level
ENGE12A	Wages and Shares – Advanced Level
ENGE13A	Corporate Accounting - Basic Level
ENGE14A	Corporate Accounting – Advanced Level
ENGE15A	Customer Accounting and Credit Management
ENGE16A	Suppliers Accounting and Debt Management
ENGE17A	Financial Statement Framework
ENGE18A	Control of Management Efficiency and Analysis of Costs
ENGE19A	Budget and Reporting

HOSPITALITY MANAGEMENT AREA

Each course may provide a training on the job, and can be reduced to a seminar, as needed.

ID	Title of Course
ENGH01P	General Manager
ENGH02P	Marketing and Sales Manager
ENGH02P.01	Basic Elements of Tourism Marketing and Sales Management of Service/Product
ENGH02P.02	Realization of Strategic and Operations Plans
ENGH02P.03	The Hotel WebMarketing
ENGH03P	Room Division Manager
ENGH03P.01	Basic Management of Room Division Operations
ENGH03P.02	Advanced Management of Room Division Operations
ENGH03P.03	Managing Room Division Department
ENGH04P	Food & Beverage Manager
ENGH04P.01	Introduction to Food & Beverage Management
ENGH04P.02	How to manage in Food & Beverage Operations
ENGH04P.03	Information Technology and Marketing Activities in Food & Beverage Management
ENGH05P	Yield and Revenue Management
ENGH05P.01	Introduction to Revenue Management
ENGH05P.02	Specialist in Revenue Management
ENGH06P	M.I.C.E. Hotel Congress and Convention Manager
ENGH06P.01	Handling Congress and Convention Business in Hotel
ENGH06P.02	Event Management in Hotel
ENGH07P	Head Maitre d'Hotel
ENGH08P	Front Office Manager
ENGH08P.01	Basic Management of Front Office
ENGH08P.02	Advanced Management of Front Office
ENGH08P.03	Front Office Management Operations
ENGH09P	Housekeeping Manager
ENGH10P	Spa Manager
ENGH11P	Web Marketing and Social Touristic Media Marketing Management
ENGH12P	Management of Enogastronomy
ENGH13P	Customer Satisfaction Manager
ENGH14P	Head Concierge
ENGH15P	Head Barman
ENGH16P	Executive Chef

ID	Title of Course
ENGH16P.01	HACCP; basics of dietetics, nutrition and biochemistry of food; History of national and international cuisine; Technical pairing
ENGH16P.02	Funds, stocks and mothersauces; Vegetables; Legumes; The siphon (The hot and cold savory)) mousses)
ENGH16P.03	The eggs; Egg pasta; Dry pasta; Rice
ENGH16P.04	Red and White Meat
ENGH16P.05	Fish, crustaceans and molluscs
ENGH16P.06	Salty and Sweet pastry; Puff pastry and pastry; Bread, breadsticks and crackers; The yeast; soufflé and sweet and savory flans
ENGH16P.07	The varieties of Cheese
ENGH16P.08	The coroner and the steam oven
ENGH16P.09	The fried food
ENGH16P.10	The realization of sausages: sausage, salami, sausage, pork and pork shoulder
ENGH16P.11	The vegetarian and vegan cuisine
ENGH16P.12	Cooking without gluten
ENGH16P.13	Cuisine of the World - Asia
ENGH16P.14	Cuisine of the World - India
ENGH16P.15	Cuisine of the World - South America
ENGH16P.16	Cuisine of the World - Africa
ENGH16P.17	Cuisine of the World - Europe
ENGH16P.18	Vacuum and low temperature cooking
ENGH16P.19	Finger Food & Banqueting
ENGH16P.20	Introduction to Food & Beverage, food cost, study of the menu
ENGH16P.21	Vegetable Sculptures
ENGH17P	<i>Chef de Patisserie</i>
ENGH17P.01	Theory: Health Hygiene, HACCP, flour, sugar, vegetable and animal fats
ENGH17P.02	Pastry Oven and Base: basic cakes and biscuits
ENGH17P.03	Yeast dough: doves, pandori, blinds and products for breakfast
ENGH17P.04	Mignon Pastry
ENGH17P.05	Salted Pastry
ENGH17P.06	Chocolat A to Z: how to work, production of chocolates and pralines, fillings, liqueurs, ttttgthe-thggganache
ENGH17P.07	Cake Design and modern cakes
ENGH17P.08	Sugar: pulled, blown and cast sugar
ENGH17P.09	The pastigliaccio
ENGH17P.10	Dessert for Food Service
ENGH17P.11	Vegan pastry

ID	Title of Course
ENGH17P.12	Gluten Free pastry
ENGH17P.13	Lactosium Free Pastry

Pizzeria and Bakery

ENGH18P	Pizza Baker
ENGH18P.01	Basic Course: Flour based dough, preparing fillings, baking
ENGH18P.02	The Yeast
ENGH18P.03	The pizza shovel
ENGH18P.04	Pizza Pan
ENGH18P.05	Pizza Napoletana
ENGH18P.06	Acrobatic Pizza
ENGH18P.07	Gluten – free Pizza
ENGH18P.08	Desserts With Pizza Dough
ENGH19P	Baker
ENGH20P	Gastronomer
ENGH21P	Leavener

Room Division

ENGH22P	Front Office Assigned
ENGH23P	Chambermaid
ENGH24P	Luggage Porter

Food & Beverage Division

ENGH25P	Dining Room Commis
ENGH26P	Chef de Rang
ENGH27P	Sommelier
ENGH28P	Barman
ENGH29P	Bartender
ENGH30P	Acrobatic Barman

WEB-SOCIAL-MARKETING AREA

ID	Title of Course
ENGW01A	Social Media Strategy (editorialplans - social management throughmanagerstools / platforms - social marketing - self marketing and self-branding - social use more useful / facebook / twitter / linkedin / google + and googleadwords) - Management and Use Blog
ENGW02A	Communication in Advertising
ENGW03A	Operations and Strategic Marketing– SWOT Analysis – Reporting – Marketing 3.0
ENGW04A	Web Marketing (SEO - SEM – DEM – several methods)
ENGW05A	Content marketing
ENGW06A	Self marketing/branding)



PRIVATE TRAINING



ECONOMIC AND FINANCIAL AREA

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ENGE01P	Corporate Management
ENGE02P	Drawing up a Business Plan
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ENGE05P	Corporate Administration and Fiscal Management
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ENGH12P	Management of Enogastronomy

ID	Title of Course
ENGH13P	<i>CustomerSatisfaction Manager</i>
ENGH14P	<i>Head Concierge</i>
ENGH15P	<i>Head Barman</i>
ENGH16P	<i>Executive Chef</i>
ENGH16P.01	HACCP; basics of dietetics, nutrition and biochemistry of food; History of national and internationalcuisine; Technical pairing
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ENGH16P.08	The coroner and the steamoven
ENGH16P.09	The friedfood
ENGH16P.10	The realization of sausages: sausage, salami, sausage, pork and porkshoulder
ENGH16P.11	The vegetarian and vegan cuisine
ENGH16P.12	Cooking without gluten
ENGH16P.13	Cuisine of the World - Asia
ENGH16P.14	Cuisine of the World - India
ENGH16P.15	Cuisine of the World - South America
ENGH16P.16	Cuisine of the World - Africa
ENGH16P.17	Cuisine of the World - Europe
ENGH16P.18	Vacuum and low temperature cooking
ENGH16P.19	Finger Food& Banqueting
ENGH16P.20	Introductionto Food&Beverage, foodcost, studyof the menu
ENGH16P.21	VegetableSculptures
ENGH17P	<i>Chef de Patisserie</i>
ENGH17P.01	Theory: HealthHygiene, HACCP, flour, sugar,vegetable and animalfats
ENGH17P.02	Pastry Oven and Base: basic cakes and biscuits
ENGH17P.03	Veastdough: doves, pandori, blinds and products for breakfast

ID	Title of Course
ENGH17P.04	Mignon Pastry
ENGH17P.05	Salted Pastry
ENGH17P.06	Chocolat A to Z: how to work, production of chocolates and pralines, fillings, liqueurs, ttttggethggganache
ENGH17P.07	Cake Design and modern cakes
ENGH17P.08	Sugar: pulled, blown and cast sugar
ENGH17P.09	The pastigliaccio
ENGH17P.10	Dessert for Food Service
ENGH17P.11	Vegan pastry
ENGH17P.12	Gluten Free pastry
ENGH17P.13	Lactosium Free Pastry

Pizzeria and Bakery

ENGH18P	Pizza Baker
ENGH18P.01	Basic Course: Flour based dough, preparing fillings, baking
ENGH18P.02	The Yeast
ENGH18P.03	The pizza shovel
ENGH18P.04	Pizza Pan
ENGH18P.05	Pizza Napoletana
ENGH18P.06	Acrobatic Pizza
ENGH18P.07	Gluten – free Pizza
ENGH18P.08	Desserts With Pizza Dough
ENGH19P	Baker
ENGH20P	Gastronomer
ENGH21P	Leavener

Room Division

ENGH22P	Front Office Assigned
ENGH23P	Chambermaid
ENGH24P	Luggage Porter

ID	Title of Course
Food & Beverage Division	
ENGH25P	Dining Room Commis
ENGH26P	Chef de Rang
ENGH27P	Sommelier
ENGH28P	Barman
ENGH29P	Bartender
ENGH30P	Acrobatic Barman

AREA WEB-SOCIAL-MARKETING

ID	Title of Course
ENGW01P	Social Media Strategy (editorialplans - social management throughmanagerstools / platforms - social marketing - self marketing and self-branding - social use more useful / facebook / twitter / linkedin / google + and googleadwords) - Management and Use Blog
ENGW02P	Communication in Advertising
ENGW03P	Operations and Strategic Marketing– SWOT Analysis – Reporting – Marketing 3.0
ENGW04P	Web Marketing (SEO - SEM – DEM – several methods)
ENGW05P	Content marketing
ENGW06P	Self marketing/branding)

PICCOLA NOTA SU AURORA SPURIO:

nasce a Savona il 8-8-1955 vive in una città etrusca ai confini con il nord del Lazio, Cerveteri ha due figlie che lavorano con lei e tre nipoti

In qualità di responsabile del settore turistico alberghiero nazionale di Italia Lavoro spa, ha gestito di seguito lo start up della sede di Roma di Quality Service Group Italia, primo gruppo Italiano di progetti in outsourcing personalizzato per il settore con 4 aziende comunicanti e interattive.

Si è occupata della ricerca e selezione del personale, organizzazione e coordinamento delle risorse assunte e dei collaboratori. Inoltre gestisce in totale autonomia i progetti di selezione e formazione, oltre alle attività legate alla gestione dell'ufficio per UN NUOVO PROGETTO.

ESPERIENZA

Management trainer, career coaching, Recruiting and training specialist.

DA OTTOBRE 1996 - AD OGGI

- **RICERCA E SELEZIONE:** Gestione del processo di selezione: screening curricula, colloqui individuali o assessment di gruppo, presentazione rosa dei candidati.
- **FORMAZIONE:** progettazione dei percorsi formativi, gestione del budget, selezione dei candidati e dei docenti, coordinamento delle risorse coinvolte, tutoring, reportistica. Attività di docenza in ambito comunicativo, linguistico e hr.
Formazione finanziata: fondi interprofessionali, Fse, bandi regionali e provinciali, Formatemp.
Formazione autofinanziata: progettazione master, workshop e seminari.
Gestione e sviluppo di tutta l'attività commerciale.
- **ORIENTAMENTO:** Progetti per il reinserimento lavorativo di utenti appartenenti a fasce disagiate.
Erogazione di bilanci di competenza, formazione di gruppo mirata alla conoscenza e alla comprensione del mercato per la ricerca del lavoro, colloqui individuali.

Suo è tutto il progetto Hotel School University su cui hanno collaborato 140 professionisti del settore in 13 anni di studio.

Prima Accademia in Italia per dimensioni per l'innovazione dei processi formativi qui descritti.



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