Master of Science (MSc) in International Hospitality Management

Programme Description

The Master of Science (MSc) in International Hospitality Management aims at equipping the managers and future managers a combination of most advanced knowledge and management know-how in the international hospitality context. The program features a focus of internationalization, a highlight on research and analytical competency development, an innovation orientation, as well as an exposure to real life management scenarios, all of which allow graduates to operate and manage in a highly dynamic hospitality environment. The program includes the following learning modules:

·   Internationalisation
·   Hospitality
·   Management
·   Dissertation

Programme Highlights

✓ Highly customisable based on individual students' needs, with PgD Programmes which are fully convertible to the MSc level.
✓ Possibility of taking up to 9 credit hours of taught courses from selected postgraduate programmes offered by higher education institutions recognised by IFTM.

Modules and Courses

Course Category	Credit (Total: 36 credits)
Internationalisation • Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism • Contemporary Issues in International Hospitality and Tourism • Study Tour	9
Hospitality • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Innovative Hospitality Technologies	9
Management *(3 credits/ course, choose any four courses below)* • Research Methods (compulsory course) • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management	12
Dissertation	6

Remarks:
- *The Management Module is common to all paths. The dissertation is a capstone requirement for MSc students only.*
- *Bridging course(s) may be required depending on the educational and professional background of postgraduate students.*
- *Each MSc candidate will be required to complete a research dissertation (15,000 - 40,000 words).*
- *PgD graduates can complete the additional required credits and top up to the corresponding MSc degree no later than 7 years upon completion of the PgD. Applicants should note that there may be changes to the curriculum, top-up requirements and completion duration in the interim, subject to the approval of IFTM.*

Course Description

Module	Course Title	Course Description
Internationalisation	Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism	In the current era of globalisation, it is important to understand what this term actually means, given that it is a multi-faceted concept affecting nearly all aspects of modern society. The term 'international' is often used to describe the globalisation phenomenon, which is an inevitable trend; however, many do not have a true and proper understanding of it. Confusion exists regarding what internationalisation entails and lip service pervades. The key to international success is very much bound-up in understanding the local culture as well as the management or service of culturally diverse populations/ workforces and adapting business models accordingly. This course is designed to examine the foundation and concepts of internationalisation, and provide a proper understanding of it. Topics covered in this introductory course are theories, concepts and trends of internationalisation, inter-cultural theories and studies, and internationalisation issues, within the context of the hospitality and tourism industry.
	Contemporary Issues in International Hospitality and Tourism	An inherent aspect of the hospitality and tourism industry is its international character, where non-domestic tourists will inevitably visit a destination. This seminar-based course is designed to discuss, analyse, and evaluate specific issues of an international nature that arise within the hospitality and tourism industry, which have been identified in the literature (both academic and professional) and by academics and industry professionals alike. It provides an opportunity to apply the knowledge acquired in the introductory 'Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism' course and also evaluate the impacts and implications upon the industry. Topics covered will vary according to recent and contemporary industry issues of the day.
	Study Tour	This course builds on the introductory 'Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism' and 'Contemporary Issues in International Hospitality and Tourism' courses, where students are provided the opportunity to undertake a study tour to obtain some hands-on experience to address an industry-related topic or issue at that destination. This course involves preparation (topic selection and desk research), typically one to two weeks to visit to a destination, depending on the selected location, and presentation of a project report.

Module	Course Title	Course Description
Hospitality	Hospitality Operations Management	Hospitality Operations Management is the mix of service and product operations management, and is one of the core disciplines in the hospitality management field. To equip students with the competence to manage daily operations strategically, this course explains particular challenges that staff at managerial positions will face from various dimensions of hospitality business. Topics include, but are not limited to, revenue management, service delivery flow efficiency, resource productivity, and inventory management.
	Leadership and Organisational Behaviour in Hospitality	This course offers students a comprehensive, integrative, and practical focus on leadership and organisational behavior (OB). It is based upon a framework that analyses leadership and organisational behavior at different levels: individual, team, and organisation. The course covers contemporary leadership and OB theories/concepts. It also provides students the opportunity to apply these theories and concepts through case analysis and to enhance personal skill development through self-assessment exercises. Topics included in this course are ethics, networking, coaching, organisational culture, diversity, strategic leadership, and crisis leadership.
	Innovative Hospitality Technologies	To meet the needs of tech-savvy customers in the digital era, this course aims to cover current technological trends that can help streamline operations in the hospitality industry, and explores their impacts on the hospitality business and its e-commerce environment. Topics in this course include, but are not limited to, social media, apps for mobile devices, service automation, self-service technology, and tech applications in on-line travel agencies (OTA) and the hospitality industry.

Module	Course Title	Course Description
Management	Research Methods	This course aims to develop students' intermediate levels of understanding and skills enabling them to apply different methods of research to address broad real-life management problems and also in the specific context of hospitality and tourism. At the end of the course, students will be expected to have obtained the necessary knowledge and confidence in applying the most established research methodologies, following the basic framework of identifying research problems, formulating appropriate research design, conducting scientific data collection and analysis, as well as interpreting, presenting, and communicating research findings.
	Human Resources Management	This subject aims at helping managers and/or future managers recognise the importance of human resources to the successful operation of hospitality and tourism companies by providing a comprehensive review of essential human resource concepts and theories, so as to help develop and implement effective human resource policies and practices to achieve competitive advantage. Both macro- and micro-perspectives are included in this subject to facilitate analysis of contemporary HRM issues, and guide students to make managerial decisions and develop solutions accordingly.
	Marketing Management	This course aims to develop students' conceptual foundation for undertaking critical analysis and decision-making about various issues, problems, and challenges in marketing management, particularly in the context of the hospitality, tourism, and events industries. The course will generally adopt a case learning approach whereby students are expected to develop and master skills such as identifying, framing, and analysing marketing problems, identifying options and alternatives for marketing action plans, designing and implementing appropriate marketing programmes, and communicating, as well as discussing with and persuading others of appropriate marketing decisions using logical marketing management framework and analyses.
	Finance and Accounting	This subject helps students understand the main principles of finance and accounting and demonstrate the importance of these to management decision making in hospitality and tourism companies. The subject will enable the students to apply accounting principles and approaches to decision making in contemporary hospitality and tourism business organisations. The students will also be able to understand, analyse, and interpret financial information and integrate the result into decision making in the management level.
	Strategic Management	This subject provides an opportunity for managers (or future managers) of hospitality and tourism companies to understand, apply, develop, and critically evaluate business strategies. It also offers an understanding and critical evaluation of the factors that contribute to successful strategic management. Common strategies in the hospitality and tourism industry are embedded in the course content. Real hospitality companies will be invited to showcase real life strategies and co- develop solutions.

Module	Course Title	Course Description
Dissertation	Dissertation	The purpose of this subject is to help students demonstrate their abilities to conduct an independent research / practical project using different techniques in the hospitality and tourism context. For the dissertation, students will develop and apply skills to conduct a critical review of the literature on selected topics, and learn how to analyses research data in a systematic way and to a professional standard. For projects, students will be able to provide practical solutions or applications to a hospitality or tourism business based on their knowledge and skills in this area.