



# Postgraduate Diploma (PgD) in International Hospitality and Tourism Management

## Programme Description

The Postgraduate Diploma (PgD) in International Hospitality and Tourism Management aims at equipping the managers and future managers a combination of most advanced knowledge and management know-how in the international hospitality and tourism context. The program features 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 and tourism environment. The program includes the following learning modules:

- Internationalisation
- Management

## Programme Highlights

- ✓ Highly customisable based on individual students' needs, with PgD Programmes which are fully convertible to the MSc level.

## Modules and Courses

| Course Category   | Credit<br>(Total: 21 credits) |
|---|-------------------------------|
| <b>Internationalisation</b> <ul style="list-style-type: none"> <li>• Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism</li> <li>• Contemporary Issues in International Hospitality and Tourism</li> <li>• Study Tour</li> </ul>                        | 9                             |
| <b>Management (3 credits/ course, choose any four courses below)</b> <ul style="list-style-type: none"> <li>• Research Methods</li> <li>• Human Resources Management</li> <li>• Marketing Management</li> <li>• Finance and Accounting</li> <li>• Strategic Management</li> </ul> | 12                            |

**Remarks:**

- *The Management Module is common to all paths.*
- *Bridging course(s) may be required depending on the educational and professional background of postgraduate students.*
- *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 | <p>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.</p> |
|                      | Contemporary Issues in International Hospitality and Tourism                 | <p>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.</p>   |
|                      | Study Tour   | <p>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.</p>  |

| 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.   |