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 contemporary industrial development, a highlight on research and analytical competency, 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:

- Hospitality
- Management
- Project Report OR Internship & Report

Programme Highlights

- ✓ Seamless conversion: highly customisable based on individual students' needs, all credits from PgD programme can be converted to MSc degree programme.
- ✓ 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: 30 credits)
Hospitality *(3 credits / course)* • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Seminar in Emerging Technologies • Contemporary Issues in International Hospitality and Tourism	12
Management *(3 credits / course, choose any four courses below)* • Research Methods (*compulsory for MSc*) • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management	12
Project Report *OR* Internship & Report* *(6 credits/ 6 credits)*	6

* The Project Report OR Internship & Report must be related to the programme, and should be conducted after the successful completion of all taught courses. If students choose Internship & Report, the total internship hours must be at least 600 hours.

Remarks:
- *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.*
- *Some course materials may be co-delivered by a third-party collaborator whereas IFTM assumes the primary responsibility of its teaching quality and excellence.*

Course Description

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.
	Seminar in Emerging Technologies	This course explores how technology has reshaped the hospitality and tourism landscape. Being a crucial part of today's tourism and travel industry, technology continues to improve customer experience to a new height. This course aims to deliver concepts, knowledge and skills relevant to emerging technologies and to share insights on their applications and managerial implications. Relevant case studies, challenges, and legal and governance issues related to the latest technology in the tourism industry will also be discussed.
	Contemporary Issues in International Hospitality and Tourism	The hospitality and tourism industries are dynamic and constantly changing, involving new offerings, technological innovations, novel business models, new types of marketing strategies, and many more features. The industry is also influenced by the changes in customers' interests. Therefore, a clear understanding of the contemporary issues and phenomena in the industry and fast responses to changing markets and customer demand are of great importance today. Thus, this course is designed to bring together contemporary issues and phenomena in hospitality and tourism to offer insights for students to keep pace with the times and broaden horizons. Topics covered will vary according to recent and contemporary industry issues of the day.

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
Project Report _OR_ Internship & Report	Project Report	The purpose of this course is to help students build and demonstrate their abilities to conduct an independent applied project using appropriate research techniques. Students have to identify a business or industry problem, conduct research and propose practical solutions or create new applications for business/industry development in general or for enterprises in particular.
	Internship & Report	Applying the principles of experiential learning, this course provides students an extended opportunity to connect theoretical knowledge and practical learning through training in a real work environment. After the internship, students need to complete a report to deeply reflect on the gains from the training in knowledge, skills, attitudes and values, and make suggestions for improving business practices.