



Master in Hospitality

PROGRAMME DESCRIPTION:

The Master Program by coursework is designed to train individual or industry professionals seeking to advance their careers. This program prepares students for middle and upper level management positions in the broad realms of hotels, resorts, restaurants, food service, tourism and gastronomy related fields. Students are expected to augmenting managerial competencies, analytical, organizational skills and the ability to anticipate, decide and solving matters in situations related in his or her professional fields. The length of study is 1 ½ year for a full-time and 2 ½ year for a part-time basis. Successful completion of an approved subjects leads to the award of a Master in Hospitality Management, Master in Tourism Management, Master in Foodservice Management or Master in Gastronomy.

PROGRAMME OUTCOMES:

At the end of this programme students should be:

- Able to demonstrate proficiency and continuously seek knowledge pertaining to hospitality and tourism realms
- Able to examine mechanisms and techniques employed in the management of hotel, convention and meetings, tourism or food service facilities.
- Able to analyze contemporary issues related to hospitality and tourism areas and undertake suitable actions for organization and society well-being.
- Able to conduct research on problems in the hospitality and tourism industry and disseminate research findings by writing abstracts, manuscripts, and other documents and by making professional presentations.
- Able to Work collaboratively with colleagues to accomplish mission, goals and objectives of organization in performing managerial tasks to meet organizational and industrial challenges and demands with ethics.
- Able to demonstrate positive attitudes and work values, and recognize the impact of hospitality and tourism industry in a global, economic, environmental and society context and the ability to take social responsibility.
- Able to acquire hospitality and tourism management information through various sources such as the library or information technology to enhance knowledge and information gathering critically for life-long learning commitment for continual professional growth.
- Able to competently illustrate entrepreneurial skills through management designed to make strategic decisions and develop effective solutions for hospitality and tourism organizations.
- Able to demonstrate leadership characteristics and professional behaviors.

PROGRAMME STRUCTURE:

Semester 1

- Research Methods and Analysis for Hospitality and Tourism
- Strategic Marketing for Hospitality and Tourism
- Quantitative Methods for Hospitality and Tourism Research
- Service and Operation Management in Hospitality Industry
- Hospitality Franchising**
- Leadership in Hospitality Industry**

Semester 2

- Financial Management and Analysis for Hospitality and Tourism
- Global Strategic Management for Hospitality and Tourism
- Hospitality Training and Development
- Organizational Behavior for Hospitality Industry
- Yield Management for Hotel Industry**
- Hospitality Market Analysis**

Semester 3

- Thesis Option
- Contemporary Trend and Issues in Hospitality and Tourism Industry
- Graduate Research
- None Thesis Option
- Contemporary Trend and Issues in Hospitality and Tourism Industry
- Applied Research Project
- Entrepreneurial Business Operation

**** Electives**

COURSE DESCRIPTION:

HTM700 - RESEARCH METHODS AND ANALYSIS FOR HOSPITALITY AND TOURISM

This course explores the major research designs and methods emphasizing underlying assumptions, inquiry aims, participant selection, data collection and analysis, interpretation of findings, conclusions, and reporting. This course gives the students essential guidance on how to carry out their own research projects and introduces them to the core concepts, methods, and values involved in doing research

HTM705 - STRATEGIC MARKETING FOR HOSPITALITY AND TOURISM

A clear understanding of what the various issues involved in managing the firms marketing function in a dynamic business environment. This course focuses on the study of issues like branding, pricing, promotion, and distribution to enhance customer value and customer satisfaction. In particular, the course emphasizes as its main theme how different theorists have addressed the issue of the relationship of theory to practice. Hence, students will be familiar with social theory and its development to describe how firms can leverage technology to improve the efficacy of their traditional and e-commerce marketing activities in today's globally environment.

HTM750 - GLOBAL STRATEGIC MANAGEMENT FOR HOSPITALITY AND TOURISM

This course is designed to present strategic management pertaining to hospitality and tourism industry. It focuses on specific knowledge and skills that are required to understand strategy and the process by which it is developed in hospitality and tourism organizations, and provides information on the situation and context in which strategy is formed and implemented. The general topics to be covered include the relationship of organizations to their environments, organizational objectives, formal and informal approaches to strategic planning, the role of organizational structure in the context of strategy formulation and implementation, and the mechanisms for monitoring and evaluating the effectiveness of strategic decisions.

HTM755 - FINANCIAL MANAGEMENT AND ANALYSIS FOR HOSPITALITY AND TOURISM

The main objective of this course is to provide students with a broad, practical perspective to work on financial statement analysis to determine i) a reasonable assessment of the financial condition of the firm, ii) what may be reasonable forecast of its future position, iii) whether the firm is worthy of credit ; and iv) the operation characteristics of the firm. Attention is focused on capital investment analysis, cost of capital, mergers, consolidations, and current financial issues in the hospitality industry.

HTM760 - CONTEMPORARY TREND AND ISSUES IN HOSPITALITY AND TOURISM INDUSTRY

This course provides the students with some understanding of the nature, components and issues which contributes to the success of the hospitality and food industry sector. The students are also required to look into key aspects pertaining to current issues, concepts, approaches and trends that is relevant and related to the development of this industry.

HTM765 - ENTREPRENEURIAL BUSINESS OPERATION

This subject is designed to comply with the need of the University which to develop young energetic entrepreneurs. The focus is more toward a strategic business plan for restaurant, catering companies and frozen food productions. Some of the important aspects in the developing of strategic business plan such as strategy management, marketing management, marketing mix, human resources management, financial management and cost control will be highlighted. Students will be exposed to several business related issues (internal and external) before deciding on how to position and formulating business strategies. SWOT and PEST method of analysis will be used to analyze the business issues and company capabilities. Another business discipline is related to marketing management. This subject will also focus on the practical application of a company's marketing resources and activities. The marketing mix approach to marketing will be the model of crafting and implementing marketing strategies.

HTM770 - APPLIED RESEARCH PROJECT

This course is designed to understand the process by which hospitality business leaders respond to business problems. This course will integrate research skills and professional business practices by providing an opportunity to apply current research to a hospitality business problem.

HTM775 - GRADUATE RESEARCH

This course is designed to facilitate the process involved in writing a graduate thesis designed to investigate a pertinent issue in hospitality and tourism industry. Specifically, students select a research topic of interest, conduct a review of relevant literature, and determine methodologies needed to investigate the problem of concern. This course will also enable students to undertake an ordered and critical investigation of hospitality management and development issue which will demonstrate their ability to work independently at master's level, both in preparing and presenting their theses. The theses will therefore be indicative of the students' research potential and will demonstrate their ability to extend the existing body of hospitality knowledge. At the conclusion of this course, students will have completed and submitted for committee approval a graduate thesis that includes an introduction to the project, a review of related literature, and a description of methods and procedures and data analysis.

HTH710 - SERVICE AND OPERATION MANAGEMENT IN HOSPITALITY INDUSTRY

The course will expose students on concepts in operations system in tourism and hospitality management. Students will set up operations model and analyze decision making tools in operations management. Topics discuss are forecasting system, process strategy, location strategy, layout strategy, queuing models, inventory management and project management.

HTH720 - QUANTITATIVE METHODS FOR HOSPITALITY RESEARCH

This course introduces students to the application of statistics relevant to research in hotel management and tourism. Students will be introduced to research design, types of variables, scale of measurements, sampling design, data collection methods, and statistical analysis techniques involving frequency distribution, cross-tabulation, hypothesis testing, analysis of variance, correlation, regression, factor and cluster analysis.

HTH760 - HOSPITALITY TRAINING AND DEVELOPMENT

This course attempts to cover every facet of training for the hospitality operation and aimed at managers who are responsible for developing competent employees. It introduces the role of training and development, strategic training, learning theories and topic related to designing training programs, employee development and career management and the future of training and development. Case scenarios will be used to demonstrate key principles related to the training and development of people.

HTH780 - ORGANIZATIONAL BEHAVIOR FOR HOSPITALITY INDUSTRY

Every effort to influence ours' or others' behavior contains implicit theories about human behavior. Hence, this course aims to equip students with the knowledge of behaviors in organizational settings by studying individual, group and organization. The focus of this course is to analyze the impact that individuals, groups, and structure have on behavior within organizations toward improving an organization's effectiveness. Students are encouraged to develop an integrated and holistic view of individuals working within a larger organizational system and to acquire the analytical tools in understanding the complexity of organizational settings.

HTH735 - HOSPITALITY FRANCHISING

The intent of this course is to provide an insight into the activities of franchise operations within the hospitality service sector and the business dynamics associated with franchising. This course will also look at issues from both an academic and practitioner perspective and then investigates franchising within specific hospitality sector groups, using examples from well-known companies.

HTH765 - LEADERSHIP IN HOSPITALITY INDUSTRY

In order to be effective in accomplishing change, making a difference, or working with others, this course introduces the study of leadership with an emphasis on the Relational Leadership Model; relationships as the foundation of leadership, the context of leadership in groups, organizations, and communities. This course also put learners into understanding change and how to make a difference using leadership styles. It will also expose students to a variety of leadership perspectives and practices in order to enhance individual development and effectiveness.

HTH785 - REVENUE MANAGEMENT FOR HOTEL INDUSTRY

This subject blends the study of strategic marketing management and market analysis. Students will be exposed on the importance of appropriate marketing system, understand the environment and competitions.