

Sheffield Hallam MSc International Hospitality Management

Benefits

The programme offers the following benefits for students:

- This course is accredited by the Institute of Hospitality, formerly known as the Hotel and Catering International Management Association (HCIMA)
- The course is designed to emphasise reflection from a managerial standpoint as well as a global perspective
- Sheffield Hallam University is one of the UK's leading universities in e-learning, and is recognised as a Centre of Excellence for Teaching and Learning, e-learning and employability. As a student studying online with SHU, you will be part of this progressive and innovative family.

Course Description

This programme explores the issues that affect the hospitality industry – such as marketing, service quality and entrepreneurship and innovation, leadership and globalisation of the industry. It will develop your understanding of present-day management theories and techniques.

The programme is designed for professionals wishing to develop their management skills in preparation for more senior positions in the international hospitality industry. This programme is also suitable for self-employed hospitality business people wanting to further develop their businesses.

Qualification / Awarding Body

On successful completion of the programme you will be awarded an MSc International Hospitality Management

Awarding Body: Sheffield Hallam University

Mode

Online distance learning

Course Content (modules)

The programme comprises three stages, the first two of which containing four modules each and a dissertation at the final stage:

- I. Stage 1: Four Compulsory Modules
 - Critical Thinking and Investigation Methods
This module allows you to improve your analytical skills and develop your communications skills. You will gain an understanding of different research projects and dissertation. You will be encouraged to take control of your own learning and look at ways of managing your learning effectively.
 - Organisational Environment
In this module, you will look at different organisational environment, internal and external business environment relevant to the hospitality and tourism industries. You will learn to predict and understand global economic trends and carry out a project analysis on one of these industries.
 - Hospitality Concepts and Innovation
This module develops specific concepts and range of operational competencies relevant to the hospitality industry. You will assess how innovations occur in the hospitality industry, analyse and evaluate strategies for achieving operational excellence and research the hospitality industry to identify new concepts and innovations using applied subject matter and relevant literature.
 - Hospitality Organisational Excellence

You will gain an understanding of the concept and value of hospitality organisational excellence. You will develop management skills needed to achieve organisational excellence within hospitality outlets. You will analyse and evaluate strategies for achieving organisational excellence through the effective management of resources.

II. Stage 2: Four Compulsory Modules

- **Marketing for Hospitality**
You will be introduced to a range of advanced marketing concepts, building on a basic understanding of marketing within the hospitality industry. You develop an understanding of consumer behaviour and advanced market segmentation techniques. You will look at the links between advanced marketing concepts and the building of relationships with customers and consumers to achieve long term success.
- **Leadership and Entrepreneurship in Hospitality and Tourism**
You will explore the role, concepts and theories, and contribution of leadership and entrepreneurship in the hospitality and tourism industries. You will learn how these concepts apply to the hospitality industry. You will also undertake feasibility testing activities to develop actual entrepreneurial skills.
- **Strategic International Hospitality Management**
You will gain knowledge of trends and issues affecting international hospitality organisations and their impact on business policy and strategic decision-making. Your understanding of strategic growth within hospitality and related management issues will be developed. You will gain technical skills to enable you to critically evaluate hospitality corporation's strategies and make management decisions.
- **Applied Management Project**
The applied management project provides you with an opportunity to design, implement and evaluate a practical project within your sector. You will consider management of change within organisations and apply management theory to a real world task or organisational issue. You will develop skills in problem-solving and project management and gain experience in formulating professional reports.

III. Stage 3: Dissertation

The dissertation provides an invaluable opportunity for you to undertake a major research-based project on a topic relevant to your work or your interest. The dissertation gives you the opportunity to demonstrate the skills and knowledge you have gained, and develop your research skills.

Assessment

Assessment is by assignments, requiring you to reflect on the implications of your learning in the context of your work. You will also have to complete a dissertation at the end of the programme.

Duration of Programme

The programme is normally studied over two years, but this may be extended to suit your individual needs for up to a maximum of five years.

What's included

All study materials, core textbooks and student handbooks are supplied. A tutor for academic support will be allocated by RDI on request, whom you can contact by telephone or email.

In Mauritius, you will have access to a programme coordinator at PTC for administrative support and an expert resource person for advice at specific set times.

Entry Requirements

Normally an honours degree or recognised equivalent qualification. Applicants with few or no formal qualifications but with substantial management experience in the industry may also be considered.

Enrolment Dates

Four intakes a year - January, April, July and October.