

MSc International Hospitality Management Sheffield Hallam University



Online-based
distance learning

Qualification

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

Awarding Body

Sheffield Hallam University

Sheffield Hallam University is one of the UK's most progressive and innovative universities. With more than 28,000 students, over 3,000 staff and around 650 courses, it is one of the country's largest universities.

As one of the UK's leading universities in e-learning, it offers a range of distance learning and part-time courses as well as the more traditional full time courses. The university is recognised as a Centre of Excellence for teaching and learning, e-learning and employability.

In the subjects of tourism and hospitality, the Quality Assurance Agency on behalf of the Higher Education funding Council for England, awarded the university the maximum score of 24 out of 24 for its teaching quality, demonstrating that it provides an excellent service to its students.

Its degree programmes are designed to put students at the very centre of the learning experience and focus in particular on the development of students' professional experience.

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. It is also suitable for self-employed hospitality business people wanting to further develop their businesses.

Mode

Online distance learning

Course Content (Modules)

Comprises eight modules plus a dissertation

Stage 1: Postgraduate Certificate

Critical Thinking and Investigation Methods

As soon as you begin your course, you will start developing the skills you need for studying and carrying out research at Masters level. You will improve your analytical skills and develop your communication skills. You will gain an understanding of different research methods which will help you with your own 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 environments and internal and external business environments 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

In this module you will develop your understanding of specific concepts and the range of operational competencies relevant to the diversity of the hospitality industry. You will assess how innovations occur in the hospitality industry, and analyse and evaluate strategies for achieving operational excellence through human and facilities planning using appropriate methods of resourcing. You will also 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. This will help you to develop those management skills needed to achieve organisational excellence and business development within hospitality outlets. You will analyse and evaluate strategies for achieving organisational excellence through effective management of resources – human and physical – and through appropriate business development, planning and quality systems.

Stage 2: Postgraduate Diploma

Marketing for Hospitality

You will be introduced to a range of advanced marketing concepts, building on a basic understanding of marketing within the hospitality and tourism industries. 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 and contribution of leadership and entrepreneurship in the hospitality and tourism industries. You will gain an understanding of the theories and concept of entrepreneurship, entrepreneurs, leadership and leaders. You will look at the similarities, differences and relationships between these theories and concepts and how they apply to the hospitality and tourism industries. 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.

Stage 3: MSc

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 interests. 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. You will be required to reflect on the implications of your learning in the context of your own workplace practice. You will also complete a dissertation.

Duration of Programme

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

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.

What's Included

RDI's Online University **ilearn** is used to deliver all resources for this course including:

- **Study materials** - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- **Tutor support** - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- **External resources** - Links to external sources can include key journal articles, your university's online library, sites of topical

interest, etc.

- **Discussion with other students** - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with your fellow students.

Workload

We recommend 10 - 12 hours study time per week for the MSc International Hospitality Management.

Exemptions

For this qualification, we may allow you to count credit for study you have already done elsewhere. Exemptions are considered on an individual basis when you submit an application form. Note that we cannot consider work experience for exemptions.

How to Enrol

It's easy to enrol. Send a completed application form, along with two references, preferably from an academic or current employer, and proof of qualifications to:

RDI
Midland Management Centre
1A Brandon Lane
Coventry
CV3 3RD

- W** **Apply online**
Visit our website www.rdi.co.uk
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Email applications@rdi.co.uk
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