



**WITTENBORG**  
University of Applied Sciences

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# MSc International Hospitality Management

## Introduction

The Master of Science in International Hospitality Management looks at current international developments in the hotel management industry, giving its graduates the tools, knowledge and understanding to manage in the world's top hotels and resorts. The programme combines academic research with the practical applied science; looking at the hospitality industry from both a direct industry related view as well as a social and economic perspective.

This course focuses on management development in the global hospitality industry - not only addressing core business and management subjects, but also hospitality as a global phenomenon and how it is consumed by different cultures and societies.

The course is ideally suited for graduates wishing to increase their knowledge in a specialist sector, people in the early stages of their careers looking to develop them further, or for people seeking a change in career direction.

Wittenborg University and the University of Brighton have a strong vocational background and we both have developed a very high-profile industry network, including many blue chip organisations.

## Course Content

Full-time students attend workshops two days per week with the part-time route usually requiring one day per week. Some modules may be delivered intensively over several consecutive days. Teaching methods include group work, case studies, presentations, and live projects. The course is delivered through a variety of approaches including lectures, presentations, tutorials and case studies, with an emphasis on interactive learning.

Management subjects address key issues of strategy, marketing, operations, human resources and financial planning, studied in parallel with international hospitality development. Options include consultancy and multi-unit management. Students acquire research skills, which they can apply to academic or industrial projects.

### Syllabus

Critical Perspectives in Hospitality Management  
Management Strategy in a Global Business Environment  
Managing Resources in Hospitality and Tourism Operations  
Globalisation, Society and Culture  
Final project

## Industry & Careers

The hospitality industry is an outward looking global sector that is rapidly expanding across the world. It requires thousands of Master graduates every year to lead and develop enterprises that cater for increasingly informed guests who want value for money and who are looking for service uniquely tailored to their needs.

As is the case with other industries in the service sector, technology has brought new modes of direct communication with guests who now have more control and choice in selecting accommodation, transport and other suppliers in the hospitality sector. For instance, for many guests a restaurant's website is now the first point of contact and serve as a virtual business card, therefore needs to be maintained and kept interactive.

Thus, the new hospitality model is based on embracing new technology and the evolution of the guest as a highly informed stakeholder seeking choice, personal service and competitive pricing as well as relying increasingly on user reviews.

Graduates of the MSc in International Hospitality Management can look forward to a range of career opportunities. Industries that generally require hospitality management services include:

- the health sector
- cruise liners
- airlines
- resorts
- theme parks
- casinos
- the education sector
- conferences
- the entertainment industry

Some specialised career options for MSc graduates would be:

- **Restaurant or catering manager:** Restaurant managers ensure their establishment operates efficiently and profitably. They are responsible for a variety of tasks, including business performance, recruiting and retaining skilled members of staff who have a knack for sales as well as ensuring high standards of food, service, health and safety.
- **Hotel manager:** A hotel manager is responsible for the day-to-day running of a hotel - whether a small boutique hotel or a larger establishment. He or she would have frequent meetings with heads of departments such as catering, household, security and maintenance. Among many other tasks, the hotel manager will also analyse sales figures and devise marketing and revenue strategies, ensure compliance with licensing laws, deal with serious customer complaints or welcome VIP's. All in a day's work.
- **Service consultant:** Many managers in the hospitality sector, after gaining considerable experience, move gradually into consultancy while others feel equipped enough to start immediately as a freelance consultant or joining an established consultancy firm. As a service consultant you might develop training manuals, create and implement service protocols, develop marketing strategies and improve the culture of service within the organization.
- **Educator and researcher:** With their in-depth theoretical and practical knowledge of the hospitality industry, graduates of the master program can follow a career as lecturer at a wide range of institutes offering training in this field or pursue further studies such as a PhD