

MASTER OF INTERNATIONAL TOURISM MANAGEMENT - MASTER OF BUSINESS ADMINISTRATION

TRIMESTER 1

Core	LB5203 Sustainable Enterprise
Option Line	LB5228 The Changing Business Environment OR LB5236 International Political Economy
Core	TO5101 Tourism Systems Analysis

TRIMESTER 2

Core	LB5230 Managing Strategic Resources and Operations
Core	TO5002 Introduction to Tourism and the Environment OR TO5104 Tourist Management Strategies
Core	TO5102 Tourism and Hospitality Operations Management OR TO5202 Economic Decision-Making in the Hospitality Industry

TRIMESTER 3

Core	LB5232 Marketing and Customer Engagement OR LB5202 Marketing Management
Core	TO5002 Introduction to Tourism and the Environment OR TO5104 Tourist Management Strategies
Core	TO5102 Tourism and Hospitality Operations Management OR TO5202 Economic Decision-Making in the Hospitality Industry

TRIMESTER 4

Core	LB5234 Leading and Managing Organisational Change
Core	TO5103 Global Destination Competitiveness OR TO5203 Hospitality and Gastronomy: Social, Private and Commercial
Core	LB5231 Corporate Responsibility and Governance

TRIMESTER 5

Core	TO5103 Global Destination Competitiveness OR TO5203 Hospitality and Gastronomy: Social, Private and Commercial
Core	LB5233 Innovation and Entrepreneurship
Option Line	TO5106 Quality Customer Service (Not available 2020)

TRIMESTER 6

Core	LB5235 Applied Research Project OR LB5520 Professional Project/Internship
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Course code	112304
Course duration	2 years full-time
Subjects	16 Subjects (48 credit points)
Course type	Masters Degree (Coursework) (AQF Level 9)

**check subject availability as subjects may only be available in alternate trimesters*