

Standard curriculum for MSc in Strategic International Management with Specialisation in Hospitality

Semester	Code	Module	Credits
1	BPSB303	Business Strategy	5
1	SKIB310	Fundamentals of Research - Academic Skills and Presentations	5
1	SKIB309	Fundamentals of Research - Data Analysis	5
1	FINB310	Principles and Practices of Business Finance	5
1	HRMB315	Principles and Practices of HR Management and Leadership	5
1	MKTB313	Principles and Practices of Marketing and Branding	5
Total for semester 1			30
2	TURB305	Destination Branding and Image Creation	5
2	TURB304	Diversity and Sustainability in Service Management	5
2	SKIB311	Fundamentals of Research - Research Methodology and Design	5
2	TURB301	Hospitality and Tourism: Development and Real Estate	5
2	TURB302	Operations in Hospitality and Tourism: Innovations and AI	5
2	TURB303	Visitor Behaviour and Experiences	5
Total for semester 2			30
3	DISB301	Dissertation	30
Total for semester 3			30
Grand Total			90
Contents of module groups			

Prerequisites			
Module		Prerequisite module	
DISB301	Dissertation	SKIB309	Fundamentals of Research - Data Analysis