Master of International Tourism & Hospitality Management – Master of Business Administration

JCU Degree Code: 001104
Standard Duration: 2 years
Fast Track Option: 16 months
Total No. of Subjects: 16

OVERVIEW
The Master of International Tourism & Hospitality Management – Master of Business Administration is an innovative joint master level qualification that combines tourism, hospitality and business management to give students the management skills required to be a tourism and hospitality industry professional.

CAREER OPPORTUNITIES
JCU has strong industry links and has innovative partnerships with industry and educational institutions both locally and overseas. This provides the opportunities for JCU students to pursue careers not only in the dynamic tourism and hospitality industry, but also in associated marketing and public relations.

PROFESSIONAL RECOGNITION
All tourism subjects at JCU are recognised by the World Tourism Organisation as providing world-class tourism education since 1993.

COURSE STRUCTURE
This course provides a concentrated and sophisticated mix of tourism, hospitality and business management subjects, providing core knowledge for managerial careers in the tourism & hospitality industries.

CORE SUBJECTS
To take all 12
TO5101 Tourism Systems Analysis
LB5205 Human Relations in the Workplace
TO5203 Hospitality & Gastronomy: Social, Private & Commercial
LB5203 Sustainable Enterprise
TO5104 Tourist Management Strategies
TO5202 Economic Decision Making in the Hospitality Industry
LB5202 Marketing & Innovation
TO5102 Tourism Operations Management
TO5201 Strategic Management in the Hospitality Industry
TO5204 Ethics in the International Hospitality Industry
LB5208 Leadership in Contemporary Organisations
TO5103 Global Destination Competitiveness

Electives: take any 4
LB5002 Data Management & IT
LB5003 Economics for Managers
LB5004 Business & the Law
LB5212 Accounting for Managers
LB5201 Business: A Global Perspective
LB5204 Globalisation, Governance & the State
LB5206 Competitive Strategy
LB5207 Entrepreneurship & Risk Management
LB5211 Finance For Managers
LB5213 Independent Study (Internship)

INTERNSHIP OPTION
In the final trimester, high performing students, subject to meeting performance criteria, may choose to take up an Industry Internship as an alternative to a classroom based subject.

- Integrates theory and practice.
- Enhances professional soft skills, as expected at postgraduate level
- Develops abilities to investigate, analyse, evaluate and provide recommendations
- Career-related experience informs career choice.

ENGLISH LANGUAGE ENTRY REQUIREMENTS
You must provide evidence of English proficiency if English is not your first language.

- IELTS: A minimum overall score of 6.0, with a minimum score of at least 5.5 in each component
- TOEFL: A minimum score of 550, with a Test of Written English score of at least 4.0; or a computer-based score of 213 with an essay rating of at least 4.0; or an internet-based score of 79 with a minimum writing score of 19.

- Alternative pathways that provide evidence of equivalent levels of English

Results must be less than two years old at the time of application.

ACADEMIC ENTRY QUALIFICATIONS
An undergraduate degree in any discipline or other qualifications deemed equivalent; or evidence of professional experience that meets the approval of the Head of School or Faculty.

ADVANCED STANDING CREDIT
JCU recognises advanced standing credit for equivalent studies at an equivalent level from Australian or overseas universities. The credit is determined after receipt of application.

CONTACT DETAILS
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This publication is intended as a general guide. Information is correct at the time of publication. Prospective students should contact the University to confirm admission requirements and the availability of courses. James Cook University reserves the right to alter any course or admission requirement without prior notice.

CRICOS Provider Code 00117J
20 Jan 2009