




MASTER OF BUSINESS ADMINISTRATION IN TOURISM AND HOSPITALITY MANAGEMENT

APPROVAL IN PROCESS

RUSHMORE BUSINESS SCHOOL

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The Hospitality and Tourism fields have undergone a revolution in recent years. The programme is dedicated to these new challenges, digital, innovation and international development.

The Ms Hospitality and Tourism Management program is designed to provide students with a comprehensive understanding of the hospitality and tourism industry. This program focuses on the skills and knowledge needed to succeed in a dynamic and competitive global market. Students will learn about hospitality operations, revenue management, marketing and event planning, and the cultural and societal impacts of tourism. The program offers students the opportunity to gain practical experience through industrial projects and case studies. Graduates of this program are well prepared for management careers in hotels, resorts, restaurants, tourist boards and other related organisations.

The course will feature an induction at the start of the teaching schedule which aims to engage students and get them to use the various resources in addition to the taught activity. The induction will be designed so that most in-course issues will be addressed at the outset with students being prepared for various scenarios that could impact their study. This will be achieved by using resources offered through the course team at RBS within the guidance of College De Paris.

Course Aims

The course aim is to inspire students to develop upon their unique strengths in order to establish and further develop business and management roles within the field of tourism and hospitality. This course is aimed at professionals or graduates wishing to pursue a career in the Hospitality and Tourism management industry. The course is developed to meet industry needs. Thus, students graduate with a unique toolbox of skills and experience that cannot be learned elsewhere.

Learning Outcomes

By studying this course, candidates will:

1. Understand the nature and dynamics of the tourism and hospitality industry including demand and supply, politics, the environmental and socio-cultural impacts of the industry, and organizational structures at the community, state, and national levels.
2. Develop a unique toolbox of skills to implement programs, policies and plans that will enable businesses to respond to planned and unplanned business events.
3. Execute a strategic management perspective within the context of a hospitality firm, including how to distinguish and create strategies that garner competitiveness in the hospitality industry.
4. Gain an enlightened understanding of the available research in hospitality and tourism businesses including the ability to understand and use big data to help identify and solve problems in the industry.

STUDY MODE

Full Time / Part Time

DURATION

1 Year (FT) / 18 Months (PT)

TUITION FEES (USD)

13,000

ENTRY REQUIREMENTS

- Successful completion of an undergraduate degree with at least a Second Class Honours or a GPA not less than 2.5 out of 4 or equivalent, from a recognised higher education institution,

or

- Alternative qualifications acceptable to College de Paris / Rushmore Business School

HOW TO APPLY

Complete and submit the attached application form along with:

- four passport photos,
- a copy of your national ID
- a copy of your birth certificate
- copies of all your academic transcripts and certificates
- an application fee of USD 100

You may send us a scanned or electronically-filled copy of your application (along with the relevant documents) and settle the application fee via bank transfer.

Awarding Institution

College de Paris / Ascencia Business School Group (France)

Course Structure

The delivery of the programme will be based on blocks. The below structure shows the blocks to be undertaken over the duration of the programme by the students.

The proposed structure will be offered both in part time and full time with semester timelines provided below.

Block 1 + 2

Strategic Management
Performance Control
Business Ethics
Digital Marketing
Project Management
Marketing Strategy and Operation
Financial Management
2 Case Study Exams Assessing Block 1 + 2

Block 3 + 4

Digital Transformation
Business Intelligence
Management of IT
Digital Law
Hospitality Actors & Markets
Strategy in hospitality
F&B cost control
Hospitality wellness & spa
2 Case Study Exams Assessing Block 3 + 4

Block 5 + 6

Labor Law
HR Management
Master Class: Cultural Map
Food & Wine trends
Geopolitics
Risk Management
Forecasting and Budgeting
2 Case Study Exams Assessing Block 5 + 6

Block 7 + 8

Business Plan

Change Management

Business Development

Economics Statistics and Operations

International Business

Web Design and Development

Sustainable Strategies

2 Case Study Exams Assessing Block 7 + 8

Block 9 + 10

Hotel Distribution Channels

Hotel Revenue Management

HR in hospitality

Hospitality Real Estate & Development

Travel & Entertainment

Organizational Behavior

Dissertation

2 Case Study Exams Assessing Block 9 + 10