

STUDY PLAN

Master of International Tourism and Hospitality Management - Master of Business Administration

Applicable for MITHM-MBA admitted from SP52 2020 and onwards

COURSE STRUCTURE:

15 Core Subjects



1 LB Level 5 (LB52XX) Subject



GENERAL INFORMATION:

* 1 subject is equivalent to 3 credit points.

15 Core Subjects (45 credit points)

Subject Code	Subject Name	Prerequisites	YEAR 2024			YEAR 2025		
			SP51 2024	TR2 2024	TR3 2024	TR1S 2025	TR2 2025	TR3 2025
LB5113	Corporate Strategy		√	√	√	√	√	√
LB5124	Business Innovation and Technology Management		√		√		√	
LB5230	Managing Strategic Resources and Operations		√		D&E	√		√
LB5202	Marketing Essentials	Select 1		√		√		
LB5232	Digital Marketing	LB5202 or any Introductory Marketing subject		√	√		√	√
LB5233	Innovation and Entrepreneurship	12 credit points of LB subjects		D&E		√		√
LB5234	Leading and Managing Organisational Change		√		√		√	
LB5241	Leadership Futures		D&E		√		√	
LB5235	Applied Research Project	Select 1	D&E	D&E	√	D&E	√	√
LB5520	Professional Project/Internship	This subject is offered every trimester. A minimum of 21 credit points of LB5, CO5, CP5 or TO5 subjects (depending on degree/program) and permission of the course coordinator. For students interested in taking LB5520, please take note that you will need to pass and complete all 11 subjects before taking this subject. Student need to send the Internship application form to the Student Careers Office (careers-singapore@jcu.edu.au) at least one trimester in advance.						
TO5002	Tourism and the Environment				√			√
TO5101	Tourism Systems Analysis			√			√	
TO5102	Tourism and Hospitality Operations Management			√			√	
TO5103	Global Destinations and Competitiveness		√			√		
TO5104	Tourist Management Strategies				√			√
TO5202	Economic Decision-Making in the Hospitality Industry	Select 1		√			√	
CO5109	Corporate Finance			√		√		√
TO5203	Hospitality and Gastronomy		√			√		

Plus 1 LB Level 5 Subjects (LB52XX) (3 credit points) from the below list:

Subject Code	Subject Name	Prerequisites	Year 2024			Year 2025		
			SP51 2024	TR2 2024	TR3 2024	TR1S 2025	TR2 2025	TR3 2025
LB5203	Sustainable Enterprise		D&E		√		√	
LB5229	Economics for a Sustainable World			√			√	
LB5231	Corporate Responsibility and Governance		D&E			D&E		
LB5237	Managerial Accounting for Decision Making			√	D&E		√	√
LB5238	Advanced Financial Risk Management			√		√		√

Note: Changes that are recently made will be highlighted in yellow and/or red font.

Disclaimer: The above information is correct as below date. Due to unforeseen situation/s there might be change/s done in subject offerings before each trimester. Your understanding is greatly appreciated.

Updated on 21 Mar 2024