

**STUDY PLAN FOR
MASTER OF INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT**



	Subject Code	Subject Name	Prerequisite	SP51/2019	SP52/2019	SP53/2019	SP51/2020	SP52/2020	SP53/2020
Postgraduate Foundation Subjects	LB5236	International Political Economy		✓		✓		✓	
	LB5202	Marketing Management		✓	✓	✓	✓	✓	✓
	LB5205	People in Organisations		✓	✓	✓	✓	✓	✓
	LB5212	Accounting and Finance for Managers		✓	✓	✓	✓	✓	✓
Core Subjects	LB5203	Sustainable Enterprise			✓		✓		✓
	LB5235	Applied Research Project	21 credit points of Level 5 subjs., including minimum 15 credit points of LB5, CO5, CP5 or TO5 subjs.	✓	✓	✓	✓	✓	✓
	TO5002	Introduction to Tourism and the Environment				✓			✓
	TO5101	Tourism Systems Analysis			✓			✓	
	TO5102	Tourism and Hospitality Operations Management			✓			✓	
	TO5103	Global Destination Competitiveness		✓			✓		
	TO5104	Tourist Management Strategies				✓			✓
	TO5202	Economic Decision - Making in the Hospitality Industry			✓			✓	
TO5203	Hospitality and Gastronomy: Social, Private and Commercial		✓			✓			

Plus 2 LB level 5 subjects in below list:

LB5220	Entrepreneurship in International Emerging Economies			✓				✓	
LB5228	The Changing Business Environment		✓	✓	✓	✓	✓	✓	✓
LB5231	Corporate Responsibility and Governance			✓			✓	✓	
LB5232	Marketing and Customer Engagement	LB5202 or any introductory marketing subject.	✓		✓	✓	✓		✓
LB5233	Innovation and Entrepreneurship	12 credit points of LB subjs.	✓	✓	✓	✓	✓	✓	✓
LB5234	Leading and Managing Organisational Change			✓				✓	
LB5520	Professional Project / Internship	A minimum of 21 credit points of LB5, CO5, CP5 or TO5 subjects (depending on degree/program) and permission of the course coordinator	✓	✓	✓	✓	✓	✓	✓

Plus 1 subject of any level 5 (please refer to other postgraduate study plan such as MBA, MPA, MITHM, MPA-MBA, MITHM-MBA, MIT and MIT-MBA)

Disclaimer: The above information is correct as below date. JCU Singapore reserves right to alter any changes to the above information without prior notice.

Updated on 20 August 2019