

STUDY PLAN FOR

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



Applicable for MITHM-MBA cohort SP51/2015 and onwards

15 Core Subjects

Subject Code	Subject Name	Prerequisite	SP51/2019	SP52/2019	SP53/2019	SP51/2020	SP52/2020	SP53/2020
LB5230	Managing Strategic Resources and Operations		✓		✓		✓	
LB5228	The Changing Business Environment		✓	✓	✓	✓	✓	✓
LB5203	Sustainable Enterprise			✓		✓		✓
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 subjects.	✓	✓			✓	
LB5234	Leading and Managing Organisational Change			✓			✓	
LB5235	Applied Research Project	21 credit points of Level 5 subjects, including minimum 15 credit points of LB5, CO5, CP5 or TO5 subjects.	✓	✓	✓	✓	✓	✓
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				✓			✓
TO5203	Hospitality and Gastronomy: Social, Private and Commercial		✓			✓		
TO5202	Economic Decision - Making in the Hospitality Industry			✓			✓	
LB5229	Economics for a Sustainable World		✓		✓	✓		✓

Select 1

Plus 1 LB Level 5 Subject from below list:

LB5202	Marketing Management		✓	✓	✓	✓	✓	✓
LB5205	People in Organisations		✓	✓	✓	✓	✓	✓
LB5212	Accounting and Finance for Managers		✓	✓	✓	✓	✓	✓
LB5220	Entrepreneurship in International Emerging Economies			✓			✓	
LB5222	Technopreneurship: The E Entrepreneur		✓		✓	✓		✓
LB5236	International Political Economy		✓		✓	✓	✓	✓
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	✓	✓	✓	TBC	TBC	TBC

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