

**STUDY PLAN FOR  
Master of International Tourism and Hospitality Management - Master of Business Administration (NEW)**

*Applicable for MITHM-MBA cohort SP52 2020 and onwards*



**15 Core Subjects**

Subject Code	Subject Name	Prerequisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
LB5113	Corporate Strategy			✓	✓		✓	✓
LB5124	Business Innovation and Technology Management			✓		✓		✓
LB5230	Managing Strategic Resources and Operations		✓		✓	✓		✓
LB5241	Leadership			✓		✓		✓
LB5232	Digital Marketing <span style="border: 1px solid black; padding: 2px;">Select 1</span>	LB5202 or any introductory marketing subject.	✓		✓		✓	
LB5202	Marketing Essentials			✓	✓		✓	✓
LB5233	Innovation and Entrepreneurship	12 credit points of LB subjects.	✓		✓		✓	
LB5234	Leading and Managing Organisational Change			✓		✓		✓
LB5235	Applied Research Project <span style="border: 1px solid black; padding: 2px;">Select 1</span>	21 credit points of Level 5 subjects, including minimum 15 credit points of LB5, CO5, CP5 or TO5 subjects.	✓	✓	✓	✓	✓	✓
LB5520	Professional Project / Internship <span style="border: 1px solid black; padding: 2px;">Select 1</span>	A minimum of 21 credit points of LB5, CO5, CP5 or TO5 subjects (depending on degree/program) and permission of the course coordinator	✓	✓	✓	✓	✓	✓
TO5002	Tourism and the Environment				✓			✓
TO5101	Tourism Systems Analysis			✓			✓	
TO5102	Tourism and Hospitality Operations Management			✓			✓	
TO5103	Global Destinations <i>and</i> Competitiveness		✓			✓		
TO5104	Tourist Management Strategies				✓			✓
TO5202	Economic Decision-Making in the Hospitality Industry <span style="border: 1px solid black; padding: 2px;">Select 1</span>			✓			✓	
CO5109	Corporate Finance		✓		✓		✓	
TO5203	Hospitality and Gastronomy		✓			✓		

**Plus 1 LB Level 5 Subjects (LB52XX) from below list:**

Subject Code	Subject Name	Prerequisite	SP51/21	SP52/21	SP53/21	SP51/22	SP52/22	SP53/22
LB5205	People in Organisations			✓		✓		✓
LB5212	Accounting and Finance for Managers			✓		✓		✓
LB5228	The Changing Business Environment		✓	✓	✓	✓	✓	✓
LB5203	Sustainable Enterprise			✓		✓		✓
LB5237	Managerial Accounting for Decision Making			✓	✓		✓	
LB5238	<i>Advanced Financial Risk Management</i>			✓		✓		✓
LB5230	Managing Strategic Resources and Operations		✓		✓	✓		✓

*Note: Subject(s) with title(s) in **Italic format** reflects a recent name change with affect from SP51 2021 onwards.*

*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 1 September 2021*