

**STUDY PLAN FOR
MASTER OF INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT (NEW)**

Applicable to students admitted from SP51 2020 onwards.



GENERAL INFORMATION

1) 1 subject is equivalent to 3 credit points.

15 Core Subjects (45 credit points)

Subject Code	Subject Name	Prerequisites	Year 2023			Year 2024		
			SP51 2023	SP52 2023	SP53 2023	SP51 2024	SP52 2024	SP53 2024
LB5212	Accounting and Finance for Managers			✓		✓		✓
LB5202	Marketing Essentials		✓				✓	
LB5205	People in Organisations			✓		✓		✓
LB5228	The Changing Business Environment		✓	✓	✓	✓	✓	✓
LB5203	Sustainable Enterprise			✓		✓		✓
TO5002	Tourism and the Environment				✓			✓
TO5101	Tourism Systems Analysis			✓			✓	
TO5102	Tourism and Hospitality Operations Management			✓			✓	
TO5103	Global Destinations and Competitiveness		✓			✓		
TO5104	Tourist Management Strategies				✓			✓
TO5105	Meetings, Incentives, Conferences and Events (MICE)	Assumed Knowledge : Business or Tourism and Hospitality background			✓			✓
TO5106	Quality Customer Service		✓			✓		
TO5202	Economic Decision-Making in the Hospitality Industry			✓			✓	
TO5203	Hospitality and Gastronomy		✓			✓		
LB5235	Applied Research Project	21 credit points of level 5 subjects, including a minimum of 15 credit points of LB5 subjects	✓	✓	✓	✓	✓	✓
** 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.						

Plus 1 subject of any **Level 5** postgraduate subjects (3 credit points). You can refer to the recommended list below for Level 5 subjects.

Subject Code	Subject Name	Prerequisite	Year 2023			Year 2024		
			SP51 2023	SP52 2023	SP53 2023	SP51 2024	SP52 2024	SP53 2024
LB5122	Marketing Strategy, Analytics and Development			✓	✓		✓	
LB5124	Business Innovation and Technology Management			✓		✓		✓
LB5131	Business Consulting		✓		✓	✓		✓
LB5132	Multinational Corporations and International Markets		✓	✓		✓	✓	
LB5133	Venture Capital and Entrepreneurship		✓			✓		
LB5228	The Changing Business Environment		✓	✓	✓	✓	✓	✓
LB5232	Digital Marketing	LB5202 or any Introductory Marketing subject	✓		✓		✓	✓
LB5234	Leading and Managing Organisational Change			✓		✓		✓
LB5238	Advanced Financial Risk Management		✓		✓		✓	
LB5304	Contemporary Issues in Human Resource Management	Assumed Knowledge : Marketing knowledge gained from LB5205	✓		✓		✓	
LB5401	International Finance	Assumed Knowledge : Basic knowledge of economics		✓		✓		✓
LB5402	Performance Management & Appraisal			✓		✓		✓
LB5403	Project Management Principles and Foundations				✓			✓
LB5404	HR Analytics and Decision Making		✓		✓		✓	
CO5109	Corporate Finance		✓		✓		✓	
CO5124	Data Analysis and Decision Modelling		✓		✓	✓		✓
CO5231	Investment and Portfolio Analysis		✓		✓		✓	
CP5631	Internet Fundamentals		✓	✓	✓	✓	✓	✓
CP5633	Database Modelling		✓	✓		✓		✓
CP5638	Web Design and Development		✓		✓	✓		✓
CP5639	Problem Solving and Programming I		✓	✓	✓	✓	✓	✓
CP5310	E-Business Technologies	No pre-req. (Assumed Knowledge: Basic relational database principles and have facility with at least one programming language.)	✓		✓		✓	✓
CP5503	Enterprise Database Systems - Oracle	No pre-req. (Assumed Knowledge: Basic knowledge of relational database principles.)	✓		✓		✓	
CP5520	Advanced Databases and Applications	No pre-req. (Assumed Knowledge: have equivalent knowledge through other study or professional experience.)	✓		✓		✓	
CP5604	Advanced Game Design	No pre-req. (Assumed Knowledge: Knowledge of at least one programming language and some knowledge of multimedia packages.)		✓		✓		✓
CP5607	Advanced Human Computer Interaction	No pre-req. (Assumed Knowledge: Knowledge of at least one programming language and some knowledge of multimedia packages.)		✓	✓		✓	✓
CP5608	Advanced Animation Techniques	No pre-req. (Assumed Knowledge: Advanced knowledge of multimedia packages.)		✓		✓		✓
CP5609	Intelligent Agents and Simulation	No pre-req. (Assumed Knowledge: Advanced knowledge of Object Oriented programming packages.)	✓		✓		✓	

Note: Subject(s) with title(s) in *italic format* reflects a recent name change with affect from SP51 2023 onwards.

Note: Changes that are recently made will be highlighted in yellow.

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.