

**STUDY PLAN FOR
MASTER OF INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT**
Applicable to students admitted from SP51 2020 onwards.

COURSE STRUCTURE FOR MASTER OF INTERNATIONAL TOURISM & HOSPITALITY MANAGEMENT

15 Core Subjects



1 any Level 5 Elective Subject



GENERAL INFORMATION

1) 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
LB5212	Accounting and Finance for Managers			✓			✓	
LB5202	Marketing Essentials			✓		✓		
LB5205	People in Organisations		✓		✓		✓	
LB5228	The Changing Business Environment					✓		
LB5203	Sustainable Enterprise		D&E		✓		✓	
TOS002	Tourism and the Environment				✓			✓
TOS101	Tourism Systems Analysis			✓			✓	
TOS102	Tourism and Hospitality Operations Management			✓			✓	
TOS103	Global Destinations and Competitiveness		✓			✓		
TOS104	Tourist Management Strategies				✓			✓
TOS105	Meetings, Incentives, Conferences and Events (MICE)	Assumed Knowledge : Business or Tourism and Hospitality background			✓			✓
TOS106	Quality Customer Service		✓			✓		
TOS202	Economic Decision-Making in the Hospitality Industry			✓			✓	
TOS203	Hospitality and Gastronomy		✓			✓		
LB5235	Applied Research Project Select 1	21 credit points of level 5 subjects, including a minimum of 15 credit points of LB5 subjects	D&E	D&E	✓	D&E	✓	✓
** LB5520	Professional Project / Internship	This subject is offered every trimester. A minimum of 21 credit points of LB5, COS, CP5 or TOS 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 2024			Year 2025		
			SP51 2024	TR2 2024	TR3 2024	TR1S 2025	TR2 2025	TR3 2025
LB5122	Marketing Strategy, Analytics and Development			✓		✓		✓
LB5124	Business Innovation and Technology Management		✓		✓		✓	
LB5131	Business Consulting		✓		✓	✓		✓
LB5132	Multinational Corporations and International Markets		✓	✓		✓	✓	
LB5133	Venture Capital & 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 and Appraisal	Assumed Knowledge : Basic knowledge of management	✓		✓		✓	
LB5403	Project Management Principles and Foundations	Assumed Knowledge: Basic knowledge of management			✓			✓
LB5404	HR Analytics and Decision Making	Pre-req: LB5402. Assumed Knowledge: Introductory Human Resource Management (HRM) Statistics		✓		✓		✓
COS109	Corporate Finance			✓		✓		✓
COS124	Data Analysis and Decision Modelling	Assumed Knowledge : Capability with Excel or similar spreadsheet package	✓		D&E		✓	
COS231	Advanced Investment and Portfolio Analysis			✓		✓		✓
CP5631	Internet Fundamentals	(Inadmissible subject: CP1402)	✓	✓	✓	✓	✓	✓
CP5633	Database Modelling	(Inadmissible subject: CP2404)	✓		✓	✓	✓	
CP5638	Web Design and Development	(Inadmissible subject: CP1406)	✓		✓	✓		✓
CP5639	Problem Solving and Programming I	(Inadmissible subject: CP1401)	✓	✓	✓	✓	✓	✓
CP5310	E-Business Technologies	Assumed Knowledge: Basic relational database principles and have facility with at least one programming language.		✓	✓	✓		✓
CP5503	Enterprise Database Systems - Oracle	Assumed Knowledge: Basic knowledge of relational database principles.		✓		✓		✓
CP5520	Advanced Databases and Applications	Assumed Knowledge: Have equivalent knowledge through other study or professional experience.		✓		✓		✓
CP5604	Advanced Game Design	Assumed Knowledge: Knowledge of at least one programming language and some knowledge of multimedia packages (Inadmissible subject: CP2412)	✓		✓		✓	
CP5607	Advanced Human Computer Interaction	Assumed Knowledge: Knowledge of at least one programming language and some knowledge of multimedia packages.		✓	✓		✓	
CP5608	Advanced Animation Techniques	Assumed Knowledge: Advanced knowledge of multimedia packages. (Inadmissible subject: CP2411)	✓		✓		✓	
CP5609	Intelligent Agents and Simulation	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 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.