

**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.

D	OFFERED IN DAY CLASSES
TBC	TO BE CONFIRMED

E Evening class: not available for MITHM students

15 Core Subjects (45 credit points)

Subject Code	Subject Name	Prerequisites	Year 2025			Year 2026		
			TR1S 2025	TR2 2025	TR3 2025	TR1S 2026	TR2 2026	TR3 2026
LB5212	Accounting and Finance for Managers Please contact enrolment team at enrolments-singapore@jcu.edu.au for inquiry about the subject.							
LB5202	Marketing Essentials		D				D	
LB5205	People in Organisations			D			D	
LB5228	The Changing Business Environment		D			D		
LB5203	Sustainable Enterprise			D&E		D		D
TO5002	Tourism and the Environment				D			D
TO5101	Tourism Systems Analysis			D			D	
TO5102	Tourism and Hospitality Operations Management			D			D	
TO5103	Global Destinations and Competitiveness		D			D		
TO5104	Tourist Management Strategies				D			D
TO5105	Meetings, Incentives, Conferences and Events (MICE)	Assumed Knowledge : Business or Tourism and Hospitality background			D			D
TO5106	Quality Customer Service		D			D		
TO5202	Economic Decision-Making in the Hospitality Industry			D			D	
TO5203	Hospitality and Gastronomy		D			D		
LB5235	Applied Research Project	21 credit points of level 5 subjects, including a minimum of 15 credit points of LB5 subjects	D&E	D&E	D	D	D	D
** 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 & subjects listed in MBA, MIT study plan.

Subject Code	Subject Name	Prerequisite	Year 2025			Year 2026		
			TR1S 2025	TR2 2025	TR3 2025	TR1S 2026	TR2 2026	TR3 2026
LB5122	Marketing Strategy, Analytics and Development		D		D		D	
LB5124	Business Innovation and Technology Management			D			D	
LB5131	Business Consulting		D		D&E	D		D
LB5132	Multinational Corporations and International Markets		D		D		D	
LB5133	Venture Capital & Entrepreneurship		D			D		
LB5228	The Changing Business Environment		D			D		
LB5232	Digital Marketing	LB5202 or any Introductory Marketing subject		D	D		D	D
LB5234	Leading and Managing Organisational Change			D		D		D
LB5238	Advanced Financial Risk Management		D		D		D	
LB5304	Contemporary Issues in Human Resource Management	Assumed Knowledge : Marketing knowledge gained from LB5205	D		D		D	
LB5401	International Finance	Assumed Knowledge : Basic knowledge of economics		D		D		D
LB5402	Performance Management and Appraisal	Assumed Knowledge : Basic knowledge of management		D		D		D
LB5403	Project Management Principles and Foundations	Assumed Knowledge: Basic knowledge of management			D			D
LB5404	HR Analytics and Decision Making	Pre-req: LB5402. Assumed Knowledge: Introductory Human Resource Management (HRM) Statistics	D		D		D	
CO5109	Corporate Finance		D		D		D	
CO5124	Data Analysis and Decision Modelling	Assumed Knowledge : Capability with Excel or similar spreadsheet package		D		D		D
CO5231	Advanced Investment and Portfolio Analysis		D		D		D	
CP5631	Internet Fundamentals	(Inadmissible subject: CP1402)	D	D	D	TBC	TBC	TBC
CP5633	Database Modelling	(Inadmissible subject: CP2404)	D		D	TBC	TBC	TBC
CP5638	Web Design and Development	(Inadmissible subject: CP1406)	D		D	TBC	TBC	TBC
CP5639	Problem Solving and Programming I	(Inadmissible subject: CP1401)	D	D	D	TBC	TBC	TBC
CP5310	E-Business Technologies	Assumed Knowledge: Basic relational database principles and have facility with at least one programming language.		D		TBC	TBC	TBC
CP5503	Enterprise Database Systems - Oracle	Assumed Knowledge: Basic knowledge of relational database principles.		D		TBC	TBC	TBC
CP5520	Advanced Databases and Applications	Assumed Knowledge: Have equivalent knowledge through other study or professional experience.	D		D	TBC	TBC	TBC
CP5604	Advanced Game Design	Assumed Knowledge: Knowledge of at least one programming language and some knowledge of multimedia packages (Inadmissible subject: CP2412)			D	TBC	TBC	TBC
CP5607	Advanced Human Computer Interaction	Assumed Knowledge: Knowledge of at least one programming language and some knowledge of multimedia packages.		D		TBC	TBC	TBC
CP5608	Advanced Animation Techniques	Assumed Knowledge: Advanced knowledge of multimedia packages. (Inadmissible subject: CP2411)		D		TBC	TBC	TBC
CP5609	Intelligent Agents and Simulation	Assumed Knowledge: Advanced knowledge of Object Oriented programming packages.	D		D	TBC	TBC	TBC

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.