



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

Department of Tourism, Leisure and Services
School of Sustainable Development and Tourism

MSc Hotel Management

(Part –Time)

PROGRAMME DOCUMENT

MSCHM v 2.0

April 2014

University of Technology, Mauritius

La Tour Koenig, Pointe aux Sables, Mauritius

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MSc HOTEL MANAGEMENT

A. PROGRAMME INFORMATION

With the rapid development of the tourism industry worldwide and more so for in the hospitality industry, it has now become necessary for us to introduce the master's degree in hotel management. A first degree in tourism and hospitality management has so far allowed our graduates to accede to junior and mid-management positions within the industry. With this master's, graduate will now be in a position to embark on a long-term career that will eventually take them to greater advancement. To be consistent with the business environment, it has now become necessary to have a postgraduate programme that will satisfy students as well as employers who are always looking for high calibre managers for the industry.

B. PROGRAMME AIM

The aim of the programme is to provide a master's level qualification in order to enable junior and/or mid-level managers to look at a better career perspective in terms of advancement and promotion. With this qualification, graduates will be land on jobs that was before rather restrictive because of inadequacy of know-how, expertise and experience. This postgraduate degree will also allow graduates to be recruited directly at senior management level without having necessarily to climb up the ladder from very basic positions like it is now for diplomates and undergraduates.

C. PROGRAMME OBJECTIVES

- to equip students with the necessary knowledge and know-how normally required by employers for senior managerial positions in the hospitality industry
- to enable students without a hospitality and/or tourism background to understand the major concepts of hotel operations management.
- to provide sufficient exposure to various scenarios and case studies where undergraduates without direct, hands-on experience could be at ease in a new managerial position within the hospitality industry.
- to be a natural, sequential development to our undergraduate programme for graduates who want to embark on a relevant postgraduate degree after completion of their BSc (Hons) in Tourism & Hospitality Management.
- to broaden the career prospects and perspectives of our students who intend to have an international exposure by taking advantage of international offers of jobs overseas.

PART 1 REGULATIONS

D. GENERAL ENTRY REQUIREMENTS

As per UTM 'Admissions Regulations' and 'Admission to Programmes of Study at Masters Degree Level'.

E. PROGRAMME ENTRY REQUIREMENTS

Candidates should have the following qualifications:

- a) A first degree from a recognised university or a recognised diploma in the relevant field with 5 years experience.

- b) Or an approved professional qualification recognised as being equivalent to an honours degree
- c) Or other qualifications and/or experience which demonstrate that a candidate possesses appropriate knowledge and skills at standard acceptable by the Academic Council

Admission decisions will be made by the School on a case to case basis.

F. PROGRAMME MODE AND DURATION

Part Time: 2 Years

The MSc Hotel Management consists of 4 academic semesters including semesters of 15 weeks each (excluding the Exam period) and each semester is comprised of activities of teaching and learning strategies.

G. TEACHING AND LEARNING STRATEGIES

Teaching methods are varied depending on the modules; sessions will comprise a mixture of lectures, seminars and tutorials, in addition, students will work in smaller groups to discuss case studies, prepare for assignments, and work on presentations. Self-learning will be the key feature of the programme, enabling students to explore, investigate and research into the various topics, interact with practitioners, and work in teams on projects. Business simulations will also be used in order to reflect 'real life' situations within the relevant logistics and industrial sectors. Throughout, the emphasis will be on high levels of student participation, both individually and within small groups.

H. STUDENT SUPPORT AND GUIDANCE

In addition to traditional lectures, group tutorials or individual tutorials are arranged for students.

I. ATTENDANCE REQUIREMENTS

As per UTM Regulations

J. CREDIT SYSTEM

The modules will carry 3 credits as per the programme structure. All modules will carry 100 marks and the project/dissertation will carry 300 marks.

Please note that the course will only be offered if there is a minimum of 10 students.

K. CREDITS REQUIRED FOR THE MASTERS DEGREE, POST GRADUATE DIPLOMA OR POST GRADUATE CERTIFICATE

| | |
|--------------------------|--|
| Masters Degree | 42 credits (inclusive of dissertation) |
| Postgraduate Diploma | 30 credits |
| Postgraduate Certificate | 18 credits |

L. STUDENT PROGRESS AND ASSESSMENT

For the award of the Masters degree all modules must be passed overall with passes in the examinations, coursework and other forms of assessment. All modules will have equal weighting. Research Methods will be assessed 100% by coursework.

Written examinations will be of a maximum of 3 hours duration. Continuous assessment will carry 50% of the total marks and will be based on seminars, case studies, class tests and/or assignments.

The dissertation will carry 300 marks (9 credits).

Grading

| Grade | Marks x (%) |
|-------|----------------------|
| A | $70 \leq x \leq 100$ |
| B | $60 \leq x \leq 70$ |
| C | $50 \leq x \leq 60$ |
| D | $40 \leq x \leq 50$ |
| F | $x < 40$ |
| A-D | Pass |
| F | Fail |

M. MASTERS DEGREE AWARD CLASSIFICATION

| | |
|--------------------|---------------------------------|
| CPA \geq 70 | Masters Degree with Distinction |
| $60 \leq$ CPA < 70 | Masters Degree with merit |
| $40 \leq$ CPA < 60 | Masters Degree |
| CPA < 40 | No Award |

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Development Committee: Dr. P. Ramseook Munhurrun, Mrs P. Naidoo, Ms T. Chadee, Mr D. Mootien and Dr. V. Gowreesunkar

O. PART II - PROGRAMME STRUCTURE AND PLAN MSc Hotel Management – Part-Time

| YEAR 1 | | | | | | | |
|------------|------------------------------------|---------------|---------|------------|-----------------------------|---------------|---------|
| Semester 1 | | | | Semester 2 | | | |
| Code | Modules | Hrs/Wk L+P | Credits | Code | Modules | Hrs/Wk L+P | Credits |
| SMKG5108B | International Tourism Marketing | 3+0 | 3 | HMG5204B | Accommodation Management | 3+0 | 3 |
| HMG5105B | Food & Beverage Management | 3+0 | 3 | STAT5301B | Research Methods * | 3+0 | 3 |
| ACCF 5204 | Financial Management | 3+0 | 3 | TMGT5117B | Managing Tourism | 3+0 | 3 |

| | | | | | | | |
|--|--|--|--|--|---------------|--|--|
| | | | | | Organisations | | |
|--|--|--|--|--|---------------|--|--|

| YEAR 2 | | | | | | | |
|--|---|---------------|---------|--|------------------------------------|---------------|---------|
| Semester 1 | | | | Semester 2 | | | |
| Code | Modules | Hrs/Wk L+P | Credits | Code | Modules | Hrs/Wk L+P | Credits |
| SERV5109B | Services Management | 3+0 | 3 | SERV5110B | Operations Management | 3+0 | 3 |
| HMGT5106B | Food & Beverage Planning & Cost Control | 3+0 | 3 | HMGT5302B | Banqueting & Conference Management | 3+0 | 3 |
| | Green Hotel Management | 3+0 | | DISS 5000 | Dissertation** | | 9 |
| DISS 5000 | Dissertation** | | | | | | |
| * | Assessment 100% coursework | | | ** Dissertation starts in Semester 1 of Year 2. Credits earned at the end of Semester 2 of Year 2. | | | |
| TOTAL NUMBER OF CREDITS: 42 (inclusive of Dissertation) | | | | | | | |

P. SYLLABUS OUTLINE

YEAR 1, SEMESTER 1

SMKG5108B: International Tourism Marketing

Role of marketing within a business; Marketing concept: Sustainable marketing practices; Development of a marketing mix for businesses; Marketing environment; Marketing Research, Market segmentation, targeting and positioning; Consumer behaviour; Role and contribution of physical and virtual channels to marketing activities, Marketing ethics; Strategic and tactical marketing; Current and emerging issues in marketing within the local and international business environment. Promotional activities for international hospitality. Negotiation tactics at international tourism fairs.

HMGT5105B: Food & Beverage Management

Structure of the food & beverage department; advance food & beverage service operations; Food & Beverage knowledge; Menu planning & Design; Sales, Merchandising & promotion of Food & beverage products; Legal Issues; Hygiene & Nutrition; Occupational Safety; Classification of Food & Beverage outlets; Oenology, Spirits & Special Beverages: Production & Services; Quality Control; Case study

ACCF5204 : Financial Management

Role of financial accounting in a business; Accounting information to aid managerial decision making. Introduction to financial and managerial accounting, Accounting mechanics, Understanding financial statements, financial statements Analysis, Cost allocation and Activity based costing, costing systems and methods, profit reporting for management analysis, cost-volume-profit analysis, budgetary planning and control, standard cost and variance analysis.

YEAR 1, SEMESTER 2

HMG5204B : Accommodation Management

The Accommodation Industry & Types of Accommodation Products; Management Contract & Franchise Organisations; Front Office Management; Housekeeping Management; Laundry & Dry Cleaning Operations; Butler & Concierge Services Management; Property Management Systems; Control System: Processes & Procedures, Inventory & stock control; TQM & Quality Assurance; Customer Service; Communication, Public & Guest Relations Management; Clubs & Common Areas Management.

STAT 5301B: Research Methods

Research Concepts: Research issues, problems, questions, hypotheses; Measurement and Scaling in Research: Reliability, validity; Research Design and Survey Methods; Ethics in Research; Techniques for Literature Review; Questionnaire Design; Qualitative Methods: designing, gathering, processing and analyzing qualitative research information; Quantitative Methods: Introduction to Statistics, Data Description, Hypothesis Testing, t-tests and ANOVA; , Factor Analysis, Chi-square and Regression Analysis; Data analysis with SPSS; Reporting and presenting research.

TGMT5117B: Managing Tourism Organisations

Role of managers in the tourism/hotel sector; the tourism business environment; social responsibilities of the tourism industry; managing people in organizations; motivation, job satisfaction, human resource development, reward and performance; safety & security; productivity enhancement; managing cultural diversity; change management; organizational and development; management functions; challenges involved in managing tourism organization.

YEAR 2, SEMESTER 1

SERV5109B: Services Management

The service industry; nature of services; the service encounter; service development and design; measuring service quality; understanding the service customer; managing the service customer and building the customer loyalty; service failure and recovery strategies; service delivery systems; managing service employees; social justice in service. Sustainable service development and design; The Service environment; Understanding and managing service quality; Building customer loyalty; Service delivery systems; social justice in service; Service leadership; Globalisation of services.

HMGT5106B: Food & Beverage Planning & Cost Control

Menu costing & Planning; the Food & Beverage Production Cycle: Purchasing, Receiving, Storing, Issuing, Production, Service & Billing; Food & Beverage Cost & control System: Food & Beverage Costing & Pricing; Food & Beverage Operations Analysis; Manpower & labour issues; Case Study

HMGT5107B: Green Hotel Management

Sustainable hotel management; green products, services and processes, integration of environmental concerns and impacts; sustainable resource management; safety and health issues for greener hotel; sustainability assessment tools for hotel management, social responsibility and sustainability; e-services; green technologies; eco hotels; green resort management; sustainable waste management; challenges of green hotel management.

YEAR 2, SEMESTER 2

SERV5110B: Operations Management

Key aspects of operations management; The strategic role and objectives of operations; Operations management process; Designing processes; Master production scheduling; Inventory Systems; Supply Chain; Managing demand and capacity; Work design and organisation; Marketing mix and operations; Process technology and enterprise resource planning; Innovation; Quality Management

HMGT5302B: Banqueting & Conference Management

Introduction to MICE market; Banqueting & Outside Catering; Organisation of Conferences & Exhibitions; Processing of Conference & Banquet Booking; Functions & Gala Dinners; Pre-function Sheets & Actual Function Sheets; Banquet Menus & Beverages Issues; Sales & Promotion of Banquets for Residents & Non-Residents; Manpower planning & Organisation for banquets & Conferences; Case Study

DISS 5000: Dissertation

A 15,000-18,000 words dissertation will have to be submitted at the end of the semester. The work submitted should conform to the Postgraduate Dissertation Guidelines.