

Online MBA and Post Graduate programs *in International Hospitality and Service Industries Management*

Specializations:

- General Management for Service Industries
- Asset and Revenue Management
- Marketing and Innovation
- Self Designed

Glion's fully Online MBA in International Hospitality and Service Industries Management program is designed to equip working professionals with the expertise to lead and motivate individuals, teams and organizations within a diverse and multicultural global business environment.

Designed and delivered by international faculty and industry experts, the business and strategic acumen acquired during this program will allow graduates to develop and refine their analytical skills. At the end of the program, students will have developed an ability to make business decisions with reference to accepted industry standards of business ethics, corporate governance, and social responsibility. Graduates will use proven industry practices to exploit strategic opportunities, be better placed to solve complex business problems, and manage change.

Post Graduate options

Glion Institute of Higher Education also offers online Post Graduate certificate and diploma opportunities for hospitality and service industry professionals who are looking for shorter programs, or do not wish to engage in an applied business project. These programs are ideal for industry professionals who may not have the time to commit to the full Online MBA or go deeper into the interactive content, but still want to progress professionally and network in a classroom of international professionals. Learn more about these programs.

MBA Program Structure

The program comprises seven core courses and three elective courses which differ depending on your specialization.

After the core courses, you will undertake three predefined courses on the General Management for Service Industries, Marketing and Innovation, or Asset and Revenue Management specialization programs.

You may also choose the ‘Self Designed’ option and select any three courses from the other specializations.

You will complete your degree with a dissertation or Applied Research Project for a total of 36 credit points.

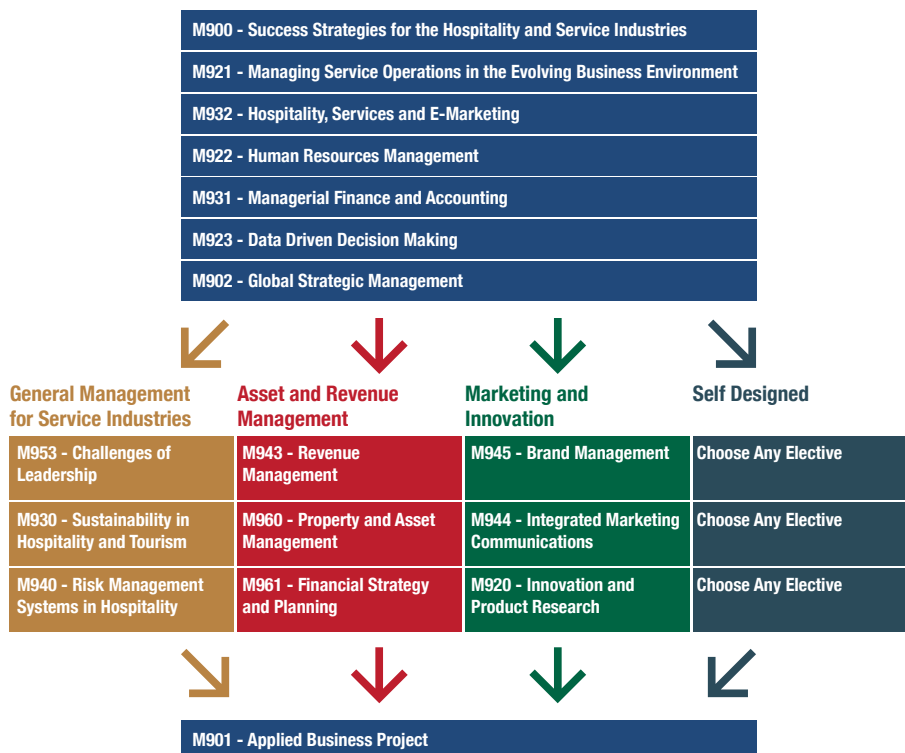
Each course is eight weeks in length. By taking one course at a time you can explore a specific subject in depth without distractions.

Post Graduate Programs Structure

Students following the online Post Graduate Certificate in International Hospitality and Services Administration program will complete six of the seven core modules (18 credits) from the Online MBA program.

The Post Graduate Diploma in International Hospitality and Services Management program requires that students complete six of the seven core modules, and choose six of the specialization courses (36 credits) from the Online MBA program. Students can then tailor the program to suit individual business needs by selecting their preferred six specialization courses from any of the three specialization tracks offered on the Online MBA program.

Program Structure: Glion MBA in International Hospitality and Service Industries Management (IHM)



Core Courses (All programs)

M900 - Success Strategies for the Hospitality and Service Industries	3 credits
M921 - Managing Service Operations in the Evolving Business Environment . .	3 credits
M932 - Hospitality, Services and E-Marketing	3 credits
M922 - Human Resources Management	3 credits
M931 - Managerial Finance and Accounting	3 credits
M923 - Data Driven Decision Making	3 credits
M902 - Global Strategic Management	3 credits

Specialized Courses

General Management for Service Industries

M953 - Challenges of Leadership.	3 credits
M930 - Sustainability in Hospitality and Tourism.	3 credits
M940 - Risk Management Systems in Hospitality.	3 credits

Asset and Revenue Management

M943 - Revenue Management.	3 credits
M960 - Property and Asset Management	3 credits
M961 - Financial Strategy and Planning.	3 credits

Marketing and Innovation

M945 - Brand Management	3 credits
M944 - Integrated Marketing Communications.	3 credits
M920 - Innovation and Product Research	3 credits

Self Designed (Students choose any three of the following courses - subject to availability)

M953 - Challenges of Leadership.	3 credits
M930 - Sustainability in Hospitality and Tourism.	3 credits
M940 - Risk Management Systems in Hospitality.	3 credits
M943 - Revenue Management.	3 credits
M960 - Property and Asset Management	3 credits
M961 - Financial Strategy and Planning.	3 credits
M945 - Brand Management	3 credits
M944 - Integrated Marketing Communications.	3 credits
M920 - Innovation and Product Research	3 credits

Final Core Course (you must pass this to receive the award of the MBA)

M901 – Applied Business Project	6 credits
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Applied Business Project (All programs)

The culmination of your program, this written applied business research and consulting project demonstrates your mastery and integration of all your previous learning. The applied project or dissertation is an original piece of work that applies your new knowledge and experience and allows you to prove your mastery of the techniques you have studied.

Students choose their project or dissertation topic in conjunction with their Applied Project/Dissertation Personal Advisor, an academic supervisor who will provide support throughout the study and writing process. It is expected that the primary focus of your project or dissertation be relevant to a topic in the field of international Hospitality or Services Management.

Core Courses

M900 - Success Strategies for the Hospitality and Service Industries

This core course introduces students to the practice of studying business and management online. As well as familiarizing students with Glion Institute of Higher Education online, it covers strategies for learning in a boundary less study environment. It encourages students to explore the materials, techniques and resources available to support their learning while discovering the best ways to interact with instructors and other course participants. Orientating students to the institutions requirements and expectations for scholarly writing and academic integrity, the course uses a business and management context to introduce online study at Masters level. Students will practice ways to monitor their own progress and motivate themselves as a learner, while progressing through the program.

M921 - Managing Service Operations in the Evolving Business Environment

The aim of this core course is to understand and apply the practices of management in complex, rapidly changing global organizations. This course seeks to develop an understanding of the larger context in which businesses and particularly service organizations operate. The course covers the areas of political, social, legal, economic, technology, and environmental contexts accordingly. In addition, this course will develop an understanding of the new management paradigm that creates shared visions, employee empowerment and cross-functional, self-managed teams within hospitality and related service industries.

M932 - Hospitality, Services and E-Marketing

Marketing management fundamentals and electronic commerce are discussed as processes that explain the dynamic relationships between international corporations and their target markets and audiences. Analysis, planning, implementation, and program management are emphasized throughout the core course as support functions for corporate strategy focusing on customer value for service industries. The major objective of this course is to understand the relationship between corporate (umbrella) and brand strategies that offer their customers emotional and physical value.

M922 - Human Resources Management

This core course examines the development of theories and methods of Human Resources intervention as a business partner in organizations. It considers how human resources decisions are influenced by forces internal and external to the firm. In particular it addresses the role of HR in managing performance, structure, learning, frameworks of meaning and change. Special emphasis is given to the subject area in a global context. It also concentrates on Managing Careers individually and organizationally.

M931 - Managerial Finance & Accounting

The financial issues that managers of business units of all sizes face in risk management, valuation, financing, and investment decisions are emphasized in this core course. Analysis is built around the objective of balancing the multiple demands and interests of a variety of stakeholders: shareholders, management, suppliers, distributors, employees, the local environment, tax authorities and others. The course employs a multi-faceted approach to managerial decisions.

M923 - Data Driven Decision Making

This core course prepares students for conducting applied research and management consulting projects in business and management. Students will study problem identification, research design strategies, sources and collection of data, and the analysis and presentation of data as applied to problem solving, decision making and strategic planning in organizations. The course will explore traditional techniques and methods of data analysis for research projects. The role of management will be explained and a small group consulting exercise conducted.

M902 - Global Strategic Management

This core course considers the challenges and opportunities for service industries in contemporary global business environments. It explores strategies that are particularly pertinent to the international context and mercurial nature of business across borders. It will compare and contrast multiple perspectives on strategy with the aim of helping students to become both analytical and creative strategic thinkers.

Specialization Courses

General Management for Service Industries

M953 - Challenges of Leadership

This is a highly interactive specialized course which examines the challenges of contemporary leadership in modern organizations. Key classical and modern theories and models of leadership are presented with strong emphasis on the role of leaders in the management of change and strategy execution. Academic input is tied throughout the course to practice examples.

M930 - Sustainability in Hospitality and Tourism

This specialized course intends to inform managers in the tourism and hospitality industries of the principles of sustainable tourism and how they can be applied to, and beneficial for, the management and development of resorts, destinations, natural attractions, heritage, transport, and the like. Focus will be placed on the role of sustainability as part of corporate social responsibility, marketing, long term business success, environmental and socio-cultural stewardship. The role and nature of consumer awareness and demand for sustainable tourism products will be examined. Case studies will be used to explore issues concerning the planning and application of sustainable tourism principles and the complexities of that process.

M940 - Risk Management Systems in Hospitality

Risk and injury, to the customer, is now an important aspect of leisure, sport and tourism management. Its control and minimization is essential if a business is to be successful. In addition, climate change will bring new challenges to managing risk and safety for tourism facilities together with destinations. Consequently, the aim of the specialized course is to develop understanding, cognition and evaluation of the importance of leisure/tourism accidents and risk, within a practical management framework.

Asset and Revenue Management

M943 - Revenue Management

In this specialized course, revenue management is concerned with demand-management decisions and the methodology and systems to make such decisions. Organizations segment buyers by providing different conditions and terms of trade that profitably exploit segments' different buying behavior, or willingness to pay and create brands to satisfy these segments' expectations, while attempting to maximize revenues. Scientific advances in economics, statistics, operations research, and information technology has allowed the services industry to take a sophisticated, detailed, and intensely operational approach to making demand-management decisions.

M960 - Property and Asset Management

In this specialized course students will enhance their knowledge of wealth planning and management for retail and institutional investors. It will also provide a comprehensive overview of portfolio management and a theoretical and empirical approach to hospitality real estate development investment and operation.

M961 - Financial Strategy and Planning

Sound financial strategies form the basis for competitive advantage, especially in global business environments. This specialized course will cover both traditional and rational approaches to financial decision making as well as investigating newer models and approaches in times of risk and uncertainty providing students with tools to meet strategic organizational goals.



Marketing and Innovation

M945 - Brand Management

Brand management is presented as a marketing function that hospitality and tourism organizations practice to ensure that their company, products, and services' identity and images are consistent with their markets' perceptions. The development of profitable brand strategies are dissected within the context of designing integrated marketing communications plans to reach diverse international markets. The major objective of this specialized course is to understand how to capitalize on the equity of company brands in order to build business that is sustainable.

M944 - Integrated Marketing Communications

Identity management is dissected for a clear understanding of how hospitality and tourism corporations plan marketing communications campaign integration. Campaign integration is key to reaching diverse, global audiences with consistent persuasive brand messages. Analyzing the media and its objectives in order to plan and maximize the impact of corporate messages is critical to course discussion. Advances in technology constantly change the media environment and the internet is becoming increasingly important to corporations' communication planning. The major objective of this specialized course is to understand how campaign strategies are organized and delivered to achieve both simple and complex outcomes.

M920 - Innovation and Product Research

Organizations that have an innovative culture lend themselves to improved performance within competitive environments. This innovative culture can be hard to define and create but case studies of successful organizations give indicators towards developing such a culture. Research suggests that a key determinant of creating and sustaining an innovative culture is by empowering creativity and innovation throughout the organization at every level, as opposed to restricting and monopolizing it within a few hands or departments. This specialized course sets out to capture much of what we have learned about creating and managing innovation within organizations.

Final Core Course

M901 - Applied Business Project

Students are expected to identify a suitable subject for study in the hospitality, tourism and related service industries and then develop a contract or team charter in collaboration with a client. The project or dissertation provides an opportunity to conduct a project related to the needs of an employer or other organization of special interest. A variety of formats for the project are acceptable including: a strategic plan for an organizational change, case study, academic style of dissertation, or industry analysis report. This final core course must be passed before a student can be awarded their Masters degree.