



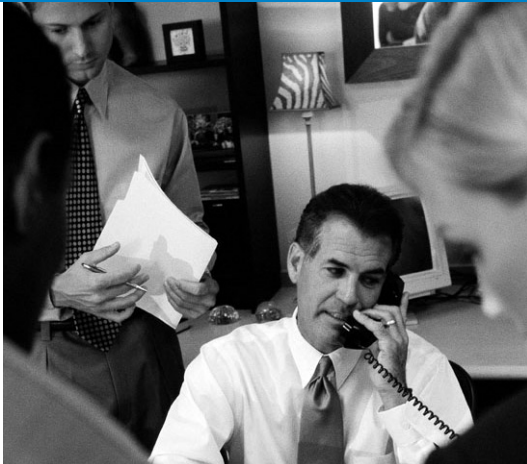
TOURISM  
INSTITUTE  
AUSTRALIA

MBA

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Tourism and Hospitality Management





12 MONTH PROGRAMME  
THAT ADDRESSES  
INNOVATIVE, GROUND  
BREAKING AND CUTTING  
EDGE TOURISM  
AND HOSPITALITY  
MANAGEMENT ISSUES

## The Master of Business Administration Tourism and Hospitality Management

### Tourism Institute Australia

Tourism is one of the fastest growing industries in all developing and developed countries in the world. In order to keep pace with the rapid global developments in the Tourism, Hospitality and Event Management professions it is vital that innovative, ground breaking, cutting edge vocationally orientated undergraduate and postgraduate programmes are developed for the Tourism and Hospitality industry.

Tourism Institute Australia ("TIA") has risen to this challenge and developed the Master of Business Administration (MBA) in Tourism and Hospitality Management as well as a Bachelor of Business Administration (BBA) in Tourism and Hospitality Management.

TIA is based in Adelaide, South Australia and is accredited by the South Australian Government under the Australian Qualifications Framework to offer qualification courses.

### MBA Overview

The Tourism MBA is designed for those who want to be the best prepared in their profession in Tourism and Hospitality Management. Specifically aimed at working adults and university graduates with limited work experience, it combines the convenience of directed reading with the participant/faculty interaction that comes with intensive workshops.

### Course Content

#### The subjects are as follows:

- Entrepreneurship
- Strategic Management
- Leadership
- Strategic Marketing
- Strategic Human Resource Management
- Strategic Operations Issues
- Strategic Finance Issues
- Strategic Legal and Social Issues
- Strategic Hotel Management Issues
- Event Management
- Strategic Resort Management Issues
- Tourism Management Project



### Course Design and Content

The summaries of the 12 subjects are shown in the table overleaf.

Each subject involves the presentation of a body of knowledge by faculty with extensive managerial and tourism related management experience. The learning approach uses lectures, video presentations, case studies, group discussions and directed reading.

As the action-oriented learning approach is used in the delivery of the programme, participants are able to maximise their tourism and hospitality management skills and potential by completing the assignments and the Tourism Management Project, thereby applying theory to practice.

The coursework, assignments, the Tourism Management Project and examinations will normally be completed in 12 months.

### Assessment

For each of the first eleven subjects, participants will complete an assignment and an examination.

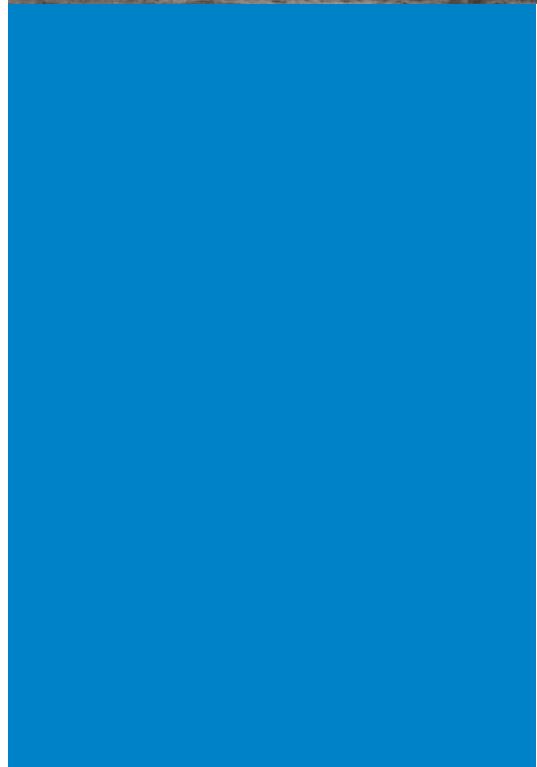
For the Tourism Management Project, the participants will complete a major assignment comprising a real-life tourism and hospitality related project where the participants utilise the skills gained during the specialised programme to undertake hands-on research in a new business enterprise or an existing workplace in the tourism and hospitality industry.

### Fees

The fee for the course is set out in the insert. It covers tuition, course notes and assessment.

### Faculty

The Tourism MBA subjects are facilitated by a highly qualified and experienced team of facilitators who are committed to the ideals of tourism and hospitality management development.



## Entry requirements

For admission into the 12 subject course, applicants normally must have:

- an acceptable bachelor degree or a relevant professional qualification conducted at a standard equivalent to a bachelor's degree; and
- access to a workplace or projects which could be the basis of their assignments and project.

Participants not having an acceptable bachelor degree or equivalent do have a pathway to the MBA on a stage-by stage basis. They are required to successfully complete the 4-subject Graduate Certificate in Management, followed by the 4-subject Graduate Diploma in Management and finally the 4-subject MBA stage of the course. They may enroll in the Graduate Certificate in Management course provided they have:

- completed a qualification deemed equivalent to an Advanced Diploma under the Australian Qualifications Framework **or** are able to demonstrate that they have equivalent experience and learning (for example, in the form of ranking **or** seniority in their organisation) or have specialised professional or technical qualifications or such other qualifications as are deemed acceptable to the Director;
- at least five years' significant work experience;
- access to a workplace or projects which could be the basis of their assignments and project; and
- adequate proficiency in English, of levels similar to that adopted by universities.

Subjects	Summaries
<b>Entrepreneurship</b>	The objective of the subject is to provide participants with an in-depth knowledge of the concept of entrepreneurship in the context of entrepreneurs, entrepreneurial organisations and entrepreneurial countries.
<b>Strategic Management</b>	The aim of this subject is to provide the participant with an in-depth knowledge of the principles and practice of corporate strategy formulation built around a systematic approach to strategic management.
<b>Leadership</b>	This subject will provide the participants with a systematic study of how individuals and groups behave within an organisational setting and the impact of leadership on this behaviour.
<b>Strategic Marketing</b>	This subject is designed to provide participants with an in-depth knowledge of the marketing concept and the major principles, techniques and theories relating to the strategic practice of marketing, including the development and implementation of competitive marketing strategies.
<b>Strategic Human Resource Management</b>	The subject provides participants with an understanding of the formal relationship between the employer and the employee and of the techniques and methods aimed at making that relationship more effective.
<b>Strategic Operations Issues</b>	The aim of this subject is to provide participants with an in-depth knowledge of strategic operations issues that are critical for the operations of an organisation, to the end that the operations may become more efficient and effective.
<b>Strategic Finance Issues</b>	The subject is designed to prepare participants for effective and efficient planning and management of financial and resource requirements and targets.
<b>Strategic Legal and Social Issues</b>	The objective of this subject is to provide the participants with an awareness and understanding of the principles of corporate governance and legal responsibilities of management.
<b>Strategic Hotel Management Issues</b>	The subject examines hotel management issues in the context of international changes and development that have a bearing on the tourism and hotel industry.
<b>Event Management</b>	This subject introduces to participants the principles, practice and process of event management including strategic and stakeholder issues in event management, project management and marketing and public relations.
<b>Strategic Resort Management Issues</b>	This subject examines strategic resort management issues in the context of recreational amenities, resort marketing and operations, resort guest activities and the future of resorts in the context of the changing environment.
<b>Tourism Management Project</b>	The objective of this subject is to enable participants to undertake a major tourism management project, using their knowledge of case study research as a method.

For more details, please contact: **The Recruitment & Placement Managers**



website: [www.tia.edu.au](http://www.tia.edu.au)  
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also represented with offices in Sabah and Sarawak