

COURSE DESCRIPTIONS OF DEPARTMENTAL SPECIALIZATION COURSES (MBA)

TOURISM AND HOSPITALITY MANAGEMENT (THM)

THM 6001: International Tourism and Tourists

Pre-requisite: MBA 5210

This course develops skills, knowledge, and understanding of international tourism and tourists by analyzing international tourism destinations and organizations, the tourism supply chain, tourism demand, and global forces that might impact the sustainability of tourism systems.

THM 6002: Managing the Tourism and Hospitality Workforce

Pre-requisite: MBA 5210

This course enables the students to understand the definitions, concepts, and theories underpinning human resource management. Students will be able to evaluate traditional and contemporary industry practices and explore the issues that impact human resources management in the tourism and hospitality industries.

THM 6003: Tourist Consumer Behavior and Marketing

Pre-requisite: MBA 5210

The course deals with the theoretical frameworks that underpin patterns of consumer demand. Effective and creative marketing is based on sound analysis and is relevant to hospitality, events, and tourism. It teaches models and concepts drawn from mainstream marketing, tourism marketing, and the social sciences so that students can develop a comprehensive understanding of tourist consumer behavior and the tourist decision-making process.

THM 6004: Contemporary Issues in International Hospitality, Events and Tourism

Pre-requisite: MBA 5210

The course deals with various topics, including branding, climate change, digital marketing, entrepreneurship, environmental issues, events, finance, human resources, marketing, risk management, revenue management, social media, and tourist consumer behavior as applied to the international tourism sector. It helps to research the chosen subject area, critically analyze the literature and theory, and write an article suitable for publication in an academic journal. This makes the students work on their own with the support of a specialist academic tutor.

THM 6005: Entrepreneurship in Tourism

Pre-requisite: MBA 5210

This course is based on the knowledge and skills that support the development and critical evaluation of entrepreneurship in tourism. Various theoretical frameworks will enable students to appreciate the value of tourism enterprise and the complexities of exploiting entrepreneurial opportunities offered by the tourism industry. The course develops students' understanding of the resource needs for tourism venture start-ups, underlying processes of entrepreneurial activity, and tourism enterprise outcomes. It also identifies key issues affecting tourism entrepreneurship and tools for effectively managing tourism businesses.

THM 6006: Risk and Crisis Management

Pre-requisite: MBA 5210

This course examines the different aspects of risk, including general theories, risk and crisis management models, approaches to planning, conceptions and perceptions of risk, crowds, the regulatory and legal framework, and crisis management. By analyzing various case studies, factual catastrophic incidents, and theoretical topics, the students acquire considerable knowledge regarding risk and crisis management. It is also hoped that the students will develop their analytical abilities by implementing the learned theories into practical lives to mitigate emergencies and maintain a safe and secure workplace. Moreover, it enables the students to critically evaluate stakeholder involvement's potential complexity and diversity in risk and crisis management.