

MASTERS IN TOURISM MANAGEMENT - HM771
DURATION OF STUDY: 1.5 – 2.5 YEARS/ 3 - 5 SEMESTERS
(INTAKE : MARCH & OCTOBER)

Synopsis

The Master's Program by coursework is designed to train an individual or industry professional seeking to advance their careers. This programme prepares the students for middle and upper-level management positions in the broad realms of hotels, resorts, restaurants, food service, tourism, and gastronomy-related fields. Students are expected to augment managerial competencies, analytical and organisational skills, and the ability to anticipate, decide and solve matters in situations related in his or her professional fields. The length of study is 1 ½ years for a full-time and 2 ½ years for a part-time basis. Successful completion of approved subjects leads to the award of a Master in Hospitality Management, Master in Tourism Management, Master in Foodservice Management, or Master in Gastronomy.

Entry Requirement

General	
<p>i. Bachelor of Science (Hons.) from UiTM in a related and appropriate area of specialization with a minimum CGPA of 2.75</p> <p>OR</p> <p>ii Bachelor's degree or its equivalent from other recognized universities approved by UiTM with minimum CGPA of 2.75 and working experience of two (2) years in related field.</p> <p>OR</p> <p>iii. A Bachelor's degree in the fields or related fields or equivalent not meeting a CGPA of 2.75 can be accepted subject to a minimum of five (5) years of working experience in a related field.</p> <p>Candidates without a qualification in the related fields or working experience in the relevant field must undergo PASS prerequisite courses determined by the faculty.</p>	
Local	International
<p>OR</p> <p>Fulfilled the Accreditation of Prior Experiential Learning (APEL) admission process for Master's Degree in related area</p>	<p>Language Requirements</p> <p>International applicants are required to obtain a minimum:</p> <ul style="list-style-type: none"> ● Malaysian University English Test (MUET) Band 3 ● IELTS Band 5 ● TOEFL: Internet-Based Test (IBT: 35 - 45); Computer-Based Test (CBT: 107 - 131); Paper-Based Test (417 - 450) ● CEFR: B1 ● TOEIC: 356 - 440 ● BULATS: 40 - 59 <p>Candidates who do not have TOEFL or IELTS are required to attend six (6) months of English Proficiency Class (EPC) prior to enrolment in the program. Upon completion of the EPC program, candidates need to sit for TOEFL/IELTS/MUET examination with the score as stated above.</p>

Fee Structures

Local

FEES	TOTAL RINGGIT MALAYSIA (RM)	
	Full-time	Part-time
Fees for semester 1	RM2,398	RM2,038
Fees for semester 2	RM2,225	RM1,565
Fees for semester 3	RM1,835	RM1,265
Fees for semester 4		RM1,265
Fees for semester 5		RM1,475
TOTAL ESTIMATION FOR TUITION FEES	RM6,458	RM7,608

**ESTIMATED FEES* Subject to change*

**Fees for Convocation RM210 will be charged in the final semester*

International

FEES	TOTAL RINGGIT MALAYSIA (RM)
Fees for semester 1	RM4,880
Fees for semester 2	RM4,545
Fees for semester 3	RM3,405
TOTAL ESTIMATION FOR TUITION FEES	RM12,830

Program Structures

FULL-TIME		
Year 1		Year 2
Semester 1	Semester 2	Semester 3
1. HTM701 - Research Methodology for Hospitality and Tourism	1. HTM720 - Quantitative Methods for Hospitality Research	1. HTM761 - Hospitality and Tourism Global Issues
2. HTM705 - Strategic Marketing for Hospitality and Tourism	2. HTM750 - Global Strategic Management for Hospitality and Tourism	2. HTM775 - Graduate Research
3. HTT712 – Tourism Destination Analysis	3. HTT708 - Tourism Distribution Channel	
4. HTT751 - Event Planning and Analysis	4. HTT777 - Tourism Innovation	
5. ELECTIVES (Choose ONE only)	5. ELECTIVES (Choose ONE only)	
a. HTT753 - Event Marketing and Sponsorship	a. HTT704 - Convention and Exposition Management	
b. HTT710 - Tourism Environment and Planning	b. HTT702 - International Event Management	
c. HTT752 - Tourism Marketing Communication: Analysis and Decision	c. HTT706 - Tourism Product and Price Analysis	
	d. HTT754 - Tourism Marketing Decision Making: Case Studies	
	e. HTT760 - Development Planning and Design Standards	
	f. HTT770 - Tourism Collaboration and Partnership	

PART-TIME			
Year 1		Year 2	
Semester 1	Semester 2	Semester 3	Semester 4
1. HTM701- Research Methodology for Hospitality and Tourism 2. HTM705 - Strategic Marketing for Hospitality and Tourism 3. HTT712 - Tourism Destination Analysis 4. ELECTIVES (Choose ONE only) a. HTT753 - Event Marketing and Sponsorship * b. HTT710 - Tourism Environment and Planning c. HTT752 - Tourism Marketing Communication: Analysis and Decision	1. HTM720 - Quantitative Methods for Hospitality Research 2. HTT708 - Tourism Distribution Channel 3. HTT751 - Event Planning and Analysis	1. HTM761 - Hospitality and Tourism Global Issues 2. HTT777 - Tourism Innovation	1. HTM750 - Global Strategic Management for Hospitality And Tourism 2. HTT704 - Convention and Exposition Management * 3. ELECTIVES (Choose ONE only) a. HTT704 - Convention and Exposition Management * b. HTT702 - International Event Management c. HTT706 - Tourism Product and Price Analysis d. HTT754 - Tourism Marketing Decision Making: Case Studies e. HTT760 - Development Planning and Design Standards f. HTT770 – Tourism Collaboration and Partnership

PART-TIME
Year 3
Semester 5
1. HTM775 – Graduate Research