



**IICSE University**  
...a liberal arts education

## MBA in Tourism and Hotel Management

# Graduate Program

### Master of Business Administration (MBA)

## MBA | TOURISM AND HOTEL MANAGEMENT



**T**he MBA in Tourism and Hotel Management provides a good understanding of the concept and structure of Tourism and Hospitality Management. The subject areas are designed to give a body of skill and knowledge by integrating critical strategies and techniques with the principles of tourism and hospitality management.

The MBA program is designed to develop students' ability to apply business and leadership strategies to tourism and hospitality industry specific situations. It will prepare students with specific competencies for the tourism and hospitality business in a practice oriented and holistic approach, taking into consideration the fact that the prosperous tourism sector is recruiting more and more managers, who are dynamic and hard working in the field.

The program offers career opportunities as Hotel and Resort Managers, Assistant Managers, Human Resource Manager, General Managers, Food and Beverage Director, Conference Planner, Convention Planners, Special Event Planners, Front Office Managers, Travel Agents and Group Travel Facilitators.

[www.iicseuniversity.org](http://www.iicseuniversity.org)



**The Program Structure:**

Course Code	MBA: <b>First</b> Semester Courses	Credit
MB 101	Principles and Practice of Management	2
MB 102	Organizational Behavior	3
MB 103	Quantitative Techniques for Management	3
MB 104	Managerial Economics	2
MB 105	Management Accounting	2
MB 106	Marketing Management	3
<b>TOTAL CREDITS</b>		<b>15</b>
Course Code	MBA: <b>Second</b> Semester Courses	Credit
MB 201	Business Environment	2
MB 202	Computer Applications in Management	3
MB 203	Human Resource Management	3
MB 204	Financial Management	2
MB 205	Operation and Production Management	2
MB 206	Research Methods in Management	3
<b>TOTAL CREDITS</b>		<b>15</b>
Course Code	MBA: <b>Third</b> Semester Courses	Credit
MB 301	Business Policy and Strategic Management	2
MB 302	Introduction to tourism	3
MB 303	Airlines Management	3
MB 304	Management of Travel Agency and Tour Mgt.	2
MB 305	Legal and regulatory Framework of Tourism	2
MB 306	Information Technology for Management	3
<b>TOTAL CREDITS</b>		<b>15</b>
Course Code	MBA: <b>Fourth</b> Semester Courses	Credit
MB 401	Business Ethics and Ethos	2
MB 402	Project Management	3
MB 403	Business Laws	3
MB 404	Hotel Management	2
MB 405	Event and Conference Management	2
MB 406	Master Thesis	3
<b>TOTAL CREDITS</b>		<b>15</b>

**The thesis**

A thesis on a particular topic of your choice (with a Supervisor's approval) will be completed by each student in the last semester. There is considerable scope in the choice of subject areas by the student and the research method employed. Each student is allocated a supervisor who guides them through the thesis. The thesis aims to assimilate the theoretical and practical elements of the academic program of study.

**Duration of program:** A Semester runs for a period of three months. Our "Master's Degree" programs are completed within the period of four semesters (one year). We allow extension in the period of study, in case your courses could not be completed within the stipulated time frame. No additional fee, no extra charge for extension in the period of study.

**How to apply**

Prospective student must complete the Admission Form and pay the processing fee of \$45 USD or its equivalent. The processing fee is refundable if admission is denied.



**Applications for the program:**

Applications for this program are made online by going to [www.iicseuniversity.org/apply.html](http://www.iicseuniversity.org/apply.html)