

Tripartite Master of Science Degree in Global Hospitality Business

Defining the future development of
the global hospitality industry

Switzerland
•
Hong Kong
•
USA

Hospitality is one of the fastest growing and most dynamic sectors of global business, and industry professionals require a 21st century skill set to stay competitive. In a world that has become very connected, it is vital that future leaders have strong international perspectives and an in-depth understanding of cultural immersion in the global hospitality business.

To be qualified for this exciting and competitive business, you need to be where the action is. That's Asia, the world's fastest growing region for hospitality and tourism. And there's no better place to ride this "Asian Wave" than Hong Kong.

Based in Hong Kong and at the heart of the booming Asia-Pacific region, the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) is uniquely positioned to not only ride the Asian wave, but also to lead the world in educational excellence. The SHTM has joined forces with the Lausanne Hotel School (EHL) and Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston (UH) to offer to you the tripartite **Master of Science (MSc) in Global Hospitality Business** programme.

Earn a degree from the SHTM at PolyU and take the future into your own hands! You will be supported by the School's placement office in finding a position that best suits your career focus and aspirations.

Your career starts here – in Hong Kong!

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

For 40 years, the SHTM has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Rated No. 1 in the world in the "Hospitality and Tourism Management" category according to ShanghaiRanking's Global Ranking of Academic Subjects 2017/18, placed No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017 and ranked among the top 3 "Hospitality and Leisure Management" institutions globally in the QS World University Rankings by Subject 2017/18, the SHTM is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

At the SHTM, close to 2,000 students are guided by 75 academic staff from 22 countries and regions with more than 400 combined years of experience in the hospitality industry. Students are provided with a service-oriented education that is truly global in its scope, offering real-world managerial skills.

The School is housed in its own complex that includes its teaching and research hotel, Hotel ICON, where teaching, learning and research are integrated into a full-service environment. In 2012, the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) bestowed its McCool Breakthrough Award on the SHTM, recognising its ground-breaking hospitality and tourism education model with Hotel ICON at its centre.



Programme Features

Students of this exceptional programme can expect three semesters packed with an unparalleled blend of classes and cultural and business immersion on three continents, a real-life consultancy project and a unique global educational experience.

- ✦ Students will learn from experienced academics and international industry practitioners, will be immersed in global culture and business practice, and will attend numerous professional seminars.
- ✦ They will join a talented cohort from around the globe to develop and hone their hospitality philosophy and construct their management toolbox while enjoying exceptional proximity to buoyant markets and industry leaders.
- ✦ A particular high point will be the completion of a real-life consultancy business project assigned by our industry partners. Multicultural teams of three to four students will be formed for each project, working across a span of 18 months.
- ✦ Students will experience three world-class campuses and research centres and access three outstanding alumni networks. While gaining exposure to the latest trends in the hospitality industry, they will refine their career plans and shape their global perspectives.
- ✦ Upon graduation, students will receive the MSc in Global Hospitality Business degree awarded by PolyU and a "Certificate of Completion" issued by both the EHL and UH.

Programme Structure

Students must complete 36 credits to earn the MSc in Global Hospitality Business. Those students admitted at the SHTM are expected to apply to transfer any 9 out of 12 credits that are taken at the EHL and UH respectively to PolyU. The programme structure is outlined as follows.

Sequence	Credits	Subject Titles
<p>1st Semester Compulsory subjects to be taken at EHL</p>	<p>3 credits each (Total 12 credits)^a</p>	<ul style="list-style-type: none"> • Hospitality Business Strategies in Europe, the Middle East and Africa • Hospitality Real Estate Finance and Investments • Advanced Corporate Finance and Concepts of International Finance • Business Research Methods and Project Management Tools
<p>2nd Semester Compulsory subjects to be taken at SHTM</p>	<p>3 credits each except Academic Business Project (Total 18 credits)</p>	<ul style="list-style-type: none"> • Marketing Management in the Hospitality and Tourism Industry • Revenue Management in the Hospitality Industry • Quality Service Management for the Hospitality and Tourism Industry • Hospitality Business Strategies in Asia – China Hotel and Tourism Business Studies • Academic Business Project^b (6 credits)
<p>3rd Semester Compulsory subjects to be taken at UH</p>	<p>3 credits each (Total 12 credits)^a</p>	<ul style="list-style-type: none"> • Hospitality Business Strategies in the Americas and the Caribbean • Innovative Hospitality Technologies • Organisational Behaviour and Hospitality Leadership Strategies • Elective
Total	36 credits^a	

Notes:

- a. Students are required to enrol in all of the above subjects, and are expected to apply to transfer any 9 out of 12 credits that are taken at the EHL and UH respectively to PolyU. As such, 18 out of 36 credits will be transferred from those institutions to PolyU.
- b. The Academic Business Project carries 6 credits and is considered to be a subject taken at PolyU SHTM. It may be extended into the summer term.

Mode of Study

This MSc programme is offered in full-time mode only. Classes may be scheduled either in the evening or the daytime, or a combination of both.

The programme can be completed in 1.5 years, or spread across three years.



Academic Partners

Lausanne Hotel School
Switzerland

www.ehl.edu

Conrad N. Hilton College of Hotel
and Restaurant Management
University of Houston, U.S.A.

www.hrm.uh.edu



Industry Support

Accor • Bench Events • Candrian Catering • citizenM hotels • Dorchester Collection • Dusit International • Fairmont Raffles Hotels International • Four Seasons Hotels & Resorts • Groupe Laurent-Perrier • Harilela Hotels • Hilton Worldwide • Hong Kong Convention and Exhibition Centre • Hong Thai Travel Services • Hyatt International • Jumeirah Group • Marco Polo Hotels • Michel

Reybier • Mövenpick Hotels & Resorts • Pacific Asia Travel Association • Regal Hotels International • Rhombus International Hotels Group • Servair • SGS • Spectrum Catering, Concessions & Events • STR Global • Swiss International Air Lines • Swissôtel Hotels & Resorts • The Indian Hotels Company • Travel Industry Council of Hong Kong • Worldhotels • Yue Hwa Chinese Products Emporium Limited

Global Hospitality Business Scholarships

The SHTM offers a considerable number of scholarships to qualified students in the MSc in Global Hospitality Business programme who demonstrate a high level of academic merit, and have received honours and awards. Other selection criteria include students' non-academic achievements. Applicants for the scholarship may

be invited to attend interviews. The suitability of each applicant will be subject to assessment by a panel of judges chaired by the Dean of School.

The SHTM offers scholarships up to the amount of HK\$50,000 to each qualified student, subject to the above-mentioned selection criteria.

Notes:

- Information on the Global Hospitality Business Scholarships is provided here for reference only and is subject to change without prior notice.
- The SHTM reserves the ultimate right to the use of the informational contents of the scholarships listed herein and any changes/revisions made thereof.
- Enquirers should visit the SHTM's website frequently to obtain the latest information on our scholarships.

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<https://shtm.polyu.edu.hk/mgh>

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