



HKPolyUx  
**MicroMasters in  
 International  
 Hospitality  
 Management**

**FREE** ONLINE COURSES



Free Access



Alumni Association



Private Tutoring



Completion Certificate

**Learn Anytime, Learn Your Way, Learn for Free!**

The online MicroMasters Programme in International Hospitality Management is offered by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University. This innovative programme helps you bridge the gap between work and higher education, providing a strong foundation in global hospitality management. You can study at your own pace, with free access to all course materials. It is a great way to explore master's-level coursework and expand your professional network in the hospitality and tourism fields.

RENOWNED AS

**1<sup>st</sup>**

MICROMASTERS IN THE FIELD

MORE THAN

**118,000**

ENROLLMENT

LEARNERS BASED IN

**220+**

COUNTRIES & REGIONS



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 Enroll  
 Now**



THE HONG KONG  
 POLYTECHNIC UNIVERSITY  
 香港理工大學



**shtm**  
 SCHOOL OF HOTEL &  
 TOURISM MANAGEMENT



# COURSES

in the **MicroMasters Programme**



## **HTM533x Managing Human Resources in the Hospitality and Tourism Industry**

This course will cover contemporary issues in managing human capital in the hotel and tourism industry, from macro- and micro-perspectives. You'll learn about organisational culture, staffing, leadership, and employee motivation. We'll also discuss cross-cultural approaches to human resource management.



## **HTM534x Managing Marketing in the Hospitality and Tourism Industry**

This course will discuss marketing services and experiences in the hotel and tourism industry. You'll learn how to build customer loyalty, create strong brands, and communicate effectively with stakeholders. You'll also gain insights on marketing to new and loyal customers.



## **HTM540x Innovation and Technology Management in Tourism and Hospitality**

In this course, you will learn about the importance of Information and Communication Technology (ICT) in the context of business, marketing, revenue strategies, and customer services, as well as how it impacts the hospitality and tourism industries.



## **HTM541x Luxury Management**

In this course, you will gain knowledge and skills in managing luxury brands in the hotel and tourism industry, analysing their essence, mastering marketing techniques, and effectively communicating brand value.

# 2025 SCHEDULE

**25**

APR

|

**17**

JUL

HTM534x Managing Marketing in the Hospitality & Tourism Industry

HTM541x Luxury Management

SUMMER COHORT

**22**

AUG

|

**13**

NOV

HTM533x Managing Human Resources in the Hospitality & Tourism Industry

HTM540x Innovation and Technology Management in Tourism & Hospitality

AUTUMN COHORT

## WAYS TO TAKE THE COURSE

Choose your own learning path

	VERIFIED TRACK	AUDIT TRACK
Price	USD 278	FREE
Verified Certificates	●	—
Alumni Association	●	—
Graded Assessments	●	—
Learning Support	●	—
Course Access	Unlimited	Limited
Discussion Forums	●	●
Lecture Videos	●	●
Readings Materials	●	●
Course Activities	●	●

**10% OFF**

Enjoy a Discount Offer for the Full Programme Experience!

# PATHWAYS AND CREDIT TRANSFER

This MicroMasters in International Hospitality Management Programme is the first-of-its-kind credit-bearing credential providing a pathway to five SHTM's flagship Master of Science (MSc) Programmes.



## PROGRAMME ENQUIRIES:

**Miss Judy Zhang**

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### STEP 1

**Enrol in the Course and Become an Audit Learner**

### STEP 2

**Upgrade to a Verified Learner and Obtain the Course Certificate**

### STEP 3

**Earn MicroMasters Credentials**

Accomplish the four courses and earn the MicroMasters credentials

### STEP 4

**Apply to the SHTM's MSc Programme:**

- MSc in Innovation & Entrepreneurship in Hospitality
- MSc in International Hospitality Management
- MSc in International Tourism and Convention Management
- MSc in International Wine Management
- MSc in Luxury Experiences Management

### STEP 5

**Transfer Credits**

Transfer 9 credits upon successful admission to the SHTM's MSc Programme

### STEP 6

**Obtain Your Master's Degree from the SHTM**

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