NANYANG INSTITUTE OF MANAGEMENT 南洋管理学院

Canterbury Christ Church University

Module Synopses

Master of Science in International Hospitality

Awarded by Canterbury Christ Church University

Total numbers of Modules - 7

Module & Description	Hours	Credits
1. International Hospitality Service Experience This module allows you to demonstrate your understanding of the hospitality business, its environments, and its customers. You'll have the theoretical and practical tools to understand the hospitality business landscape and factors influencing the delivery of excellent global customer experience.	50	20
2. Global Food and Drink Design This module examines a global view of gastronomy and its impact, exploring its production, supply issues and how sustainable healthier diets are evolving in today's changing world with more environmental priorities.	50	20
3. Strategic Resources Management This module explores the effective and efficient use of organisational resources considering human, financial, tangible and intangible resources contributing to business success.	50	20
4. Research Methods This module is designed to introduce you to the basics of postgraduate study, and the subject specific background and research requirements appropriate for tourism and events.	50	20
5. Creative Destinations This module examines cultural production and consumption of destinations, looking at creative clusters in heritage, art, music, film, folklore, dance, and design and how places develop their creativity.	50	20

Module & Description	Hours	Credits
6. Applied Consultancy Project This module is taught using an experiential and reflective approach. You will work with a 'client' (a hospitality industry mentor) on a team-based 'consultancy style' project, using real-world practices.	50	20
7. Dissertation The Dissertation is designed to provide you with opportunities for an in-depth investigation of an issue of your own choice within the field of hospitality management. The study will allow you to draw on both your conceptual understanding of your subject as well as the skills and techniques you have acquired during your course.	50	60