

Executive MBA in Hospitality and Tourism Management





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Delivered over 18 months, this online, part-time, distance learning Executive MBA in Hospitality and Tourism Management programme is specially designed for mid-level managers, executives and business leaders who want to stay on top of their game and stand out from their peers. If you want to improve your knowledge, open the door to new opportunities and maximise your earning potential, this is the course for you.

Our Online Executive MBA in Hospitality and Tourism Management offers emerging/aspiring executives and senior managers a scheme of study that develops their academic, critical, reflective and practical understanding of managing complex organisations in a rapidly evolving contemporary global business environment. Subsequently, the programme aims to develop students' capacity to apply the knowledge and skills acquired to help them develop their career and take up successful managerial and leadership positions in the future.

Why Study an Executive MBA with us?

Our Executive MBA Course is University Validated through our partner the University of Gibraltar and accredited by the Institute of Leadership and Management.

Our tutors and programme leaders are not only academics but also business and industry leaders in their fields and on the cutting edge of new developments in leadership, management and business.

Our flexible approach to learning ensures that you do not have to compromise your personal or professional commitments to access top quality postgraduate education.

You can undertake your studies part-time and our Executive MBA programmes can be completed in just 18 months.

Our courses are intensive, but you are provided with the flexibility to ensure that you can fit your studies around your lifestyle and continue working while you study.

You will learn in a multidisciplinary group of professionals from around the world with a variety of different backgrounds. This will give you insights and knowledge across industries, allowing for a learning experience that applies to real-world scenarios and context.

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Course Modules

This eMBA provides students with knowledge and understanding of management theory and practice, theoretical and applied perspective, and the ability to apply knowledge and skills in various organisations. The online Executive MBA lasts 18 months and is a part-time distance learning course. It consists of 6 modules of 20 credits each over the first 12 months, each 6 weeks in duration followed by a 60 credit capstone project which will take a further 6 months to complete.

Module 1 - Marketing Management

Aim of the module:

- The module aims to introduce students to the principles and practices of marketing. Primarily it seeks to develop students' capabilities to effectively direct and manage an organisation's marketing function.

Synopsis of module content:

- Understanding marketing management and developing marketing strategies and plans
- Creating customer value, satisfaction, and loyalty
- Analysing consumer and business markets and Identifying market segments and targets
- Creating brand equity and crafting the brand positioning
- Marketing through the life cycle
- Consumer behaviour, relationships, loyalty and co-creation
- Service dominant logic
- Management of the original and extended marketing mix

On completion of this module, students will be able to:

1. Critically evaluate an organisation's management of its marketing function and develop informed plans to improve it.
2. Critically reflect on the application of emerging marketing practices by various organisations.

Module 2 - Leadership and Organisational Behaviour

Aim of the module:

- The aim of the module is to introduce you to the nature and functioning of organisations and the behaviour of individuals and groups within them.

Synopsis of module content:

- The individual at work
- Motivation, satisfaction and productivity
- Group behaviour and leadership
- Power, authority and conflict in organisations
- Organisational structure and design
- Organisational culture
- Organisational change
- Wellbeing and employee engagement

On completion of this module, students will be able to:

1. Critically evaluate relevant theories and empirical evidence relating to organisational behaviour.
2. Critically appraise and evaluate different strategies for management and leadership.

Module 3 - Financial Management

Aim of the module:

- This module aims to develop your understanding and interpretation of sound financial management to almost all business decisions in order to understand the impact of this function on the principles and practices of executive management decision making.

Synopsis of module content:

- The terminology of accounting and the structure and content of the main financial statements used by business organisations
- The role and use of different financial statements
- The use of management accounting techniques for business planning and decision making
- Sources of business finance and the role of financial information in the financing of a business
- Business budgeting and budgetary control
- The use of investment appraisal techniques in retail management

On completion of this module, students will be able to:

1. Critically evaluate, present and prepare financial information in a clear accurate way.
2. Demonstrate a critical understanding of the use of financial information for management decision making and control.

Module 4 - Strategic Management

Aim of the module:

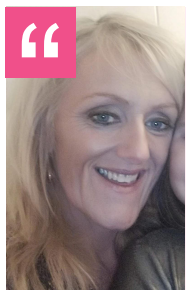
- The module aims to develop your understanding and application of the principles, practices, models and tools called upon to ensure a holistic, responsible approach to strategic management.

Synopsis of module content:

- Strategic management philosophies and schools of thought
- Business Environment Analysis
- Competitive positioning / rivalry
- Core Competencies / Resource Based Strategies
- Generic Business Strategies
- Strategies for growth / sustainability
- Stakeholder engagement / positioning
- Value chain analysis
- Strategic Change

On completion of this module, students will be able to:

1. Critically evaluate an organisation's management of its approach to strategic function and develop informed plans to improve it.
2. Diagnose strategic opportunities or problems and critically evaluate strategic choices and viable strategic options to assist them



"Applying for an eMBA with Learna Business School was one of my best decisions in 2020. The module content is superb and the online features allow my tutor group to actively engage at times to suit us all, wherever we are."

Helen Davies - Current eMBA Student

Module 5 - Tourism Management

Aim of the module:

- This module aims to develop critical understanding and application of how management theories and practices integrate for the effective running and development of tourism organisations.

Synopsis of module content:

- Conceptualising and defining 'Today's Tourism'
- Key principles of managing tourism business
- Managing the functional areas of tourism
- Managing operational resources in tourism
- Marketing principles within tourism
- HRM and service delivery
- Designing and developing tourist attractions
- The public sector and tourism
- Tourism ethics and sustainability
- Managing contemporary issues and disruptions in the tourism sector
- Technology influence and operations in tourism

On completion of this module, students will be able to:

1. Critically evaluate the role of management theory in advancing tourism practices.
2. Critically evaluate mechanisms to help manage an emerging theme in the tourism industry.

Module 6 - Contemporary Hospitality Management

Aim of the module:

- To develop a critical understanding of what it takes to be a successful hospitality manager.
- To develop an in depth understanding and critically evaluate management theory and contemporary practice in the sector.

Synopsis of module content:

- Established and Contemporary issues in Hospitality Management
- Consumer behaviour and relationship management
- Human Resource implications and management
- Financial issues
- Uncertainty, risk and conflict
- Sustainability in hospitality and tourism
- E-Hospitality and technology
- Local / national/ and international aspects

On completion of this module, students will be able to:

1. Critically evaluate the principles and methods of appropriate management activities to the hospitality industry.
2. Critically evaluate the complexity of the global hospitality industry to help inform management decision making.

Final Assessment - Capstone Project

Aim of the module:

- The aim of this module is to consolidate learning acquired during their eMBA into a single capstone project.
- Students will carry out an independent study on a management topic of their choice.
- The project will be focused on an area of interest within either their own workplace setting or a company of their choosing and compile a comprehensive report.



Synopsis of module content:

- Recap the key learning outcomes of the module they have studied
- Evaluate suitable collection, analysis and interpretation of different types of data and evidence
- Determine effective / evidence-based decision making in organisations for business case development
- Develop a suitable executive management capstone project proposal
- Produce a capstone project report

On completion of this module, students will be able to:

1. Synthesise knowledge gained during executive MBA Studies and apply these in developing solutions to complex management issues and improving performance.
2. Develop conceptual understanding of business and management theory and constructs in a way that facilitates systematic search, justification and evaluation of competing courses of action.
3. Critically evaluate information and data (evidence) to inform real life management decisions within the workplace.

Teaching Methods

Our courses are conducted entirely online through self-directed distance learning. However, you will receive guidance throughout with tutor-stimulated academic discussions, which are based on real life case scenarios. These usually occur within groups of 10-15 students, allowing you to clearly communicate with both your tutor and fellow students.

You will participate in a combination of group and individual activities, which are recorded in a reflective journal. This innovative teaching method enables you to envisage the translation of your studies into your everyday work and practice.

Our dedicated Student Support Team are also available to help with any problems you may face. From navigating our online platform to advising you on deadlines, our team can assist with any questions or challenges you may have along the way.

Study Skills Week

Once you have secured your place on the course, you will be invited to an Study Skills Week webinar. This will give you the opportunity to participate in study skills workshops on Harvard referencing, scientific and reflective writings, and levels of evidence in preparation for your studies. It is not compulsory for you to attend our Induction Day but it is recommended, as it'll provide you with a sturdy introduction to the course.

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Entry Requirements

Applicants will be expected to meet the below criteria:

- Hold a minimum of a 2.1 undergraduate degree
- Have at least 3 years' management experience
- Have Basic IT skills
- Able to communicate their idea's effectively
- Have English Language proficiency (IELTS: 6.5 with 5.5 minimum in each skill or equivalent)

The Executive MBA is for those who have significant post-graduation and/or relevant work experience on which the learning process should build. The experience required will be at least 3 years in a managerial position.

Applicants without the above academic criteria but extensive suitable experience (7+ years' management experience) can apply. Applications will be judged on the individual specifics of background and qualifications including ability to work at postgraduate level (applicants may be asked to submit a piece of work for assessment to confirm that they are able to work comfortably at postgraduate level and demonstrate requisite professional knowledge).

Applicants should submit copies of the following with their application:

- Qualification certificates
- One written reference
- Proof of English Language proficiency





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