MA Programme Structure Diagram

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| **MA in International Tourism and Hospitality Management (15 months)** | |
| **MGT3402**  Academic Practice in Business | **MGT3403**  Key Concepts in Management |

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| Term 1 | **MA in International Tourism and Hospitality Management (12 months)** | | | | |
| **TOU4220**  Contemporary Issues in Hospitality and Tourism  [30 credits] | **TOU4221**  Management Strategies in Hospitality and Tourism  [30 credits] | **TOU4223**  Revenue Management  [15 credits] | **TOU4224**  Destinations Management  [15 credits] | **TOU4227**  Hospitality and Tourism  Research and Dissertation  [60 credits] |
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| Term 2 | **TOU4225**  Festivals and Events Management  [15 credits] | **TOU4228**  Achieving Sustainable Tourism  [15 credits] |
| Exit Qualification | Step-off points for PGCert  (60 credits) | | Step-off points for PGDip  (120 credits) | | Master of Art  (180 Credits) |