



INSTITUT SUPERIEUR DE TECHNOLOGIES

Sarl au capital de 10 000 000

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Agréé par le FAFPA (ministère de l'emploi)

Diplômes reconnus par le CAMES

Vingt (20) ans au service de la formation des ressources
humaines

www.istburkina.com; Email : infos@isburkina.com

MASTER OF TOURISM AND HOSPITALITY MANAGEMENT

1. TITLE OF PROGRAMME

The programme shall be master of tourism and hospitality management **MEng. (THM)**

2 PREAMBLE

2.1 Background

Hospitality Management encompasses the operation of hotels, campgrounds, restaurants, convention centers and travel agencies. The overall goal of any hospitality manager is to make sure customers have an overall pleasant experience while putting in place a strategy to oversee that the establishment is run efficiently and profitably. The hospitality sector offers good prospects for early responsibility, and fast career advancement, so if you show a willingness and ability to learn, you can gain experience and move to a managerial position early on in your career.

The Online format of Rome Business School's Specialized Master in Tourism and Hospitality Management is structured to provide participants with thorough preparation for the Tourism sector and crucial aspects of other related fields, starting with a wide overview of the broader management world and then proceeding to analyze all the specific subjects and aspects of Tourism, also providing an in-depth insight into innovative and responsible leadership, its trends, and best practices, as well as how they can be effectively applied to the tourism industry.

2.2 Justification

Our Specialized Master Online in Tourism and Hospitality Management, aims to develop professionals who will embark on a career in the tourism sector. The program will also allow professionals to build a tourist offer that integrates local cultures, environments and flavors through an approach aimed at increasing knowledge of the most advanced techniques in the world of hospitality management.

2.3 Target Group

The targeted group includes holders of:

Applicants must have completed a UTS recognized bachelor's degree, or an equivalent or higher qualification, or other evidence of general and professional qualifications that demonstrates potential to

pursue graduate studies. The admission process is aimed to verify the candidate's eligibility to attend the Master. The candidate's academic history, previous experiences in the topics covered in the Master and motivation will be matters of the evaluation. Once it's sent, the application will be evaluated by the IST BURKINAFASO's academic committee. In order to ensure the application's suitability, it is important to deliver all of the required documentation.

3. Programme Objectives

3.1. General Objectives

The Master of Tourism and Hospitality Management helps graduates prepare for the next step in their career in the global tourism and hotel industry. You will develop skills essential for managerial-level graduates including advanced business acumen, strategic insight, high-level management skills and specialized industry knowledge - underscored by sustainability principles.

3.2. Specific Objectives

Learning Outcome:

- Thinking critically
- Apply knowledge and into practice
- Competitive spirit
- Practice Public speaking skills
- Professional development & Networking
- Teamwork and collaboration
- Goal setting
- Research skills
- Creativity & Problem solving

- **Duration of the Programme:**

This course is offered on a Two-year (Four semesters), full-time or online.

Programme Structure

Courses codes	Courses Names	Credit Units
	Year one	
	Semester one	
RM M01	Advanced research methods	3
OB M03	Organization Behavior	3
CS M02	Communication Skills	3
ESD M04	Entrepreneurship and Development	3
MBEC 2632	Business Ethics and Corporate Governance	3
MSM 9450	Strategic Management	3
MAE 421	Academic Essay	3
MTHM110	Foundations of Business Management	3
MTHM111	Environments of Tourism	3
	Semester Two	
MTHM120	Financial Management	3
MTHM121	Tourism Marketing	3

MTHM122	Sustainable Tourism: Policies & Ethics	3
MTHM123	Leadership and Teamwork in Management	3
MTHM124	The Tourism Industry	3
MTHM125	Cross-Cultural Team Management	3
MTHM126	Operations Management	3
MTHM127	Digital Tourism: Marketing Strategies & Online Commercialization	3
MTHM128	Hospitality Management	3
MTHM129	Financial Strategies for Tourism Development	3
		60
	Year Two	
	Semester One	
MTHM 416	Entrepreneurship, Change Management & Leadership	4
MTHM 417	Innovation in the Tourism Industry	4
MTHM 418	Information Technologies in Tourism	4
MTHM220	Applied Cases in Tourism	3
MTHM 421	Advanced Cost and Management Accounting	3
MTHM 422	Advanced Tax Auditing and Investigation	3
MTHM 424	Advanced Taxation Accounting	3
MTHM 423	Legal and regulatory framework of tourism	3
MTHM 425	Tax Risk Management	3
	Semester Two	
MTHM 429	Internship	10
MTHM 430	Thesis	20
		60
GCU		120