

Master of Business Administration (International Hotel Leadership) (MBAIHL18)

1. About the Master of Business Administration (International Hotel Leadership)

The Master of Business Administration (International Hotel Leadership) – MBA(IHL), is a Master by coursework program, designed to provide experienced service professionals with flexible study options to increase their knowledge and skills in order to enhance their career prospects. The MBA(IHL) has a work integrated and hotel management focus utilising learning strategies such as teamwork, project work, sound and ethical decision making, and strategic planning. Graduates will be able to apply an advanced body of specialised knowledge to the changing environments in which they work, or aspire to work, as hotel leaders. They will develop the cognitive, technical and creative skills required to make effective business decisions in a global context and develop the leadership and team-building skills necessary to manage in dynamic 21st century organisations. Graduates will also acquire research skills that will equip them to interpret and evaluate theoretical propositions and business-related data and to maintain the currency of their knowledge as they develop their lifelong learning skills.

The MBA(IHL) is a nested course which builds on a foundation of fundamental business subjects that make up the Graduate Certificate of Business Administration (International Hotel Leadership) – GCBA(IHL). The GCBA(IHL) and the Graduate Diploma of Business Administration (International Hotel Leadership) – GDBA(IHL), are both exit and entry points in the MBA(IHL). The MBA(IHL) culminates in a capstone subject where research, leadership, and business skills are consolidated and applied to a strategic business problem.

The MBA(IHL) course involves subject design and development that are the result of a collaborative curriculum design process culminating in the production of an interactive online experience designed to meet the needs of the working professional and be immediately applicable to their day job and/or future career.

Graduate employment opportunities

Graduates may find a range of career pathways and employment opportunities including:

- CEO
- COO
- Executive Director / General Manager
- Director of Operations / Executive Assistant Manager
- Head of Commercial and Strategy
- Investment Analyst
- Senior Consultant

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- Director of Food and Beverage
- Director of Rooms
- Director of Sales and Marketing
- Director of Finance

• Course Overview

Course Title	Master of Business Administration (International Hotel Leadership) (MBAIHL18)		
Study Options – Domestic Australian students	Online delivery Full-time and part-time options available.	Study Options – International students	International students on a student visa must not enrol into any more than a third or 33% of online subjects over their course and must study at least one subject that is face to face in each trimester. International students on a student visa are required to study full time, i.e. the student must complete a minimum of 1.0 EFTSL of study per year.
Start Dates	For specific dates visit the website .	Course Length	Full-time: 2 years Part-time: 4 years
Payment Options - Domestic Australian students	Upfront payment This means tuition fees will be invoiced each term and payment is required on or before the due date. FEE-HELP FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.	Payment Options – International students	Upfront payment This means tuition fees will be invoiced each term and payment is required on or before the due date.
Course study requirements	4-5 hours per subject plus 1-2 hours of micro modules each week.	Assessment	Subjects have a range of assessment options to suit the students’ requirements and circumstances.

			Methods of assessment may include time constrained, written examinations, individual assignments based on live briefs, group assignments, project reports, presentations, research reports, work integrated learning, scenarios and case studies, and reflexive logs.
Locations	Online	Delivered by	Blue Mountains International Hotel Management School at Torrens University Australia
Provider	Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).	CRICOS Course Code	N/A
Provider obligations	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in compliance with the Higher Education Standards 2015	Accrediting body	Torrens University Australia Limited ABN 99 154 937 005, CRICOS Provider Code: 03389E. RTO No. 41343
Course Fees	For details, refer to the website .	Any other fees	For details, refer to the website .

2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

3. Admission Criteria

Title of course of study	Master of Business Administration (International Hotel Leadership) (MBAIHL18)
Applicants with higher education study	Completion of a recognised Bachelor Degree in similar field of study
Applicants with vocational education and training (VET) study	Completion of a recognised Bachelor Degree in similar field of study

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Title of course of study	Master of Business Administration (International Hotel Leadership) (MBAIHL18)
Applicants with work and life experience	Completion of the Graduate Certificate of Business Administration (International Hotel Leadership)
Additional Entry Requirements (applicable to all students)	3 years post degree professional experience
English Language Proficiency (applicable to international students, and in addition to academic or special entry requirements noted above)	IELTS 6.5 with no band less than 6.0
Applicants with recent secondary education (within the past two years) with ATAR or equivalent* (for applicants who will be selected wholly or partly on the basis of ATAR)	Completion of a recognised Bachelor Degree in similar field of study

Other admission options

(For applicants who will be selected on a basis other than ATAR)

Special Entry	Applicants in any category whose study, work or life experiences have been impacted by disability, illness or family disruption will be given special consideration for admission. Each application will be considered on its merit, based on the evidence supplied by the applicant attesting to the circumstances of the applicant. Applicants for special entry may need to complete written or numerical tasks to assist with assessing eligibility for admission.
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3. How to apply

Via direct application to the institution

- o <https://apply.torrens.edu.au/>

4. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

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Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy - \(https://www.torrens.edu.au/policies-and-forms\)](https://www.torrens.edu.au/policies-and-forms).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions
- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

5. Where to get further information

- Torrens University Australia (TUA) Website
 - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website
 - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
 - <https://www.qilt.edu.au/>

6. Additional Information

Course Structure

The Master of Business Administration (International Hotel Leadership) course structure is comprised of 12 subjects. The course of study is made up of 2 core subjects and 10 elective subjects.

Course Rules

To be awarded the Master of Business Administration (International Hotel Leadership), students must satisfactorily complete the course consisting of 2 cores and 10 elective subjects.

Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>IHL604 Be the GM – Lead Your Hotel (Core)</p> <p>The hotel Leadership Capstone Project provides students with the opportunity to apply the analytical and theoretical skills developed in the program to an online hotel based simulation project. This project provides students an opportunity to demonstrate their ability to apply the management and leadership skills learnt during their program, in addition to drawing on the considerable experience acquired in their earlier careers.</p>
<p>IHL501 Framing Your First 90 Days As A Leader (Core)</p> <p>A leader's first days and months in a new job are whirlwind. Many new leaders choose to focus on the first 90 days as a critical window of time to acclimate themselves to their organisations, their new roles and to develop a better sense of what goals deserve top priority. Learn how to best approach the first 90 days as a senior leader and how best to set up this next phase of your career for success. Students will explore various leadership styles and approaches, engagement with culture systems and processes, and how to make a difference through impact.</p>
<p>SGI502 Securing Growth And Investment For Your Hotel (Elective)</p> <p>Influencing and negotiating hotel investment and capital expenditure (CAPEX) decisions are critical to the success of hotel growth and development. This project gives you an end-to-end understanding of the hotel investment process and the ability to judge whether an opportunity fits with the corporate and operational hotel strategies. On completion you will have the ability to critically identify and justify the most lucrative opportunities, select the best outcomes and get the maximum return on investment.</p>
<p>MYB502 Managing Your Brand For Consumer Engagement (Elective)</p> <p>In the present hospitality business environment, brands need to participate in and inspire a conversations with their consumers. Digital technology has rapidly evolved in the last decade and so, too, has the way people communicate. Converging contemporary literacies and traditional business models allows for effective consumer engagement ultimately winning customer advocacy. You will learn about this shift and how it has altered the way Hotels communicate with their audiences. You will also learn about the challenges of managing a Hotel brand and how rich and compelling content marketing, combined with omnichannel distribution, are integral to brand engagement.</p>
<p>IGE503 Creating Innovative Guest Experiences For Competitive Advantage (Elective)</p>

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<p>Service innovation is a rapidly expanding area of practice. Within this area, design thinking is used as a collaborative method for working with key stakeholders within a hotel to formulate innovative approaches to the overall user experience. Consequently, service innovation has been considered as crucial in the hotel industry in order to gain competitive advantage. This project will allow students to take a solution based and entrepreneurial approach to customer services challenges and present innovative solutions to these challenges.</p>
<p>DBR603 Managing Your Digital Business Resources (Elective)</p> <p>Online resources are powerful tools for generating demand in today's competitive hotel environment. Lead generation refers to a seemingly unlimited amount of knowledge about brands and the industry, understanding potential guest preferences has become a critical aspect of the marketing professional's job. This project will expose you to digital business resources and show how these resources influence the implementation of digital strategies.</p>
<p>COR602 Championing Organisational Change (Elective)</p> <p>Organisational change is a reality that leaders face at all levels of the hotel business. Understanding the complexities of the change process, including the technical and human aspects of change, requires careful and meticulous analysis and execution. The aim of this project is to develop competencies required for championing and managing organisational change in a hotel. This project is shaped by the need to create a sustainable and flexible organisational structure embedding longer-term adaptability to respond to dynamic business environments.</p>
<p>CSR602 Leading CSR To Drive Business Performance And Social Impact (Elective)</p> <p>This subject addresses the relationship between corporate social responsibility (CSR), the hotel sector and those who lead a CSR agenda for a hotel. The subject will initially examine the foundational concepts of CSR, particularly its origins, components and stakeholders. An appraisal will be completed that focuses on CSR's contribution toward delivering a sustainable competitive advantage within an organisation. Students will gain an in-depth understanding of the relationship between CSR strategies and ethical leadership and other forms of professional practice within the hotel sector. Learnings from this subject will be applied by means of development of a CSR implementation plan for a hotel that will positively contribute toward a social or environmental justice initiative while also enhancing the brand reputation and profitability of the hotel.</p>
<p>LED603 Leading In Times of Crisis – When To Lead, When To Manage (Elective)</p> <p>Leadership in internal or external crisis events necessitates the application of general leadership principles under extreme circumstances – often characterised by uncertainty and disorder, non-standard risks and consequences, limited timeframes in the context of rapid change and limited communication. This project empowers hotel professionals with the appropriate leadership knowledge and skills required for effective performance during rapidly changing situations and crisis events. Students will focus on leadership under pressure, in times of crisis, and in response to global issues and trends. Ethical dilemmas in crisis leadership will also be examined. Furthermore, students will explore the facets of working with a Crisis Management team and executing a Crisis Management plan.</p>
<p>HOT603 Pre-Opening A Hotel (Elective)</p> <p>The hospitality industry never static but rather shaped and driven by the dynamic, ever evolving environment in which hotel properties operate. In order to excel and compete, hotel brands must continue to expand their footprints and adapt their commercial strategies to meet new challenges. A professionally managed pre-opening process (either through construction or acquisition) with extraordinary attention will likely lead to a smooth opening and this will help ensure a successful hotel operation for years to come. The project aims to</p>

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<p>take students through the varied stages of a pre-opening, from conceptualisation, through to feasibility, design and evaluation, construction, and finally the pre-opening activities.</p>
<p>EMD603 Emerging Markets and Disruption (Elective)</p> <p>International markets present significant opportunities, but only to those companies with clear goals, in-depth strategies and visibility to measure performance. Not all markets are created equal, and when disposable income, unique regulations, competition, distribution channels and operating costs are taken into account, it may be surprising to note which countries should be targeted. This subject will explore how leaders make intelligent decisions on emerging markets to help facilitate growth. It provides a blueprint for researching markets, setting clear and realistic goals, evaluating various market entry options, modelling and growing one's business for the long term.</p>
<p>CHF603 China Focused (Elective)</p> <p>The hotel industry in China has experienced meteoric growth, resulting in a \$44 billion business with well over 2.5 million rooms. Regardless of how expert one is in one's own market, China remains a vastly different business and cultural environment. There is no single strategy to ensure success. This project aims to equip students with cultural and business insights and understanding that are essential for successfully executing a China- focused guest experience</p>
<p>IAI603 Incubators And Intrapreneurship (Elective)</p> <p>Intrapreneurship and innovation are increasingly important in all areas of business and is key to continued relevance and sustainability. It is of particular importance to the service sector due to continuous technological disruption. Hotels innovate in order to outmanoeuvre or respond to competition, deal with new challenges, and improve service delivery. In this subject, students learn how to drive innovation and intrapreneurship through the organisation via incubation and disruption.</p>
<p>EXC603 Coaching as a Leadership Activity (Elective)</p> <p>The hotel industry in China has experience meteoric growth, resulting in a \$44 billion business with well over 2.5 million rooms. Regardless of how expert one is in one's own market, China remains a vastly different business and cultural environment. There is no single strategy to ensure success. This project aims to equip students with cultural and business insights and understanding that are essential for successfully executing a China focused guest experience.</p>
<p>REV603 Revenue Management (Elective)</p> <p>Hotel leaders are charged with making strategic and proactive decisions to increase occupancy, rates and total revenue for their properties. Applying a systematic process to such decision-making can increase their success. Students will learn to use various tools that will assist them in understanding customer demand at the micro market level, and achieve maximisation of revenue through pricing optimisation. Students will be required to interpret and utilise financial data to make revenue and yield decisions.</p>

Locations

The Master of Business Administration (International Hotel Leadership) is delivered fully online

Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website \(https://www.torrens.edu.au/policies-and-forms\)](https://www.torrens.edu.au/policies-and-forms).

Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**

If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.

- **FEE-HELP**

FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold (\$45, 881 in 2019-20). Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- [FEE-HELP website:](http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help-)
<http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help->
- [FEE-HELP booklets:](http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications)
<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

Austudy and Abstudy

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).