

Master in Hospitality Business Management

Hospitality Business Leadership
Through Innovation, Ethics and
Entrepreneurship.



sth.strathmore.edu



Strathmore University

School of Tourism and Hospitality



Introduction

The Master in Hospitality Business Management is a unique programme developed to provide the next-generation hospitality managers with in-depth knowledge and international experience to enable them to explore innovative hospitality business opportunities. The Programme provides a valuable opportunity to hospitality professionals and industry practitioners to acquire

leadership and business management skills specific for the hospitality industry. The goal of the MHBM is to provide graduates with a strong skill base in ethical leadership, business acumen, sustainable management, entrepreneurship and research that need to be applied at top or mid-level management in addressing contemporary hospitality industry needs and challenges.

Programme Outcomes

By the end of the Programme, students will be able to:

1. Demonstrate global leadership skills in the field of hospitality.
2. Exhibit mastery of hospitality business management.
3. Demonstrate ability to conduct applied research that addresses current needs and challenges of the hospitality industry.
4. Exhibit leadership ability in the context of social consciousness and ethical practice.
5. Apply innovation in hospitality entrepreneurship.





Admission Criterion

The following are eligible for admission into the Master in Hospitality Business Management Programme:

- Holders of First Class or Upper Second Class Honours degrees in Hospitality from recognized universities; or
- Holders of other related qualifications from recognized universities, considered by the Academic Council as equivalent to a First Class or Upper Second Class degree in a related discipline; or
- Holders of Lower Second Class degrees who also have:
 - a Postgraduate Diploma in a relevant area; or,
 - two-years' practical experience in the hospitality industry.
- Holders of other related qualifications from recognised universities, considered by the Academic Council as equivalent to (i) or (ii) above.
- In addition to meeting any one of the above admission criteria: all applicants will be required to attend and pass an oral interview and a Graduate Entrance Examination (GEE).



KEY FOCUS AREAS

- Ethics, Governance & Responsibility
- Hospitality Revenue Management
- Strategic Hospitality HR Management
- Hospitality Leadership and Management
- Corporate Finance for Hospitality
- Hotel Property Planning, Design & Development
- Competitive Strategies for Hospitality Business
- Global Hospitality Marketing
- Innovation & Change Management
- Big Data Analytics in Hospitality
- Hospitality Law
- Hospitality Business Development

FOR WHO

- Hospitality business mid-level and senior Managers
- Hospitality business owners / directors
- Potential and Current hospitality investors
- Hospitality researchers and academicians

COST

1.2 Million (200,000 Per Module)

The programme is divided into 6 modules.

The cost includes;

- Tuition fee at Strathmore University and in Modul University
- International module in Modul University (Vienna) including return Airfare, accommodation, subsistence, organized transport and examinations, experiential learning.
- An iPad and E-learning resources.
- Meals during teaching weeks on campus
- Access to books and journals

What makes our Master in Hospitality Business Management Unique

- International Module in a reputable University in Europe
- Facilitated by a mix of top and reputable local and international faculty
- Targeted guest lectures and workshops led by industry experts
- Industry focused master's dissertation and Seminars
- Focus on the holistic development of the leaders in the hospitality sector
- 50 years of experience producing graduates in leadership and entrepreneurship
- Combining academic rigor with industry applications
- Extremely practical examples
- Powerful networking
- A beautiful environment with world-class standards
- A commitment to individual transformation and the society
- Strathmore is ranked among the best Universities in Africa



“The international module will constitute organized industry visits. There will be two (2) units taught and graded by Modul University. Participants will have a chance to interact with highly qualified lecturers as well as have a taste of the Austrian hospitality”



“ The idea to have an international module in Europe is brilliant. It is intended to give our graduates the much needed global mindset.”

Dr. David Chiawo

Dean, Strathmore School of Tourism and
Hospitality

Master in Hospitality Business Management (MBHM)

A MESSAGE FROM THE DEAN



Dr. David Chiawo

Dean - School of Tourism & Hospitality

The third industrial development for Africa is a turning point for the rapid growth of the hospitality industry across Africa. The industry is increasingly becoming important in contributing directly to the GDP of many countries in Africa. As a service sector, the role of the industry to fuel sustainable development is fundamental and globally recognized. Therefore, leadership transformation for innovation and sustainable management to adapt the industry to new dynamics and challenges to reach the potential is timely. We bring to the market for the first time a new model of a

master's programme to respond to the management and leadership needs of the industry to motivate the new phase of hospitality development agenda in Africa. Our commitment to develop and nurture leaders for the industry has more than doubled with the consciousness that management and leadership orientation training at the graduate level is still at inception in Sub-Saharan Africa.

The Master in Hospitality Business Management (MHBM) is designed to build a critical pool of managers and leaders to inspire the expected transformation with the desired benefits to the local economy. The ability of African countries to reach the expected potential in hospitality industry development will rely on the orientation of this critical pool of leaders to inspire the Africa hospitality transformation agenda. We enhance the capacity of this pool through graduate-level capacity building in leadership, innovation, business acumen, entrepreneurship, research and sustainable management. Strathmore University is committed to delivering this skill set through experiential learning and internationalization to develop leaders with a global viewpoint. We are inspired to see Africa transformation through this programme, a philosophy that our graduates carry with them to the industry to deliver to the Africa hospitality transformation agenda.



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