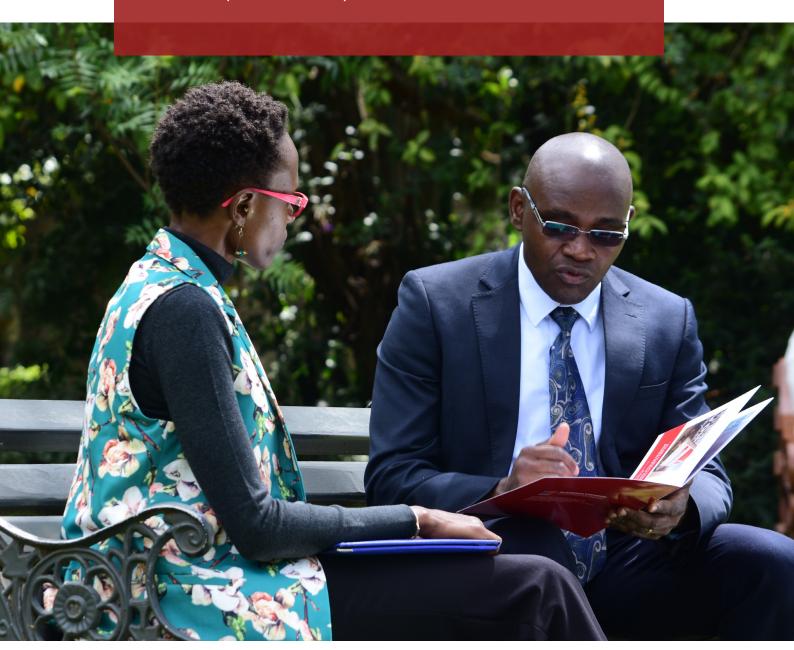
# Master in Hospitality Business Management

Hospitality Business Leadership Through Innovation, Ethics and Entrepreneurship.





#### **About the Programme**

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.

#### **Programme Outcomes**

By the end of the Programme, students will:

- Demonstrate global leadership skills in the field of hospitality.
- Exhibit mastery of hospitality business management.
- Demonstrate ability to conduct applied research to address current needs and challenges of the hospitality industry.
- Exhibit leadership ability in the context of social consciousness and ethical practice.
- Apply innovation in hospitality entrepreneurship

#### **Admission Criterion**

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

- i. Holders of First Class or Upper Second Class Honours degrees in Hospitality from recognized universities; or
- ii. 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
- iii. Holders of Lower Second Class degrees who also have:
- iv. a Postgraduate Diploma in a relevant area; or two-years' practical experience in the hospitality industry. Holders of other related qualifications from recognized universities, considered by the Academic Council as equivalent to (i) or (ii) above.
- v. 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).

# **Admission Requirements**

- 1. Complete Graduate Studies application form.
- 2. Original and certified copies of Undergraduate degree certificate and transcript of records (TOR) in English giving full details of subjects studied and grades/marks obtained.
- 3. Original and the certified copy of Secondary/High school certificate e.g. KCSE certificate.
- 4. Provide English language proficiency results where required.
- 5. Two (2) completed Reference Forms from former undergraduate/graduate professors and/or employer particularly qualified to attest to the applicant's qualification for graduate study.
- 6. Updated Curriculum Vitae/Resume.
- 7. 2 current passport size photos.
- 8. Copy of National Identity Card (ID) or copy of Passport (bio data page).
- 9. Kshs 2500/- Interview fee payable on the interview day.

# **Mode of Delivery and Intakes**

MHBM is a 2 year modular programme, taught in 6 modules with each module being 4 months. In each module students come on campus for 2 weeks, then the remaining part of the module students study online. In module 4, Students go for the international module. Our intakes are in January and June of each year.



### **Key Focus Areas**

- Ethics, Governance & Responsibility
- Hospitality Revenue Management
- Strategic Hospitality Management
- Hospitality Service Excellence
- 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
- Research development.

#### For Who?

- Hospitality business Mid-level and Top executives
- Hospitality business owners/ Directors
- Potential and Current hospitality investors and Developers
- Hospitality researchers and academicians
- Holders of business degrees interested in the Hospitality sector

# Why Master in Hospitality Business Management at Strathmore?

- Reputation for excellence
- International Module in Europe,
- The programme is facilitated by top & reputable local and international faculty
- Targeted guest lectures and workshops led by industry experts
- Experiential learning through industry visits & projects to solve current industry challenges
- Each student receives a Tablet and E-learning resources
- Focus on the holistic development of the leaders in the hospitality sector
- Powerful alumni networks spanning Over 50 years
- Fee inclusive of the international module return air ticket, accommodation and tuition
- Student diversity; Local and international networking opportunities in class
- A commitment to individual transformation and service to society
- Timely completion of the Master's degree









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