

Master in Hospitality Business Management

Hospitality Business Leadership
Through Innovation, Ethics and
Entrepreneurship.



Strathmore University

School of Tourism and Hospitality

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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