



ROME BUSINESS SCHOOL

Better Managers For a Better World

MASTER IN TOURISM AND HOSPITALITY MANAGEMENT

PROGRAM BROCHURE





International Business Academy of Turkey is an international educational institution based in **Istanbul, Turkey**. Such location gives the Academy a strong positioning through international networking as well as flexibility and continuous improvement through the global exchange of experience and knowledge. We are considered to be one of the most prominent capacity-building and consultancy service companies that acts as a bridge between internationally accredited and recognized awarding bodies in the **Middle East, Africa, and Western and Eastern Europe**.

Our Mission is to provide a variety of business educational programs in a virtual and blended mode to students from all over the world, developing competencies and talents within the new generation and linking them to our Academy's consortium. In order to provide strong online solutions and high-quality business educational programs, IBAT is developing an online platform using high tech in order to provide credible and valuable solutions to their clients and students from all over the world

Our Vision

- We believe that **life-long education** is a core factor of success
- We think that a rapidly changing world calls for **flexibility and a new approach in education**
- We have an **individual approach to each student** by offering them a **variety of tailor-made programs and services**
- We consider it crucially important to **go international** as by uniting our effort and sharing expertise with other countries, we can ensure a better future for new generations



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LETTERS OF THE FOUNDERS



RBS Founder and Dean

"Hello,

I am Antonio Ragusa, the Founder, and Dean of Rome Business School.

We are very happy of having MHR Group International among our international partners – such a reputable institution linked with us. We are also very pleased to offer you the opportunity to be in touch with a European institution like Rome Business School and to co-create together new opportunities for professional and personal growth for you.

Our mission is to train better managers for a better world. We want to contribute, thanks to our students and our alumni, to the improvement of our world and our societies and make it more prosperous, peaceful, and just for everyone.

We are very happy to interact with you and to create this network, this global community of students, professors, and alumni that can create more value for our societies. We are pleased to connect with MHR GI to boost your career and contribute to your growth.

Thank you for being with us!"

Professor Antonio Ragusa



IBAT Founder and Chief International Expert

Master in Public Administration (Wisconsin University – USA), Ph.D. in Public Administration (Kennedy University – USA), D.E.A (Universite Saint-esprit, Kaslik, Liban – Lebanon), Doctorate in BA (EU – Switzerland).

"Dear Friends,

I am pleased to welcome you to mhrigi and the international business academy of Türkiye, an organization that has enjoyed an excellent reputation in education and business consultancy for over 25 years.

Together with our outstanding international partners and the team of professionals we are working hard to enable our students and clients to grow both domestically and internationally. We pride ourselves on our alumni many of which have got to the top in their careers due to their great performance and the knowledge that they got from.

Our experience with a number of public and private organizations has given us the edge over many competitors, mainly in business education programs and business consultancy services.

If you like to grow, the MHR GI team would like to help!"

Professor Hassan Al Nouri



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the Master 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.

The duration of the program is **1 year**, with **96 learning hours + 24 hours of self-study** for **9 modules**.

Each module is finalized by a written examination assignment – **2500-3000 words** or an online exam. At the end of the program the participants submit a **graduation project (12 000-15 000 words)** related to their working experience and based on the theoretical and practical knowledge gained during the program.

Upon the completion of the program requirements, the participants receive a **Diploma of Master in Tourism and Hospitality Management** issued by **Rome Business School**.



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MASTER IN TOURSIM AND HOSPITALITY MANAGEMENT

Program duration	1 year
Number of modules	9
Module duration ¹	90 learning hours + 54 self-study hours
Module assessment	Written examination assignment – 2500-3000 words or an online exam
Graduation project	A project of 12 000-15 000 words with a scope to develop a report that solves a problem of an existing or fictitious company. or work on an opportunity in the area of Hospitality, Event and Tourism Management of an existing travel agency, institution, etc.
Program delivery	<ul style="list-style-type: none">• In-class teaching• On-line teaching via Zoom meeting application• Blended – some courses can be delivered on-line and some – in-class
Delivery schedule	The schedule can be adjusted to meet the requirements of our clients
Language of delivery	English, Arabic, Russian or Italian

¹ For most of the courses there will be 1-4 hours coaching session to help students to apply the knowledge in practical cases



**MASTER IN TOURISM AND HOSPITALITY MANAGEMENT
PROGRAM MODULES**

MODULE	DESCRIPTION	LEARNING HOURS+SELF-STUDY	ASSESSMENT
Mind-Opening and Knowledge Management Setting			
1. Executive Corporate Management	This module will provide an introduction to the concepts of effective management in organizational settings. It will cover a broad range of topics including the organizational processes associated with the function of management - planning, organizing, leading and controlling.	10+6	Examination assignment to be assessed and graded by the course professor
2. Corporate Leadership for Hospitality and Event Organizations	The main focus of the module is to establish a new idea of the term leadership in the students' perception and define the core concept of leadership and its application. The students will learn to understand the process and practice of being a leader and how it influences the efforts of the practice to the most benefit possible.	10+6	Examination assignment to be assessed and graded by the course professor
3. Risk Management for Hospitality and Event Organizations	This module examines risk management concepts and strategies, and disaster management frameworks within the context of the event and tourism industries. It firstly establishes a theoretical foundation which focuses on organizational and operational safeguards followed by consideration of a variety of risk management issues such as natural disasters, terrorism, public health, crowd control and pyrotechnics.	10+6	Examination assignment to be assessed and graded by the course professor



MODULE	DESCRIPTION	LEARNING HOURS+SELF-STUDY	ASSESSMENT
Focusing and Specializing			
4. Understanding Hospitality and Event: Organizing, Planning and Systemizing	This module introduces nonmathematical managers to the major quantitative models designed for the planning and effective allocation of human and material resources in support of the organization's strategies, goals, and policies.	10+6	Examination assignment to be assessed and graded by the course professor
5. Digital Tourism, Communication and Tourism Sales Techniques	This module focuses on digital tourism, to reflect the changing needs of the industry in light of technological advances. Students will acquire theoretical and practical knowledge of tourism and marketing practices, gaining an understanding of the operation of the tourism industry and the use of digital tools for tourism marketing.	10+6	Examination assignment to be assessed and graded by the course professor
6. Global Tourism and Its Systems	This module introduces and contextualizes the phenomenon of tourism within the broader social, cultural, economic and natural environments. It provides a historical overview of the development of tourism, describes the tourism industry and its constituent sectors, presents theories of tourism motivation and tourist behavior, and outlines different types of tourism and their impacts on the various environments within which it operates.	10+6	Examination assignment to be assessed and graded by the course professor



MODULE	DESCRIPTION	LEARNING HOURS+SELF-STUDY	ASSESSMENT
Focusing and Specializing			
7. Hospitality Management and Tourism Start Ups	This module introduces students to the fundamental concepts of management related to the tourism and hospitality industry. Topics include financial management and accounting, human resource issues, hotel and resort management, food and beverage management, and event management. Students will also be introduced to standards, practices, regulations and laws in the tourism and hospitality industry.	10+6	Examination assignment to be assessed and graded by the course professor
8. New Technologies, Innovation and Legal Aspects of Tourism Management	Students will be introduced to major trends and innovations in contemporary tourism and hospitality. In addition to studying global and national trends in travel, the module will look at specific innovations that create new prospects for tourism or demand for new types of products such as green tourism.	10+6	Examination assignment to be assessed and graded by the course professor
9. Sustainable Tourism: Policies and Ethics	This module provides students with a general overview of issues related to the sustainable planning and management of tourism and hospitality businesses. Concepts such as planning, conservation of resources, monitoring and assessment, environmental audits, visitor management, and green building construction and retrofits will be discussed. The module also provides a larger global and regional perspective on sustainability issues related to tourism, such as the impact of travel on global climate change.	10+6	Examination assignment to be assessed and graded by the course professor
Capstone Project	The development of a plan to solve a problem of an existing or fictitious company.		12 000 – 15 000 words
TOTAL		90+54	



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ASSESSMENT SCALE

GRADE	LETTER GRADE
100 - 90	A
89 - 80	B
79 - 70	C
69 - 60	D
≤ 59	F

YOU SHOULD JOIN THE MASTER IN TOURISM AND HOSPITALITY MANAGEMENT PROGRAM IF

- You want to enhance and increase your knowledge in tourism management, work with the main management tools and strengthen your managerial skills and competences
- You are seeking to hold a managerial position and would like to boost your career opportunities

WE OFFER THE FOLLOWING OPTIONS FOR THE PROGRAM DELIVERY

- In-class teaching
- On-line teaching via Zoom meeting application.
- Blended – some courses can be delivered on-line and some – in-class

The schedule can be adjusted to meet the requirements of our clients.



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PROGRAM REQUIREMENTS

- Bachelor's degree/ABD diploma
- Minimum upper-intermediate level of English proficiency



DOCUMENTS TO BE SUBMITTED

- Application form
- 1 photo 3x4
- Passport copy – pages 1-3
- Copy of the diploma translated into English with a stamp of the Ministry of Foreign Affairs or any other authorized body
- CV or resume
- Recommendation letter

All documents should be submitted **IN FULL no later than 2-weeks BEFORE** the course start date.

The diplomas are issued within the **1-month period AFTER** the course closing date provided the payment is made **IN FULL**.



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DO NOT HESITATE TO CONTACT US FOR FURTHER INFORMATION!

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IF YOU LIKE TO GROW, WE WOULD LIKE TO HELP!

Learn more about ibat programs on our website –

ibat-edu.com