



Anglia Ruskin  
University

London

# Master of Business Administration

(MBA) - Hospitality Management

## Quick Facts

**Campus:** London

**Duration:** 1 Year (Full-time) or 2 years (Part-time)

**Available Starts:** September, January, May

# The objective of this MBA is to develop a new generation of hospitality professionals and executives who are able to respond effectively to the challenges of the modern hospitality sector.

The course will provide you with an opportunity to develop relevant senior strategic leadership expertise and skills.

You will develop in-depth knowledge and understanding informed by current practice, scholarship and research, including critical awareness of current issues and developments in the subjects and profession. You will also gain a greater appreciation of the significance of the interrelationship of functional areas to the overall success of a business, in international, national and local markets.

Senior industry professionals were directly involved in the design and development of this course, and their desire for a combination of academic learning, work experience, and application of learning to the real world of hospitality management is reflected in the structure and content.

The course offers you the opportunity for professional development at a postgraduate level while maintaining and enhancing your contribution to your employer. This includes a range of transferable executive skills including: leadership, strategic decision making, problem-solving, change management, creativity, innovation and entrepreneurship, management accounting, digital marketing and modern talent management.

## Career Development

The course is designed for hospitality professionals who are in management, or executive management positions, and who are seeking to broaden their strategic leadership expertise.

The academic experience provided to you on this course ensures the development of a number of your key transferable skills, such as team working, critical evaluation, benchmarking, appreciation of diversity and cross-cultural management, plus the synthesise of theory and practice.

While studying on the programme, students will be registered as Associate Members of the Institute of Hospitality with corresponding professional benefits.

## Assessment

Assessment is through a combination of assignments designed to have a strong practical and professional orientation. Your learning culminates with a Major Project Report based on identifying and developing solutions within the hospitality sector.

## Module Guide

The following are the core modules:

- Strategic Human Resources in Hospitality
- Entrepreneurship and Innovation in Hospitality
- Hospitality Management Business Performance and Risk
- Quality and Organisational Excellence in Hospitality
- Strategic Management in Global Context
- Leadership of Change
- Digital Marketing in Hospitality
- Research Methods and Ethics
- Postgraduate Major Project

## Skills & development

The course has been designed and coordinated to take a holistic perspective and include the latest thinking and development in hospitality and business. Preparation for an executive role is implicit throughout the degree and you will be required to apply your skills and knowledge to your workplace as an integral part of the assessment of the course.

## You will benefit from

The programme focuses on an interactive blended learning approach delivered through creatively designed classroom activities supplemented by on-line videos, lectures and exercises.

The course will also offer you the chance to meet senior hospitality leaders, academics, guest lecturers as well as participate in hospitality related industry visits.

Key features of the MBA Hospitality Management course include:

- Content informed by the Anglia Ruskin London Hospitality Management Industry Advisory panel
- Embedded work-based, experiential and simulation assessments
- Tutors who have worked as hospitality managers and have research or consultancy interests in the sector