

Course code	112304
Course Duration	2 years full-time
Subjects	16 Subjects (48 credit points)
Course type	Masters Degree (Coursework) (AQF Level 9)

Course Structure

CORE SUBJECTS

[LB5203](#):03 Sustainable Enterprise

[LB5228](#):03 The Changing Business Environment

[LB5230](#):03 Managing Strategic Resources and Operations

[LB5231](#):03 Corporate Responsibility and Governance

[LB5232](#):03 Marketing, Customer Engagement, Social Media and Marketing

[LB5233](#):03 Strategic and Responsible Innovation Management

[LB5234](#):03 Leading and Managing Organisational Change

[LB5235](#):03 Practical or Research Project

[TO5002](#):03 Introduction to Tourism and the Environment

[TO5101](#):03 Tourism Systems Analysis

[TO5102](#):03 Tourism and Hospitality Operations Management

[TO5103](#):03 Global Destination Competitiveness

[TO5104](#):03 Tourist Management Strategies

[TO5202](#):03 Economic Decision-Making in the Hospitality Industry **or** [LB5229](#):03 Economics for a Sustainable World

[TO5203](#):03 Hospitality and Gastronomy: Social, Private and Commercial

PLUS

Select 3 credit points of any LB52__ subjects

Recommended Study Plan

Trimester 1

Core	LB5203: Sustainable Enterprise
Core	LB5228: The Changing Business Environment
Core	TO5101: Tourism Systems Analysis

Trimester 2

Core	LB5230: Managing Strategic Resources and Operations
Core	TO5002: Introduction to Tourism and the Environment or TO5104: Tourist Management Strategies
Core	TO5102: Tourism and Hospitality Operations Management or TO5202: Economic Decision-Making in the Hospitality Industry

Trimester 3

Core	LB5232: Marketing, Customer Engagement, Social Media and Marketing
Core	LB5233: Strategic and Responsible Innovation Management
Core	TO5202: Economic Decision-Making in the Hospitality Industry or TO5102: Tourism and Hospitality Operations Management

Trimester 4

Core	LB5234: Leading and Managing Organisational Change
Core	TO5103: Global Destination Competitiveness or TO5203: Hospitality and Gastronomy: Social, Private and Commercial
Option Line	LB52__ subject (<i>LB5220: Entrepreneurship in Emerging Economies</i>)

Trimester 5

Core	LB5231: Corporate Responsibility and Governance
Core	TO5203: Hospitality and Gastronomy: Social, Private and Commercial or TO5103: Global Destination Competitiveness
Core	TO5104: Tourist Management Strategies or TO5002: Introduction to Tourism and the Environment

Trimester 6

Core	LB5235: Practical or Research Project
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