

MA Tourism, Hospitality and Event Management



In partnership with:

MA Tourism, Hospitality and Event Management

This programme will help you thrive in the world's fastest-growing industries, broadening your understanding of the sector and giving you the skills to work in a globalised business environment.

As a truly global institution, BSBI is constantly striving to bring new opportunities and challenges to its students. Our mission is to help you grow in your studies and career whilst introducing you to the flourishing German and EU business world. Thus, in this course you will gain the practical knowledge and understanding needed for success in the tourism, hospitality and event management industry.

Each module is designed to transform your approach by covering the latest trends and practical techniques of management, including business strategy, strategic marketing, project management and cross-culture leadership.

Key Facts

Duration: 18 months

Intakes: February, May, October



"I chose BSBI because the school is innovative — it has different techniques and different methods of teaching which I like."

Regez Rashdan, BSBI student



This 18-month MA Tourism, Hospitality and Event Management programme consists of four terms. During its first three terms the programme will cover fundamental topics such as marketing planning, strategic approaches in tourism and hospitality business, operational management, cross-cultural management, event management and entrepreneurship. Students will also attend modules on academic research methods, and you will study the German language alongside your master's degree subjects. On your final term, you will research and prepare a dissertation on a topic of your choice.

Modules

- Tourism and Hospitality Business Strategy
- Strategic Approach in Marketing Planning for Hospitality
- Study Methods
- Hospitality Operations Management
- Event Management
- Cross Cultural Management
- International Project Management
- Entrepreneurship in Tourism and Events
- Business Decision Making for the Hospitality Industry (blended)
- Research Methodology
- German Language Studies

Upon successfully completing the course, you will be able to:

- Demonstrate originality and creativity in the application of a coherent and detailed knowledge of business principles and their operation in the areas of tourism, hospitality, and event management.
- Evaluate arguments, concepts and data to make judgements, and to frame appropriate questions to development and suggest solutions.
- Apply professional standards in design, presentation, and writing to clearly communicate your ideas to both specialist and non-specialist audiences.



What will you experience?

Throughout the MA Tourism, Hospitality and Event Management programme, you'll cover essential concepts of management, including business strategy, operations management, project management and cross-cultural leadership. You'll also learn how to apply management and business concepts to the tourism, hospitality and event industries. As such, you'll study business theories and their real-world application. In your final term, you'll showcase your newly learned skills by carrying out research and preparing a dissertation on a relevant topic of your choice. All students have the option to learn the German language.

Why study this course?

At BSBI, we take a sincere interest in your professional development and growth. We will help you expand the scope of your ambitions and provide you with the skills and confidence to turn them into reality. This course helps you to build your current knowledge and explore the latest trends related to tourism and hospitality while developing your own concepts of event management.

Who should take this course?

Our college attracts candidates with the vision of becoming a future business leader on the global stage. Thus, proactive and ambitious candidates who are motivated to acquire the practical skills needed for managing the tourism, hospitality and events sector are ideal candidates for this 18-month degree programme.

Career Progression

After completing the MA Tourism, Hospitality and Event Management, you will be able to apply for a range of managerial roles in relevant organisations around the world.

Our memberships:





Entry Requirements

Minimum age: 21 years old

Academic qualifications: Strong undergraduate degree from a recognised university. If you do not meet the academic requirements, you may be assessed on relevant work experience. You must have at least 3 years of management experience.

English Language

- IELTS Academic – minimum OS 6.0 (with min 5.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- Applicants who achieved a bachelor's degree or above* from a recognised university (according to NARIC), where the Method of Instruction was entirely in English (teaching and assessment) must submit a Medium of Instruction Letter.
- Canadian nationals who have completed a bachelor's degree at an English-speaking university must submit a Medium of Instruction Letter.
- West African Certificates (WAEC AND NECO only) with a minimum of C6 in English and issued within the last 5 years. Kenya Certificate of Secondary Education (KCSE) is also accepted with an overall grade C or above. For Tanzania and Cameroon, we request an IELTS (or equivalent certificate).
- Cambridge IGCSE, Cambridge AICE certificates
- International Baccalaureate Diploma can be accepted if: English Syllabus A: Standard or Higher Grade 4, or above and English Syllabus B: Standard Grade 5 or Higher Grade 4, or above.
- Nationals of a majority English speaking country who have taken their academic qualifications in that country do not need to sit an English test (Antigua and Barbuda, Australia, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Ireland, Jamaica, Malta, New Zealand, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, UK and USA).

*Above bachelor's degree can be postgraduate certificate, postgraduate diploma, master's degree, etc.

Admissions Process

Applying to study with BSBI has never been easier! Here's how it works:

1. Create an account here: start.berlinsbi.com/login
2. Select the programme and intake you would like to apply for.
3. Complete all sections of the online application.
4. Submit your application.
5. Our admissions team will liaise with you with regards to the next steps.

Once you have been accepted, you need to apply for a German student visa as soon as possible. To do this, you must:

- Make an appointment with the German embassy in your country and complete an application form (the administrative fees for this are usually around €60)
- Ensure that you provide all the correct documents to avoid being refused entry into the country. Your visa confirmation will take on average two to three months, depending on your country.

It should be noted that the student visa or 'Visum zu Studienwecken' only lasts for three to six months. For more information about the visa requirements you need to study in Germany visit: berlinsbi.com/international-student-guide

Delivery: On-campus

Fees: €8,000 (EU) | €12,000 (international)

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The School's admissions process is subject to the Consumer Contracts (Terms and Conditions). Information on your Right of Withdrawal and our Refund Policy can be found in the BSBI study agreement.

Berlin School of Business and Innovation (BSBI) is in partnership with the University for the Creative Arts (UCA), a Gold Standard institution under the Teaching Excellence and Student Outcomes Framework (TEF). As a result of this partnership, BSBI is able to offer this programme. UCA is an acclaimed creative institution in the UK that ranks highly in all three of the major UK league tables. The university has also been ranked 13th out of all UK universities in The Guardian League Table 2020.

The information in this publication is correct at the time of printing and subject to change at any time. For the latest information, please visit: berlinsbi.com