



PROGRAMME DESCRIPTION

Lincoln University College offers the program, MBA in Hospitality Management is an exciting and challenging field ideal for students who would like to work closely with customers and leading a group of employees. Our program focuses on the acquiring of the basic essential knowledge as well as practical skills, by the students as it would help them to emerge as entrepreneurs or marketing leaders in this fast growing hospitality industry. Students enrolled in this course typically specialize in a certain area of the sector, such as Tourism, International Hospitality Management, Administration, Experience Design, Hotel, Resort and Spa Management or Restaurant Management.

PROGRAMME AIM

Our primary aim is to emphasize on the aspects of strategic management, so that the students can cope up with the changing and adverse circumstances, which are an integral part of the hospitality industry. This program also allows the students to acquire information about strategic business and marketing skills, operational issues, service issues and other relevant aspects related to the hospitality industry.

We also give importance to group projects, field work and seminars; as such kind of training would help the students to prove their merit in the professional service field.

The primary aims of the MBA in Hospitality Management programme are:

- To provide thorough knowledge of global management or the services industry with useful management and business tools so that they can contribute efficiently to the organizations in the chosen field.
- To provide students with the most excellent professional education and learning experience so as to gain a prominent position in the industry as competent managers.
- To develop professionals and effective individuals appropriate for position as senior managerial placement.
- To offer industry relevant curriculum so that they become thoughtful individuals, capable of meeting the challenges of ambitious and varied career aspirations.
- To provide opportunities for higher learning and research, with due regard to the changing needs of the present time and the new millennium.

PROGRAMME DURATION

18-24 Months

INTAKE AND ENTRY REQUIREMENTS

1. January. 2. May. 3. September.

- Bachelor's degree with a minimum CGPA of 2.50 or equivalent, as accepted by the Lincoln University College Senate; or
- Bachelor's degree or equivalent not meeting CGPA of 2.50, can be accepted subject to a minimum of 5 years working experience in the relevant field; or
- Other qualifications recognized by the Malaysian Government.

And

For international students:

Test of English as a Foreign Language (TOEFL) of 500 or International English Language Testing System (IELTS) of 5.0 or any other equivalent qualification for international student. If the student does not fulfill the above criteria, then Lincoln University College must offer English proficiency courses to ensure that student is proficient in the language to the standard required by the program.

LIST OF COURSE / MODULE OFFERED IN THE PROGRAMME

Sl. No.	Subject Name
1.	Marketing Management
2.	Leadership in Hospitality Management
3.	Hospitality and tourism Management
4.	Managerial Economics
5.	Organizational Behavior
6.	ELECTIVE 1
7.	Business Ethics
8.	Business Finance
9.	Human Resource Management
10.	Service Operations Management
11.	Research Method for Hospitality and Tourism Management
12.	ELECTIVE 2
13.	Graduate Research
14.	Contemporary Trend and Issues in Hospitality and Tourism Industry
15.	Sustainable Tourism
16.	Strategic Management

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