



PROGRAMME DESCRIPTION

MBA in Hospitality 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.

Our 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.

The delivery mode of the program is Open and Distance Learning, so it will be very useful for the students who are working and willing to pursue higher study.

PROGRAMME AIM

Our primary aim is to emphasize on the aspects of management, so that the students can cope up with the changing and adverse circumstances, which are integral part of 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.

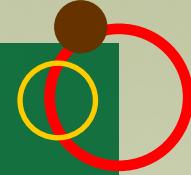
CAREER OPPORTUNITIES

- 1. Hotel/Resort Managers.
- 2. Restaurant Managers.
- 3. Property Managers.
- 4. Assistant Managers.
- 5. General Managers.
- 6. Human Resource Managers.
- 7. Marketing and Sales Professionals.
- 8. Front Office Managers.
- 9. Food and Beverage Directors.
- 10. Group Travel Facilitators.
- 11. Special Event Planners.
- 12. Conference Planners.

Call us :

**1 300 880 111 (Malaysia)
+603 78063478 (International)**

Web : www.lincoln.edu.my | E-mail : info@lincoln.edu.my



PROGRAMME DURATION

Full Time : 1 year 6 months

INTAKE AND ENTRY REQUIREMENTS

March, July, November

Entry Requirements:

- i. A Bachelor's degree (Level 6, MQF) with a minimum CGPA of 2.50, or its equivalent, as accepted by the HEP Senate;
OR
- ii. A Bachelor's degree (Level 6, MQF) or its equivalent but not meeting a CGPA of 2.50 can be accepted subject to a minimum of five (5) years of working experience in a related field.

International students are required to achieve a minimum score of 6.0 in IELTS OR / Malaysian University English Test (MUET) with Band 4 OR its equivalent.

LIST OF COURSE/MODULE OFFERED IN THE PROGRAMME

NO.	SUBJECT
1.	Marketing Management
2.	Strategic Management
3.	Organizational Behavior
4.	Entrepreneurship Management (Elective 1)
5.	Research Method for Hospitality and Tourism Management
6.	Risk Management In Hospitality Business (Elective 2)
7.	Business Ethics
8.	Business Accounting & Finance
9.	Human Resource Management
10.	Service Operation Management
11.	Graduate Research/Applied Research
12.	Contemporary Trend And Issues In Hospitality And Tourism Industry
13.	Sustainable Tourism
14.	Leadership in Hospitality Management
15.	Managerial Economics
16.	Hospitality Market Analysis
17.	Hospitality Training and Development
18.	Hospitality and Tourism Management

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