

MASTER OF SCIENCE IN HOSPITALITY BUSINESS INNOVATION

EARN A MASTER'S DEGREE
ONLINE • 100%

Leading Hospitality and Tourism
in the Digital Era

School of Hotel and Tourism Management

The School of Hotel and Tourism (SHTM) of The Hong Kong Polytechnic University (PolyU) is located in Hong Kong -the world's most exciting city, and a top international tourism and culinary destination.

Founded in 1979, the SHTM was rated No. 1 in the world in the "Hospitality and Tourism Management" category of Shanghai Ranking's Global Ranking of Academic Subjects 2021 for the fifth consecutive year, placed No. 1 globally in the "Commerce, Management, Tourism and Services" category in the University Ranking by Academic Performance in 2020/2021 for four years in a row, rated No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017, and ranked No. 1 in Asia in the "Hospitality and Leisure Management" subject area in the QS World University Rankings by Subject 2021 for the fifth consecutive year, the SHTM is a symbol of excellence in the field, exemplifying its motto of "Leading Hospitality and Tourism".

At the SHTM, more than 1,400 students are guided by a strong international team of over 80 faculty members with diverse cultural backgrounds, with more than 400 combined years of experience in the hospitality industry. Students are provided with a service-oriented education that is truly global in its scope, giving them the opportunity to develop real-world managerial skills.

The SHTM is housed in its own complex with its teaching and research hotel, Hotel ICON, which integrates teaching, learning and research in a full-service environment. In 2012, the International Council on Hotel, Restaurant and Institutional Education bestowed its McCool Breakthrough Award on the SHTM in recognition of its breakthrough in the form of Hotel ICON - the heart of the School's innovative approach to hospitality and tourism education.

What makes the HBI unique?



Meet Professional Needs and Goals

Advanced programme offered to hospitality professionals who aspire to reshape and rebuild the global hospitality business, helping it to thrive in the digital age.



World-leading Hospitality and Tourism Management School

It is offered by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University, a globally recognised hospitality and tourism management school consistently ranked no. 1 in the world by numerous independent bodies.



Innovative and Fully Online

Offered 100% online, our Master of Science in Hospitality Business Innovation (HBI) is designed for seasoned executives who are looking to excel in the digital age.



Unique Teaching Approach

Its participant-centred teaching and learning methods and its flexible delivery pattern enables hospitality executives to complete subjects at their own pace while remaining in the workforce.



Flexibility

Offered online and in a part-time mode, it allows busy hospitality executives to balance their careers, schedules and personal lives. The HBI is a 3-year programme that can be fast tracked in 2 years.

How will the programme help you excel?

The HBI is designed for seasoned hospitality professionals who want to advance their careers in the digital era by completing advanced postgraduate level study that focuses on innovation, creativity and hospitality leadership.

Classes are offered completely online and in a part-time mode to suit the busy schedules of hospitality executives, accommodating their learning needs.

Its participant-centred teaching and learning methods facilitates dynamic interactions between students as well as close collaboration between students and faculty members.

Taught in English, the programme is specifically geared towards enhancing students' professional competence to an advanced level in the digital era.

How will you progress in your studies?

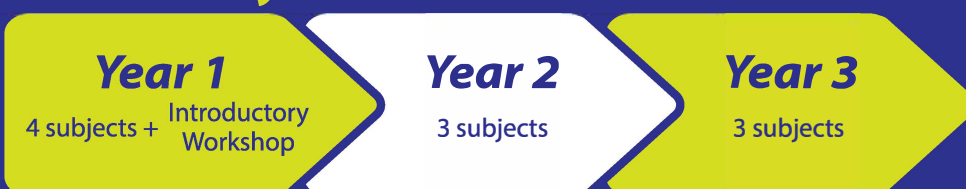
All subjects are compulsory and conducted solely in English. You must complete 1-2 subjects in each semester, including summer term.

Core Subjects

- Introductory Workshop
- Innovation and Technology Management in Hospitality
- Hospitality Financial Management
- Integrated Hospitality Marketing
- Hospitality Business Research Methods
- Hospitality Leadership and Human Capital Development
- Pricing Strategy and Revenue Management in the Hospitality Industry
- Hospitality Business Strategies
- Artificial Intelligence and Data Analytics in Hospitality Business
- Hospitality Asset Management
- Project Management in Hospitality

The programme can normally be completed in 3 years. It is also possible for students to fast track their study in 2 years.

3 Year Study



2 Year Study



How much is the tuition fee?

Education is the best investment you can make today for your future.

Tuition Fee : HKD 251,100*

* Fee subject to revision.

What does the application process involve?

Step 1

You must have

- a Bachelor's degree in hospitality and tourism, business, information technology or other related areas with industry work experience for not less than one year; or
- a Bachelor's degree in areas other than those listed above, with current or past employment in the hospitality and tourism industry for not less than one year; or
- equivalent professional qualifications may also be considered.

Applicants who are non-native English speakers, or whose Bachelor's or Master's degree was awarded by an institution where the medium of instruction is not English, must provide their TOEFL/IELTS score.

You will need

- a self-recommendation letter;
- a personal resume (CV);
- a Bachelor's degree graduation certificate;
- copies of transcripts from all colleges and universities attended;
- proof of past and current employment; and
- one letter of recommendation

For further information:



Step 2

Submit your application to <https://www38.polyu.edu.hk/eAdmission/index.do>

We consider applications on a rolling basis. You are strongly encouraged to apply for admission as early as possible.

Step 3

Our Admissions team will contact you for an interview if your application is shortlisted.

Step 4

Receive notification of your application result.

Step 5

Confirm your acceptance and pay the initial fee of HKD24,300*.

* Fee subject to revision.

For enquiries, please contact:

Prof Basak Denizci Guillet

Programme Leader

+852 3400-2173

@ basak.denizci@polyu.edu.hk

Mr Paolo Zhang

Programme Manager (Online Programmes)

+852 3400-2365

@ paolo-hongbo.zhang@polyu.edu.hk

Ms Julianna Ching

Executive Officer

+852 3400-2220

@ julianna.ching@polyu.edu.hk

SHTM – Leading Hospitality and Tourism

<http://shtm.polyu.edu.hk>

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