



HKPolyUx MicroMasters in International Hospitality Management

Accelerate your Master's degree with an innovative programme to advance your career!



Free Access



Global Community



Private Tutoring



Completion Certificate

Learn **Anytime**, **Anywhere** with **Any Device!**

The School of Hotel and Tourism Management's (SHTM) MicroMasters Programme in International Hospitality Management offers a new way of nurturing talents for the dynamic global hospitality and tourism industries.

The learners will learn through a blend of strategic perspectives and pragmatic implementation, problem identification and decision-making, as well as interdisciplinary theories and management applications.

RENOWNED AS

1st

MICROMASTERS IN
THE FIELD

MORE THAN

116,000

ENROLLMENT

LEARNERS BASED IN

236

COUNTRIES & REGIONS



**Scan to
Enroll
Now**



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



shtm
SCHOOL OF HOTEL &
TOURISM MANAGEMENT



COURSES

in the MicroMasters Programme



HTM533x Managing Human Resources in the Hospitality and Tourism Industry

This course will cover contemporary issues in managing human capital in the hotel and tourism industry, from macro- and micro-perspectives. You'll learn about organisational culture, staffing, leadership, and employee motivation. We'll also discuss cross-cultural approaches to human resource management.



HTM534x Managing Marketing in the Hospitality and Tourism Industry

This course will discuss marketing services and experiences in the hotel and tourism industry. You'll learn how to build customer loyalty, create strong brands, and communicate effectively with stakeholders. You'll also gain insights on marketing to new and loyal customers.



HTM540x Innovation and Technology Management in Tourism and Hospitality

In this course, you will learn about the importance of Information and Communication Technology (ICT) in the context of business, marketing, revenue strategies, and customer services, as well as how it impacts the hospitality and tourism industries.



HTM541x Luxury Management

In this course, you will gain knowledge and skills in managing luxury brands in the hotel and tourism industry, analysing their essence, mastering marketing techniques, and effectively communicating brand value.

COURSE SCHEDULE

3

JAN

|

27

MAR

HTM533x Managing Human Resources in the Hospitality & Tourism Industry

HTM540x Innovation and Technology Management in Tourism & Hospitality

JAN 2025 RUN

25

APR

|

17

JUL

HTM534x Managing Marketing in the Hospitality & Tourism Industry

HTM541x Luxury Management

APR 2025 RUN

WAYS TO TAKE THE COURSE

Choose your own learning path

	VERIFIED TRACK	AUDIT TRACK
Price	USD 278	FREE
Verified Certificates	●	—
Graded Assessments	●	—
Course Access	Unlimited	Limited
Discussion Forums	●	●
Lecture Videos	●	●
Learning Support	●	●
Readings Materials	●	●
Course Activities	●	●

**10%
OFF**

Enjoy a Discount Offer for the Full Programme Experience!

PATHWAYS AND CREDIT TRANSFER

This MicroMasters in International Hospitality Management Programme is the first-of-its-kind credit-bearing credential providing a pathway to five SHTM's flagship Master of Science (MSc) Programmes.



PROGRAMME ENQUIRIES:

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STEP 1

Enrol in the Course and Become an Audit Learner

STEP 2

Upgrade to a Verified Learner and Obtain the Course Certificate

STEP 3

Earn MicroMasters Credentials

Accomplish the four courses and earn the MicroMasters credentials

STEP 4

Apply to the SHTM's MSc Programme:

- MSc in Innovation & Entrepreneurship in Hospitality
- MSc in International Hospitality Management
- MSc in International Tourism and Convention Management
- MSc in International Wine Management
- MSc in Luxury Experiences Management

STEP 5

Transfer Credits

Transfer 9 credits upon successful admission to the SHTM's MSc Programme

STEP 6

Obtain Your Master's Degree from the SHTM

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