The Oxford School of Hospitality Management adopts a truly distinctive approach. Not only do students receive a rigorous and challenging education, they are also constantly exposed to industry. They leave with a deep understanding of the challenges of leadership in the international hospitality and tourism industries. It is no wonder that they go on to follow such successful careers.

UFI IBRAHIM
CEO
British Hospitality Association
WELCOME TO THE OXFORD SCHOOL OF HOSPITALITY MANAGEMENT

Being at university is about so much more than gaining expertise in your chosen subject area. It’s about enhancing your intellectual capacity, developing professionally and preparing yourself for success throughout your life and career.

We are dedicated to providing you with opportunities for personal growth and transformation. The quality of teaching, rigour of academic research and constant interaction with industry create a vibrant and challenging environment.

We foster a learning community that is international in its outlook and promotes social responsibility, inclusivity and the celebration of diversity.

DONALD SLOAN, Head of School
**EXCELLENCE IN TEACHING AND LEARNING**

Studying at the Oxford School of Hospitality Management is a dynamic experience. You will become immersed in a diverse community of students and academic staff who have a genuine passion for hospitality and for learning.

**HOW YOU WILL LEARN**

We focus on stimulating your intellectual curiosity and enhancing your professional knowledge and skills, so that you can go on learning throughout your career.

Underpinning this ambition, we deliver a learning experience that is:

- **relevant** – in tune with organisations in the international hospitality, events and tourism industries
- **challenging** – high expectations, with support that encourages and enables achievement
- **stimulating** – varied learning experiences that inspire and motivate
- **international** – preparing students from all around the world and valuing their diverse contributions
- **valuable** – providing graduates with competitive advantage in the international labour market.

**SUPPORTING YOUR LEARNING**

You will be part of a strong learning community that enables you to recognise and fulfil your potential, and what you learn will be cutting edge, reflecting the very best industry practice.

From academic advisers and support coordinators, to specialist subject librarians and other learning support staff, we want to ensure that you get the best out of your studies.

We want your time at Oxford Brookes to be as enjoyable and successful as possible. That’s why we provide all the facilities you need to be relaxed and happy throughout your course.

**STUDENT EXPERIENCE**

We adopt an innovative approach to teaching, which ensures your learning experience is vibrant and engaging. We firmly believe learning should be exciting as well as challenging.

Our academics hold regular tutorials where you can discuss the preparation of assignments and approaches to research.

This personal support builds your confidence as an independent learner, develops your subject knowledge and proves vital as you write your dissertation.

The best thing about the school is the way the staff support the students. You can talk to them whenever you want. You can tell their priority is to push us, in a good way, to become better professionals in the industry. They link you with as many companies from the sector as they can.

SONDOS NAKHJAVANI POUR
Postgraduate student, Iran
Oxford Brookes has given me the necessary foundation to better succeed. Throughout my studies I made lifelong friends and met tutors who inspired me to pursue my career within this industry.

**STEPHANIE SEGOURA**
Graduate, General Manager, The Chelsea Harbour Hotel, Millennium Hotels & Resorts
EXCELLENCE IN INDUSTRY LINKS

The Oxford School of Hospitality Management has strong relationships with hospitality's most recognisable names, allowing you to learn from, and work with, the best in the industry.

You gain valuable links with the industry

PROFESSIONAL NETWORKS

One of the most valuable lessons you will learn is the importance of building and maintaining a professional network in order to achieve a smooth transition from education to the work place.

You are encouraged and supported to develop your own networks of professional contacts, benefiting greatly from a wide variety of introductions and experiences which the school makes available to you.

You have the opportunity to attend many events involving hospitality professionals, some on campus and others in Oxford and London. These provide the chance to interact with managers in industry, gain new insights and be better prepared for the professional world.

GUEST SPEAKERS

As part of your postgraduate course within the Oxford School of Hospitality Management, we prepare you to be the future leaders of the hospitality, events and tourism industries. We invite a range of prominent industry executives to enrich your learning experience by sharing their views on management and leadership in hospitality and tourism.

Recent guest speakers have included:

SIMON HOUSTON
Group Operations Manager Europe, Baxter Storey

LIZ HARTSTONE
International Hospitality Recruiter

JANET WOOD
Managing Director, The Silent Customer

JANE MCGILL
Head of Talent, British Airways

GAVIN BATE
Director of Adventure Alternative, Founder and Chairman of Moving Mountains Trust

EUGENIO PIRRI
Vice President, People and Organisational Development, Dorchester Collection

BACCHUS MENTORING PROGRAMME

Unique in the higher education sector, the Bacchus Mentoring Programme provides structured support for all postgraduate students by linking them with senior figures from the international hospitality, events and tourism industries.

You will have a dedicated mentor, who you will work closely with throughout your studies and many of these relationships live on after students progress into employment.

Your mentor will provide you with real insights into the opportunities available in the hospitality, events and tourism industries and help your transition from higher education to working life. This programme has had a hugely positive impact on the learning experience of our students.

There are now more than 150 mentors participating in the programme, many of them alumni of the Oxford School of Hospitality Management and members of the Bacchus Society (see page 11).

The school’s connection to the industry is hugely beneficial. I met Firmdale Hotels when they gave a presentation at the school. I learnt about the company and application process, and have now secured a role on their graduate scheme. My Bacchus mentor has helped me with my CV and interview skills.

NIOVI ALEXANDRIDOU
Postgraduate student, Greece
Your degree will focus on both creative and responsible management, giving you the perfect grounding for a successful career.

RAYMOND BLANC OBE
Chef Patron,
Le Manoir aux Quat’Saisons
EXCELLENCE IN RESEARCH

The school has a strong and collaborative research culture which will help you develop intellectually.

96% of research judged to be internationally recognised

RESEARCH EXCELLENCE FRAMEWORK RESULTS 2014

* Research was submitted as part of the Faculty of Business

YOUR COURSE IS BUILT ON WORLD-CLASS RESEARCH

You will be exposed to top hospitality and tourism academics who conduct rigorous and up-to-date research that advances sector knowledge and addresses the needs of national and international organisations. This will hugely benefit your studies as you will be made aware of the current developments and issues in the industry.

RESEARCH PROJECTS

There is the opportunity to take part in your own research projects that address current issues in the sector.

You will be supervised by a specialist tutor who provides expert knowledge and one-to-one guidance throughout your project. Training in developing your research skills and techniques will also be offered.

Whilst carrying out research projects, some students receive support from their Bacchus mentor. Their knowledge, experience and professional contacts can have a positive impact on your work.

INDUSTRY SPEAKERS

You will have the opportunity to attend a diverse programme of research seminars and public lectures by industry professionals. This offers vital insights as well as being a source of current information that you can use in your studies.

RESEARCH WITH PRACTICAL IMPACT

The Oxford School of Hospitality Management prides itself on carrying out research with a sustainable and social impact.

Recently, it has become the lead university on an international research project that encourages students and academics to learn more about social enterprise and encourages graduates to consider careers in this sector.

Outputs of this research include social enterprise boot camps and walking workshops in locations such as Kenya and Nepal.

NEW RESEARCH CENTRE

We have recently launched the Centre for International Tourism and Events Management Research, located in the Oxford School of Hospitality Management, as a cross-faculty research centre. You will benefit from interaction with internationally recognised researchers who contribute to the centre’s work.

My dissertation is on how people create and develop motivation to travel from using Instagram. I chose this topic because I am really interested in social media and it is a really new area. I have used my tutor’s research in my work as well as all the insights into the industry that he has given me.

SADIYA MACHINGAL
Postgraduate student, India
Lecturers at the Oxford School of Hospitality Management are industry experts who frequently publish leading textbooks and academic articles. Their success ensures a world-class reputation for cutting-edge research in the school.

Taught by the people who write the books

**ESSENTIAL FINANCIAL TECHNIQUES FOR HOSPITALITY MANAGERS** (2014)
Cathy Burgess – Senior Lecturer

**STRATEGIC MANAGEMENT FOR HOSPITALITY AND TOURISM** (2010)
Prof Levent Altinay – Professor of Strategy and Entrepreneurship

**FOOD & DRINK: THE CULTURAL CONTEXT** (2013)
Donald Sloan – Head of School

**THE TOURISM AND LEISURE EXPERIENCE** (2010)
Dr Peter Lugosi – Reader

**GRADUATE EMPLOYABILITY** (2008)
Angela Maher – Programme Lead

**CONTEMPORARY TOURIST BEHAVIOUR: YOURSELF AND OTHERS AS TOURISTS** (2009)
Dr Jackie Clarke – Reader and Dr David Bowen – Principal Lecturer and Head of Doctoral Programmes

**RESPONSIBLE HOSPITALITY THEORY AND PRACTICE** (2011)
Dr Rebecca Hawkins – Senior Lecturer

**ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM: A GLOBAL PERSPECTIVE** (2015)
Maureen Brookes – Reader in Marketing Levent Altinay – Professor of Strategy and Entrepreneurship
DEVELOPING EXCELLENCE IN OUR COMMUNITY

When you join the Oxford School of Hospitality Management you become part of our community for life. You will not only be a student, you will develop a life-long partnership with the university.

MENTORING AND SUPPORT

The Oxford School of Hospitality Management promotes a strong and supportive learning community in which students are engaged, motivated and eager to learn. Based largely on the formal learning experience, it also offers opportunities to attend events, build valuable professional relationships and share experiences with alumni. You will find yourself surrounded by those who want you to fulfil your potential, and ultimately to become a leader in your field.

To complement your workshops and tutorials, you will have access to the virtual learning environment. This allows you to connect with lecturers and colleagues electronically to develop your learning further in a flexible and responsive format.

BACCHUS MENTORING PROGRAMME

The Bacchus Mentoring Programme links each student with a senior, experienced executive from the international hospitality and tourism industry.

This programme has a major impact on the learning experience and professional development of our students. Many of these relationships are so strong that they continue long after students have begun their careers. See page 6 for further details.

HOME TO OXFORD GASTRONOMICA

A specialist centre for the study of food, drink and culture, Oxford Gastronomica has grown since its launch in 2007 to become a leading player in its field, both nationally and internationally. Its key objectives are to provide a forum for the serious study of food and drink and their place in culture. It commits to integrity in food sourcing and it is responsible for fuelling students’ passion for food and wine.

You will have the chance to attend Oxford Gastronomica events that bring students together with the public, academics, food industry professionals and those working in the creative arts.

The element which had the most impact for me while studying at Oxford Brookes was the support of the lecturers and their understanding of how I learnt best.

By recognising that I like to discover and research concepts for myself, I was given the space I needed to do so, yet when I needed help, I could always count on them for direction and clarity. This only motivated me more and always kept me interested.

LEILA JIWNANI
Graduate, Manager, PricewaterhouseCoopers

Oxford Literary Festival
The Bacchus Society is recognised as one of the most active and successful societies in the university.

It is recommended that you get involved in our vibrant community of current students, academics, alumni and friends of the school.

The hospitality industry thrives on relationships. Bacchus events provide opportunities for you to meet and learn from successful graduates and establish connections from across the world.

You can get involved with the society’s student committee and gain experience in organising events as a team, write for the society magazine and help with the marketing and the accounts.

The Bacchus Society encourages you to stay connected with the school after you graduate so you continue to benefit from the networks that you build.

Find out more about the Bacchus Society on Facebook.

The society is important for the school because it’s a way of getting everyone together – students, staff, alumni, employers. There are some formal events as well as opportunities for everyone to go out and get to know each other in a more informal setting.

The student committee meet up every week. We organise events like the champagne tasting night, but we are also there to listen to students and hear their opinions on how things are going.

There are different roles in the committee in areas like finance, marketing, food and beverage, which help students to gain valuable experience.

PATRICK OWENS
Postgraduate President, The Bacchus Society
EXCELLENCE IN EMPLOYMENT OPPORTUNITIES

Oxford Brookes, with its outstanding reputation, is the obvious choice for aspiring leaders in the dynamic and vibrant international hospitality industry.

WORK EXPERIENCE
There are opportunities for term-time work experience through a network that has been developed by the school. Students have worked at The Financial Times Weekend Oxford Literary Festival, the BBC Food and Farming Awards and The Chocolate Festival among others.

NETWORKING SKILLS
To become a well-rounded, job-ready postgraduate it is vital that you practise your networking skills. You will have many opportunities at events that take place in the school. You will be exposed to successful entrepreneurs and industry leaders who will tell their stories, debate their experiences and share their insights. This is another way of learning about the sector and can help you fast-track your career.

CAREERS CENTRE
As well as our dedicated team that support your careers and work experience needs, the university’s Careers Centre offers:

- Individual sessions with careers advisors
- Employability workshops, job fairs and employer presentations
- Advice on CVs and application forms
- Development of interview and presentation skills
- Aptitude and personality assessments
- Careers information and directories
- A job vacancy database which includes graduate, placement, part-time and volunteering opportunities.

WORK PLACEMENTS
If you would like more work experience in the hospitality industry, you can choose to do a one-year work placement after your course. Our close links with industry mean that we are able to support you in preparing for and securing your work placement. See page 14 for more information.

CAREER OPTIONS
Our graduates enjoy a very strong reputation for being extremely employable. Our students have the intellectual capacity, skills and experience that employers want and graduates go on to a wide range of careers.

We have outstanding worldwide links with the industry and deliver unparalleled opportunities for you to network and secure an exciting graduate career. Many companies attend the school each year to recruit our students.

The Oxford Brookes Careers Centre can provide advice throughout your studies and help with your applications and interviews when you start looking for a graduate job.

After my master’s studies at Oxford Brookes I had the opportunity to become a Knowledge Transfer Partnership (KTP) Associate at the university. I was tasked with developing business continuity and disaster recovery plans across the global operating system of InterContinental Hotels Group (IHG), ensuring its resilience in case of a major disruption.

Together with academic and company supervisors, we successfully developed this programme for IHG over two years.

Subsequently I joined IHG and since then my role has expanded significantly. I am part of the security team and I now have crisis management responsibilities as well.

CATIA GUIMARAES
Graduate, Crisis and Business Continuity Global Risk Manager, InterContinental Hotels Group
GRADUATE RECRUITMENT FAIRS
Each week in the second semester companies present to our students as part of a careers programme run directly by the school. We also host a hospitality careers fair for our students in March each year.

Many of the top hospitality firms regularly present at the school, including Accor Hotels, Fairmont Hotels and Resorts, Marriott Hotels, Rick Stein Restaurants and Malmaison.

Recruitment fairs are excellent places to meet company representatives from corporations of the hospitality and tourism sector. Through networking you can interact with corporate recruiters, get to know them and subsequently be in the best possible position when applying for graduate vacancies.

EXAMPLES OF RECENT POSITIONS TAKEN BY OUR GRADUATES:

- **General Manager**
  Crystal Hotels (Greece)

- **Business Development Manager**
  Beachcomber Hotels (Mauritius)

- **Duty Manager**
  Mandarin Oriental Hotel Group (Hong Kong)

- **Conference and Banqueting Assistant Manager**
  Cardiff Marriott (UK)

- **Financial Assistant**
  Mandarin Oriental, London (UK)

- **Assistant Airport Business Development Manager**
  Meridiana Airlines, Sardinia (Italy)

- **Conference and Banqueting Coordinator**
  Hilton Hotels, London Gatwick (UK)

- **Financial Controller**
  Novotel, Phuket (Thailand)

- **Research Analyst**
  PricewaterhouseCoopers, London (UK)

- **Resort Manager**
  Destination Beach Resort and Spa in Koh Samui (Thailand)

- **Trainee Revenue Manager**
  Novotel, Paris (France)

- **Marketing Executive**
  Almaty Airlines (Kazakhstan)

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I enjoyed the academic experience at Oxford Brookes, the interaction with other ambitious, internationally-minded students, and the opportunity to immerse myself in a city with such history, culture and beauty.

TROY HICKOX
Graduate, Corporate Vice President – Hospitality Development, Galaxy Entertainment Group

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I was recruited as a Management Trainee by an international hotel chain even before I finished my master’s.

VERONIQUE MALOUIN
Graduate, Lodging Connectivity Manager, Expedia Inc.
ONE-YEAR WORK PLACEMENT

The one-year work placement is a great opportunity for those who would like to gain work experience in the hospitality industry after the course.

Industry Experience

PLACEMENT OPPORTUNITIES
All placement positions are paid and provided by top employers from all sectors of the hospitality, events and tourism industry, including hotels, restaurants, contract catering, tourism agencies and events organisations.

RECENT PLACEMENT EMPLOYERS
- Shangri-La at the Shard, London
- Jumeirah Hotels & Resorts, UAE
- Hilton Heathrow, London
- Radisson Blu Portmann Hotel, London
- Starwood Hotels & Resorts Worldwide, China

BENEFITS OF A WORK PLACEMENT
By doing a placement you will receive:
- Paid, full-time work experience
- Practical experience in the hospitality, events and tourism industry
- A dedicated service to guide your placement search
- Tailored placement skills development workshops
- Continual support from the school
- Improved graduate employability
- Chance of a firm offer of employment.

APPLYING FOR YOUR PLACEMENT
Once you have finished the first taught year of your course, you and your tutors will have an idea of the type of job that would best suit your interests and future career.

You will be given guidance by your tutors and the Careers Centre on how to apply for a position.

This includes workshops on CVs, interview techniques and how to prepare for your placement year.

INTERNATIONAL STUDENTS
For international students who are interested in applying for a work placement, there is full support given by the school, the International Student Advice Team and the Careers Centre.

Before you start your placement, workshops are provided on how to prepare for working abroad or in the UK.

I did my placement with Marriott Hotels and three months into it I was offered a permanent position! The tutors were fantastic in preparing me for working in the UK by giving me guidance on my applications and an understanding of the work culture.

I now like to support Brookes by encouraging students to apply for a placement with Marriott.

HARMEET CHUGH
Graduate, Hotel Manager, Marriott Frenchman’s Reef and Morningstar Beach Resort, USVI
We provide 12-month placements to students in a number of different roles. The students working with us are highly motivated, skilled hospitality professionals who contribute to the successful running of the hotel during the internship.

**CAROLINE LOWE**
Graduate, Director of Human Resources, Hilton London Heathrow Airport Terminal 5
EXCELLENCE IN INTERNATIONAL EXPOSURE

Hospitality is a truly global sector and our courses are very internationally focused. At Oxford Brookes you will be well-prepared for a global career.

Global understanding and experience

INTERNATIONAL FIELD TRIPS
It’s not just about theoretical learning, there are opportunities to visit locations as diverse as Spain, Romania and Kenya. Hospitality Leaders Week in Barcelona is a joint initiative hosted by the Oxford School of Hospitality Management, the School of Tourism and Hospitality Management Sant Ignasi, Barcelona, and the Hotel Management School, Maastricht. The aim is to bring the leaders of the future together to meet, learn, share and discuss best practices with the current leaders of the tourism and hospitality sector.

INTERNATIONAL WORK PLACEMENT
Because the hospitality industry is global, if you decide to take the Professional Development module you may have the opportunity to undertake a one-year work placement position in organisations around the world.

AN INTERNATIONAL SCHOOL
The Oxford School of Hospitality Management welcomes students from 55 countries around the world. Similarly, our staff come from all over the world. This international mix gives you exposure to a wide range of cultures, reflecting the global nature of the hospitality industry. Working alongside students from different countries will develop your skills and networks for an international career in the hospitality and tourism industries.

“…The Hospitality Leaders Week in Barcelona has been one of the most exciting, inspiring and motivating times of my life at Brookes. I gained precious insights into the hospitality and tourism industry and shared best practices related to innovation and leadership. It was great to meet students from other universities and network with high profile lecturers and industry experts.

GIUSEPPE FRANCESCO PERROTTA
Postgraduate student, Italy
Our on-campus pre-sessional English language and pre-master's courses (see page 23) can help familiarise you with university life as well as help you meet our entry requirements.

STUDENT ACCOMMODATION
Living in halls is a great way to be part of university life and meet new friends. If you are an international student you are guaranteed university accommodation as long as you meet advertised deadlines. The Brookes Bus links all the university campuses and the cost of a bus pass is included in your hall fees.

For further information, please visit: www.brookes.ac.uk/accommodation

MEET US IN YOUR COUNTRY
Staff from Oxford Brookes make regular visits overseas and we encourage you to make contact with us when we visit your country. You can find out if we are visiting your country at:
www.brookes.ac.uk/international/country-information

SUPPORT FOR INTERNATIONAL STUDENTS
Coming to live and study in the UK may be a new experience for you. Oxford Brookes provides the support you need to help you to settle in and succeed in your studies, including:

- An International Student Advisory Team (ISAT), who provide advice on issues such as visas, finance and employment
- An online guide to help you plan for coming to the UK: www.brookes.ac.uk/preparation-arrival
- Free English language support during your course
- A Careers Service to help you find information and advice on your career, whether working in the UK or in your own country
- Upgrade, our confidential advice service for guidance on study skills or maths and statistics
- A Global Buddies Scheme, which puts you in touch with a current UK student to help you settle into Oxford life.

Our on-campus pre-sessional English language and pre-master's courses (see page 23) can help familiarise you with university life as well as help you meet our entry requirements.

VISA REQUIREMENTS
If you need a Tier 4 student visa to study in the UK you will need to apply for our full-time courses to meet visa requirements.

WORKING IN THE UK
Our work placement option allows you to work in the UK for up to a year as part of your studies. This gives you the opportunity to perfect your English in a relevant setting as well as making you more employable in the global hospitality industry (see page 14 for further details).

The tourism and hospitality sector in Oxford gives you the opportunity to get relevant part-time work during your studies if your student visa allows this. There are some opportunities for students from outside the European Union to work in the UK after their studies. To find out about the current visa schemes visit: www.gov.uk/browse/visas-immigration/work-visas

Through group work I have met lots of people from different countries. It is a friendly environment. I have made many friends and experienced new things. I’ve found it inspiring to learn about different cultures!

MINGMEI ZHANG
Postgraduate student, China
OXFORD, A GREAT PLACE TO LIVE AND STUDY

As one of the most famous centres of education in the world, the city of Oxford is a great place for students to live. From its historic buildings to its scenic riverside pubs, it is a place where every student feels welcome.

A CENTRE FOR HOSPITALITY AND LEARNING
Oxford is one of the world’s great cities. With a reputation built on education, literature and the arts, Oxford attracts visitors from all continents, making it the perfect location in which to study hospitality.

You will benefit from our close links with all sectors of the Oxfordshire hospitality industry, from hotels and restaurants, to museums and theatres.

Oxford is a great base from which to travel further afield, located only an hour from London and international airports.

A PLACE TO HAVE FUN AND EXPLORE
With 1 in 5 of the population in Oxford being a student, the city has an array of vibrant and varied bars, restaurants, and clubs, many of which offer student deals.

The city is graced with an abundance of beautiful architecture steeped in historical significance, fascinating museums and galleries. And, with London so close, you will never be short of new things to experience.

Oxford enjoys a multicultural population so, whichever your preferred cuisine, you will find an authentic restaurant or café catering to your tastes.

I like that Oxford is a historical yet modern city, which has produced many world renowned leaders and artists. There are many quaint places to socialise across the city and it is easy to get around on the Brookes Bus. There are various societies covering most sports and I enjoy being part of the very sociable cricket club.

ANISH RAMNANI
Postgraduate student, India

CAMPUS LIFE
The social hub of the Students’ Union (Brookes Union) at Oxford Brookes is based in the new John Henry Brookes Building at the Headington Campus. It has a student bar and a theatre-style hall which hosts performances, film screenings, workshops, seminars and many other events.

You will have access to all of the university’s sports facilities including a fitness suite, badminton, tennis, squash and basketball courts, a climbing wall, and a variety of sports teams to join.

CAMPUS LOCATION
The Oxford School of Hospitality Management is based at the Headington Campus, close to the city centre. It is home to the new John Henry Brookes Building, which brings together the library and essential support services offering academic and careers advice.

At the Headington Campus there is accommodation dedicated exclusively to postgraduate students.

There are more than 70 student societies, so whether you like music, photography, drama, or your interests are cultural, political, environmental or religious, you will find a society to suit you.
MSc INTERNATIONAL HOSPITALITY, EVENTS AND TOURISM MANAGEMENT September or January entry

This course provides a broad introduction to the hospitality, events and tourism industry. It is specifically for those who have not studied these subjects before and do not have any work experience in these sectors.

I am really enjoying the course! All the modules and lecturers are great. It’s perfect for me because I wasn’t sure whether I wanted to go into the hospitality, events or tourism industry and now I am learning about all three. Now I’ve developed an interest in tourism and cultural research, which is down to what I have learnt in modules from very inspiring tutors.

SHIVANI BABAR
Postgraduate student, India

THE COURSE
This master’s degree explores how different sectors of hospitality, events and tourism are linked together to form a dynamic and exciting industry. You will be introduced to key concepts such as the psychology of tourism behaviour, hospitality operations, strategic financial management and how to create a marketing plan.

There is a choice of elective modules, including Tourism Digital Distribution, Events, Revenue Management and Tourism Innovation and Entrepreneurship.

Tutors involved in the course are internationally renowned for their research, consultancy activities and excellent links with the hotel and tourism industry. They bring their up-to-date expertise into the classroom and make the teaching very student-centred, participative and interactive. You will take part in workshops, seminars, lectures, theatre role-plays, case study analysis and one-to-one tutorials.

You are provided with exceptional support during the course. The Programme Lead, subject co-ordinators, module leaders, individual tutors, academic advisers and programme administrators are all available to help your personal and professional development.

The school has extremely close links with industry. You receive personal mentoring from an industry leader through our unique mentoring scheme. After the one-year taught course you have the option to gain work experience with a top employer on a one-year, paid work placement. See page 14 for further details.

This master’s enables you to start a career in international private sector companies such as airlines, events companies, hotels, tour operators and travel agencies, or in the public sector, for example, with local, regional or national tourism organisations. Our dedicated careers service helps you find a work placement and supports your ongoing career development.

For course information visit: www.hospitality.brookes.ac.uk/postgraduate

COURSE LENGTH
12 months full-time or 24 months part-time.

ENTRY REQUIREMENTS
A second class honours degree or equivalent in any subject. Entry will be subject to two satisfactory references (one must be an academic reference).

Although beneficial, prior work experience in the hospitality, tourism or events industries is not an entry requirement.

Proof of English language competence is also required if your main language is not English. Please visit our individual course pages for more information: www.hospitality.brookes.ac.uk/postgraduate

HOW TO APPLY
Apply online through UCAS Postgraduate.

FURTHER INFORMATION
hospitality@brookes.ac.uk
Tel: +44 (0) 1865 485858
This master’s degree is designed for ambitious students who want to become future leaders in the hospitality, events and tourism industry. It builds on your previous studies and work experience, and develops your ability to think strategically across core management disciplines.

What I like about the course is that you can personalise it and make it fit your needs. The staff are really supportive and they help by connecting you with people around the school and in the industry that are related to your interests. The advice that my mentor has given me is really valuable and has made a great difference to my studies.

TOYA BEZZOLA
Postgraduate student, Switzerland

THE COURSE
The real world experience of professionals from an international hotel corporation will provide you with a valuable insight into the sector. You will learn about hotel brand design and how to develop hospitality, events and tourism companies for different markets. Training will be given in research, analytical and academic writing skills.

Tutors involved in the course are internationally renowned for their research, consultancy activities and excellent links with the hotel and tourism industry. They bring their up-to-date expertise into the classroom and make the teaching very student-centred, participative and interactive.

You are provided with help and assistance during the course. The Programme Lead, module leaders, individual tutors, academic advisers and programme administrators are all available to offer you academic and personal support.

The school has extremely close links with industry. You receive personal mentoring from an industry leader through our unique mentoring scheme. After the one-year taught course you have the option to gain work experience with a top employer on a one-year, paid work placement. See page 14 for further details.

Graduates of this master’s degree are able to accelerate their hospitality and tourism careers and progress to managerial positions in a wide range of organisations all over the world. Our dedicated careers service helps you find a work placement and supports your ongoing career development.

For course information visit: www.hospitality.brookes.ac.uk/postgraduate

COURSE LENGTH
12 months full-time or 24 months part-time.

ENTRY REQUIREMENTS
A second class honours degree in a hotel or tourism management subject (or equivalent) plus at least one year’s work experience in the hotel and tourism industry. Entry will be subject to two satisfactory references (one must be an academic reference).

Proof of English language competence is also required if your main language is not English. Please visit our individual course pages for more information: www.hospitality.brookes.ac.uk/postgraduate

HOW TO APPLY
Apply online through UCAS Postgraduate.

FURTHER INFORMATION
hospitality@brookes.ac.uk
Tel: +44 (0) 1865 485858
The international tourism industry faces a range of major political, cultural, economic and environmental challenges. On this course students explore how destinations and organisations can effectively respond to these challenges using new and innovative approaches to business.

Oxford Brookes is known for producing our industry’s future leaders – those who make their mark on tourism development worldwide.

CHRISTOPHER RODRIGUES
Chairman of the British Council and Visit Britain

THE COURSE
You will explore the political, social and economic challenges that have influenced, currently influence and could influence tourism in the future. You will then consider how innovation and entrepreneurship may shape solutions to these challenges, while being introduced to key concepts such as the psychology of tourism behaviour and how this might inform the marketing of different solutions.

The Oxford School of Hospitality Management has extremely close links with industry and you will gain real world experience through the Tourism Consultancy Project. In this module you will work with our industry partners to develop, evaluate and implement innovative solutions for one of their current challenges.

Tutors involved in the course are internationally renowned for their research. They bring their up-to-date expertise into the classroom and make your learning very student-centred, participative and interactive. In the dissertation module, you will work closely with a specialist tutor to undertake a detailed investigation of a topic of your choice.

You are provided with exceptional support during the course. The Programme Lead, subject co-ordinators, module leaders, individual tutors, academic advisers and programme administrators are all available to help your personal and professional development.

You receive personal mentoring from an industry leader through our unique Bacchus Mentoring Scheme. After the one-year taught course you will have the option to gain work experience with a top employer on a one-year, paid work programme. There is a dedicated careers service, which helps you identify graduate employment opportunities, one-year work placements and supports your ongoing career development.

This master’s enables you to start a career in the tourism sector. This might involve working in international private sector companies such as tour operators and travel agencies, or in the public sector, for example, with local, regional or national tourism organisations. You might consider starting your own business or social enterprise.

For course information visit: www.hospitality.brookes.ac.uk/postgraduate

COURSE LENGTH
12 months full-time or 24 months part-time.

ENTRY REQUIREMENTS
A second class honours degree or equivalent in any subject. Entry will be subject to two satisfactory references (one must be an academic reference).

Although beneficial, prior work experience in the hospitality, tourism or events industries is not an entry requirement.

Proof of English language competence is also required if your main language is not English. Please visit our individual course pages for more information:
www.hospitality.brookes.ac.uk/postgraduate

HOW TO APPLY
Apply online through UCAS Postgraduate.

FURTHER INFORMATION
hospitality@brookes.ac.uk
Tel: +44 (0) 1865 485858
PRE-MASTER’S AND PRE-SESSIONAL ENGLISH COURSES

If you need to improve your English language or academic skills, Oxford Brookes offers courses to help you meet the entry requirements and prepare you for successful postgraduate study.

Our pathways courses are taught by university lecturers who are passionate about getting you on to your degree.

ENGLISH LANGUAGE REQUIREMENTS
In addition to the academic entry qualification requirements, if your main language is not English, proof of English language competence is required. Please visit our individual course pages for more information: www.hospitality.brookes.ac.uk/postgraduate

UNIVERSITY ENGLISH
You can take our pre-sessional University English course to help you meet the language requirements for your master’s course. It will also familiarise you with university life, our study facilities and teaching methods before starting your master’s course.

You can start in September, January, June or July. A University English course can range from six to 36 weeks depending on your current English language level. Entry levels are from IELTS 4.5 upwards.

PRE-MASTER’S COURSES
Pre-master’s courses help you to meet the academic and language requirements for postgraduate study.

These will help you if:
- your undergraduate qualifications do not meet the postgraduate entry requirements
- you want to improve your use of academic English and study skills and build your confidence before starting your master’s degree.

During the course you will take modules in:
- Hospitality Management to improve your subject knowledge
- Research and study skills
- English language (if needed).

The pre-master’s course is available as a one-semester certificate or two-semester diploma course. You can start in September, January or June.

The diploma can be taken as part of any two-year, full-time hospitality management master’s course. You will only need to make one application and can apply for one visa for the whole period of study.

There are options if you are a native speaker of English or if you need to improve your English language skills with entry levels from IELTS 5.5.

Before I came to Brookes I was an art student, with no business background at all. The pre-master’s course prepared me with all the skills I needed to study a master’s in hospitality. This included learning presentation skills, study skills and how to write an assignment. All of the tutors were friendly and supportive throughout and I made a lot of friends.

YU LU
Postgraduate student, China

For more information, please email: pathways@brookes.ac.uk or visit: www.brookes.ac.uk/international/pathway

All diagrams in this brochure are for illustration purposes only. Please note that all programmes are subject to an Annual Review, which may result in recommendations for changes to programme content, including modules to be offered, prior to September 2017. Prior to accepting any offer of a place, please visit our website www.brookes.ac.uk/hospitality for up-to-date information and read our terms and conditions at www.brookes.ac.uk/terms-and-conditions.

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