THE OXFORD SCHOOL OF HOSPITALITY MANAGEMENT
Postgraduate Degrees 2018
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.

DR KATE RINGHAM
Programme Lead
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 tourism industries and for learning.

Providing high quality education

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.

You will develop strong working relationships with your lecturers, which will help you get the most out of the course.

We create a positive, enjoyable atmosphere in the classroom and promote a supportive environment which helps you develop the skills and knowledge that employers look for. 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, Malmaison London
EXCELLENCE IN INDUSTRY LINKS

The Oxford School of Hospitality Management has strong relationships with the hospitality and tourism industries, 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:

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

**LIZ HARTSTONE**
International Hospitality Recruiter

**JEREMIAH TOWER**
Author and Consultant, Jeremiah Tower Consulting

**PAULA BALL**
Director Revenue Management, Pricing and Operations, InterContinental Hotels Group

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

**JON LUDLOW**
previously SVP & Head of Global Risk, InterContinental Hotels Group

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, whom 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. Students often say that this is one of the most exciting and valuable parts of the programme.

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 best thing about the course is the strong industry links. I attended numerous extracurricular activities, such as culinary field trips or the Bacchus Awards, where you meet lots of people and network with hospitality leaders. The school has an outstanding reputation with a strong connection to the Alumni.

**ALEXANDER SCHICK**
Postgraduate student, Austria
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
The Oxford School of Hospitality Management prides itself on carrying out research with a sustainable and social impact. Examples of recent research includes:

**COMBAT human trafficking** – Trafficking in human beings is a serious and increasingly dramatic phenomenon and hospitality and tourism businesses can be involved in this phenomenon. The Oxford School of Hospitality Management leads a consortium of academic and industry partners working on a project aiming to develop measures for combating human trafficking in the industry.

**Tackling loneliness in the elderly** – This project, in conjunction with Hong Kong Polytechnic University, seeks to facilitate collaboration between hospitality businesses, elderly support groups and government policy makers, in an attempt to connect citizens from across generations with the aim of alleviating loneliness.

**Advice for family restaurants** – This study conducted by researchers at the Oxford School of Hospitality Management and the University of Queensland sheds light on how restaurants and cafés can create exceptional experiences for parents, carers and children.

For more information, please visit: brookes.ac.uk/hospitality/research
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

**PLANNING RESEARCH IN HOSPITALITY AND TOURISM** *(2015)*
Prof Levent Altinay – Professor of Strategy and Entrepreneurship

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

**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
Dr David Bowen – Reader 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.

STUDENT 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 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 lectures 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.

JESSICA B. HARRIS – BACCHUS MENTOR EVENT 2017

HOME TO GASTRONOMICA
A specialist centre for the study of food, drink and culture, Gastronomica, as a part of the Oxford School of Hospitality Management, 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 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, Deals Strategy and Operations Manager, PricewaterhouseCoopers

Mentoring and Support

JESSICA B. HARRIS – BACCHUS MENTOR EVENT 2017
The Bacchus Society

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

The hospitality and tourism 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 have the opportunity to get involved in our vibrant community of current students, academics, alumni and friends of the school.

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.

I had heard about the Bacchus Society before I came to Brookes and wanted to get involved. We have a committee of 42 students that organises lots of different events including networking events and a Summer Ball. This has helped me apply what I have learnt in the course about working as a team, working with people from different nationalities, cultures and interests. And we have fun!

KIRA ZARAGUETA
Spain, 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 and tourism industries.

WORK EXPERIENCE
There are opportunities for term-time work experience through a network that has been developed by the school.

Students have been involved in The Financial Times Weekend Oxford Literary Festival.

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, discuss 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, Director – Global Resilience, 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 and tourism 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**
  Scandic Byporten (Oslo, Norway)

- **Cluster Revenue Manager**
  Accor Hotels (London)

- **Social Media & SEO Analyst**
  Adapt Worldwide (London)

- **Manager of Capital, Talent and Finance Projects**
  InterContinental Hotels Group (London)

- **Front Office Supervisor**
  Viceroy Palm Jumeirah (Dubai)

- **Country Manager**
  Abercrombie & Kent China (Beijing)

- **General Manager**
  Shangri-La Hotel at The Shard (London)

- **Market Intelligence Executive**
  VisitBritain (London)

- **Senior Online Sales Account Manager and Strategist**
  Google (Dublin)

- **Hotel Manager**
  Centara Grand Beach Resort Phuket (Thailand)

- **PR & Marketing Executive**
  Ghent Marriott Hotel (Belgium)

- **Culinary Secretary**
  Grand Hyatt, Chengdu (China)
## 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 and tourism industries after the course.

### 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

### APPLING 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.

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### Industry Experience

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
- Sheraton Heathrow
- Malmaison
- Red Carnation Hotels
- BaxterStorey
- D&D London Ltd.
- The Bentley Hotel

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I spent my placement year based at the iconic Royal Albert Hall in London working for the venue’s contract caterer, ‘rhubarb’. I was fortunate to benefit from a custom-designed, rotational training scheme, allowing me to gain fantastic experience in a variety of entry-level operational roles, while also taking on some supervisory/managerial-level responsibilities. I worked as a runner, waiter, hostess, banquet server, room manager, floor manager, kitchen manager, admin coordinator and event planner. Less than two months after completing my placement, I secured a permanent position with the Boston Park Plaza as Assistant Banquet Manager.

**MEGAN HANA ASANO**
Graduate, Assistant Banquet Manager, Boston Park Plaza, USA
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 and tourism are truly global sectors 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 exposes you 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.

“...

My course has good ties to industry and the thing I like most are the activities that we get to go on, not just to celebrate the school but to also be involved in the hospitality industry. We have opportunities to meet different leaders, different brands and many interesting people like Jessica Harris and Jeramiah Tower. The extensive additional programme of events is a good way to expand your knowledge about the industry.

JADE VENUS
Postgraduate student, Australia
SUPPORT FOR INTERNATIONAL STUDENTS
International students are supported 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. All students can also use upgrade. This is our confidential advice service for guidance on study skills or maths and statistics.

The International Student Advisory Team (ISAT) can provide advice on issues such as visas, finance and employment.

There is an online guide to help you plan for coming to the UK: brookes.ac.uk/students/isat/preparing-your-arrival

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: 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: brookes.ac.uk/international

I enjoy being a student here and it’s helped develop my confidence. I’m currently a student rep which means we share students’ opinions with our tutors, so that we can create the best course. Also Oxford is a great, historical location and an academic city where you gain cultural knowledge.

YANHONG LUI
Postgraduate student, China

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.

WORK WHILE YOU ARE STUDYING
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 develop your English in a relevant setting as well as making you more employable in the global hospitality industry (see page 14 for further details). Before you start your placement, workshops are provided on how to prepare for working abroad or in the UK.

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.

To find out more about work options and visas visit: brookes.ac.uk/students/isat

For any queries you can email our ISAT team at: isat@brookes.ac.uk
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 and tourism.

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

1 in 5 of the population in Oxford is a student and 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.

The Headington Campus is also home to the John Henry Brookes Building, which brings together the library and essential support services that offer academic, careers and international student advice.

The majority of our student halls are close to the Headington Campus.

CAMPUS LIFE

The social hub of the Students’ Union (Brookes Union) at Oxford Brookes is also based in the 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.

I did my master’s last year and now I’m doing my PhD here as well. I chose Oxford as it’s not far from London and is a well-known city for students. The best thing for me is the environment, as I can study with very good facilities and I am surrounded by people that have excellent experience in research.

The lecturers are very supportive and if you have any problems they are willing to listen and help you.

MASURA RAM IDJAL
Postgraduate student, Indonesia

CAMPUS LOCATION

The Oxford School of Hospitality Management is based at the Headington Campus, which is just over a mile from the city centre. During the summer of 2017 the school is moving to newly redeveloped facilities, offering first-class social learning spaces, lecture theatres and seminar rooms.

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.

My course trains me well, as I gain essential knowledge about business and hospitality. I am able to learn everything I need to know for my future career. My tutors and supervisors are friendly and very supportive. I really enjoy studying my course and I have made a lot of international friends, due to the diverse cultural environment. I have a great mentor, who has provided me with an insight into the real business world.

LU YU
Postgraduate student, China

THE COURSE
This master’s degree explores how the 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 hospitality 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 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:
brookes.ac.uk/hospitality/courses/postgraduate-study

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:
brookes.ac.uk/hospitality/courses/postgraduate-study

HOW TO APPLY
Apply online through UCAS Postgraduate.

FURTHER INFORMATION
hospitality@brookes.ac.uk
Tel: +44 (0) 1865 485858
MSc INTERNATIONAL HOTEL AND TOURISM MANAGEMENT September or January entry

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.

The course has expanded my knowledge in areas that are new to me, providing more depth and understanding of the working environment. The facilities and resources are really good and there’s plenty of workspace. The staff are very supportive and there is always someone available to speak to. As the hospitality school is highly rated, by studying here I have become more employable. I also love that my course is really international, as students are from a variety of countries.

ADAM LANE
Postgraduate student, United Kingdom

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:
brookes.ac.uk/hospitality/courses/postgraduate-study

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:
brookes.ac.uk/hospitality/courses/postgraduate-study

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.

The international tourism industry is experiencing change on an unprecedented scale. It needs highly skilled graduates who can challenge established thinking, are excited by innovation and have hands-on experience.

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: brookes.ac.uk/hospitality/courses/postgraduate-study

**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:

brookes.ac.uk/hospitality/courses/postgraduate-study

**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.

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.

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: brookes.ac.uk/hospitality/courses/postgraduate-study

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.

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

My pre-master’s course was a great way to prepare for studying a university degree in English. It was a fantastic way to feed into my master’s course and gave me much needed knowledge on how to conduct my research to a certain standard and most importantly how to manage my time correctly – both when it comes to my personal life and coursework deadlines!

MY NGOC
Postgraduate student, Vietnam