



# A Master of Science in Tourism & Travel Management



The University of  
Nottingham



**U21Global**  
Graduate School For Global Leaders

# **The University of Nottingham**

## **Master of Science in Tourism and Travel Management**

### **incorporating the Postgraduate Diploma of Business Administration from U21Global**

U21Global and The University of Nottingham have come together to offer students an exciting programme of study in Tourism and Travel management. The programme combines study at both U21Global and The University of Nottingham, and is made up of 12 subjects and a dissertation, leading to the award of two qualifications – U21Global’s Postgraduate Diploma of Business Administration and a Master of Science (MSc) in Tourism and Travel Management from The University of Nottingham. All the subjects will be delivered through an eLearning platform.

Nottingham University Business School is a leading centre for management education in one of the most prominent and popular universities in the United Kingdom. The School is committed to sustaining its position as a top-ranked international business school, excellent in both research and teaching. The online Master of Science in Tourism and Travel Management has been developed by the Christel DeHaan Tourism and Travel Research Institute (an integral part of Nottingham University Business School) which specialises in providing high quality research for both academic and business audiences as well as offering research-led teaching at the postgraduate level.

U21Global is a leader in offering quality graduate education to working executives and professionals - an education that provides the foundation for continued personal growth and career advancement. A joint venture between Universitas 21, an international network of research-intensive universities and Manipal Universal Learning International (MULI), U21Global combines the traditions of quality education and research of its affiliated universities with innovative modes of delivery on the Internet, providing students with substantial learning advantages, while balancing work, travel and family life.



## Programme objectives

The programme aims to develop a broad understanding of a range of management principles and practices as they apply in the tourism and travel industries. The course focuses on all aspects of tourism management, including managing people, managing financial resources, market research, marketing and strategy, eBusiness, tourism policy and planning, cultural and heritage tourism, consumer behaviour, sustainability and service delivery.

The programme is intended for graduates who want to develop skills in the management and marketing of tourism and travel. Students may already be working in the industry and want to enhance their knowledge or they may be looking to gain skills that would enable them to join the industry.

## Programme structure

The U21Global Postgraduate Diploma of Business Administration comprises eight subjects. Students on the programme will earn their Diploma by completing six specific MBA subjects from U21Global plus two specified subjects from The University of Nottingham.

Credits for the eight Diploma subjects will be granted by The University of Nottingham towards the MSc in Tourism and Travel Management. Consequently, on completion of the Diploma at U21Global, students will need to complete the remaining four subjects and a dissertation to receive the MSc degree from The University of Nottingham.

## Programme Pathway

### U21Global

6 Postgraduate Diploma  
Subjects

+

### The University of Nottingham

6 MSc in  
Tourism and Travel  
Management subjects  
+  
Dissertation

=

### U21Global

U21Global Postgraduate  
Diploma of Business  
Administration  
and

### The University of Nottingham

MSc in Tourism and Travel  
Management

### U21Global Postgraduate Diploma of Business Administration

8 Subjects (6 completed at U21Global and  
2 completed at The University of Nottingham)

U21Global subjects:

(From core subjects)

- Organisational Behaviour
- Finance
- Marketing Management
- Strategic Management

(From elective subjects)

- Data Analysis for Managers
- eBusiness

The University of Nottingham subjects:

- Service Quality in Travel and Tourism
- Understanding the Tourism Consumer

### The University of Nottingham Master of Science in Tourism and Travel Management

180 credits (60 credits completed at U21Global and 120 credits  
completed at The University of Nottingham)

Transfer of U21Global subjects to The University of Nottingham  
degree course after completion of the six U21Global Diploma  
subjects is conditional upon a minimum GPA of 2.5.

After completing the U21Global Postgraduate Diploma of  
Business Administration (which includes the two subjects by  
The University of Nottingham), you only need to complete  
another four subjects and a dissertation to receive the Master  
of Science in Tourism and Travel Management:

- Sustainable Tourism
- Heritage and Cultural Tourism
- Tourism Policy and Planning
- Destination Management
- Dissertation (60 credits)

Students will prepare an individual dissertation on an approved  
subject relevant to the course supported by online supervision  
and guidance regarding dissertation preparation.

## Our programme provides students with a first-rate graduate education in Tourism and Travel Management

Conducted completely online, it prepares students for leadership roles in the emerging global economy. Students are given the opportunity to make well-informed business decisions, solve business problems, work in teams, develop strategic as well as tactical recommendations and manage processes, work and people.

## Our unique study approach enables you to balance your busy work schedule, social activities and travel and you will be able to

- study anytime, any place via the Internet
- have a curriculum and content second to none
- enjoy a graduate programme that has an international perspective
- develop global networking
- utilise technology tools to enhance your learning experience
- benefit from student-centred, professor-led learning

## Fees & Application Process

Applications are welcome throughout the year. All applicants will be considered on individual merit. Applicants must complete the U21Global application form available upon request or online at [www.u21global.edu.sg](http://www.u21global.edu.sg). Admission decisions are made one to two weeks after completed applications are received.

- A one-time non-refundable application fee of US\$50 applies upon application submission.
- A one-time non-refundable registration fee of US\$100 applies upon acceptance of the offer from U21Global.
- Please contact us or visit our website for details on fees and payment modes

## Admission Criteria

Applicants may be admitted to the programme by meeting the following requirements:

- A Bachelor's degree from a recognised university (applicants without a bachelor's degree may be considered for admission if the applicant has a minimum of eight years relevant work experience, five years of which are in a management capacity)
- A minimum of two years management or professional experience for applicants with a GMAT (Graduate Management Admission Test) score of at least 600
- A minimum of three years management or professional experience for applicants without a GMAT
- Evidence of English proficiency for applicants whose first language is not English and who have not undertaken tertiary education in English. The minimum English language requirements are either:
  - Academic IELTS (International English Language Testing Services) score of 6.5 with an individual writing score of at least 6.0
- Or
  - TOEFL (Test of English as a Foreign Language) score of at least 550 with a Test of Written English (TWE) score of at least 5.0, or TOEFL Internet-based Test with a minimum score of at least 79
- Or
  - BULATS (Business Language Testing Service) at Level 4.
- A statement of motivation for success through a 500-word essay
- Two references (at least one referee should be familiar with the applicant's employment record)

## Supporting documents:

- Current resume / CV
- Original transcripts (or certified true copies) of all post-secondary qualifications. Documents not in English must be accompanied by a certified translation
- Original (or certified true copy) of GMAT scores, if applicable
- Original (or certified true copy) of TOEFL or IELTS score report, if applicable

## eLearning

### **What is eLearning?**

eLearning at U21Global refers to the use of the Internet for the delivery of subject materials, as well as the facilitation of interaction between and among students and professors. Students access online classrooms, which provide course content and a variety of communication features, including message boards, threaded discussions and chat rooms. In short, eLearning refers to a virtual campus with the full benefits of traditional on-campus learning that is accessible to students any time, anywhere they have access to the Internet.

### **What are the advantages of eLearning?**

eLearning is student-centred, flexible and convenient. With the ease of online delivery, the emphasis in the educational process shifts from teaching to learning. Students do not have to follow a prescribed pattern and there is more scope for learning according to their own preferred style. In the online environment, everyone has an equal opportunity to participate in class discussions.

### **What is the structure of the programme?**

The programme is made up of two courses, one of which follows on from the other. Some of the subjects overlap, and so there is credit granted by each University for subjects taken at the other University. The first programme is an online Executive Diploma of Business Administration run by U21Global. If you successfully complete this, you can move on to the online MSc in Tourism and Travel Management at Nottingham University Business School. You carry forward the credits from your Diploma to your MSc so that once you have completed the specified Diploma programme, you will have completed much of the MSc degree.

### **Will it all be online?**

Yes. All the U21Global subjects and The University of Nottingham subjects will be delivered online.

### **Can I study this programme by going to The University of Nottingham and studying on campus?**

No, The University of Nottingham MSc is delivered entirely online.

### **How long will the programme take?**

Students will be able to complete both the Postgraduate Diploma of Business Administration and the MSc in Tourism and Travel Management in approximately 2 years.

### **Can I take a break in between my Diploma subjects and my MSc studies?**

Yes. Your offer of admission to The University of Nottingham MSc is valid for three years.

### **Where will my degree be from?**

The programme comprises two qualifications – you will receive an Postgraduate Diploma of Business Administration from U21Global and a Master of Science in Tourism and Travel Management from The University of Nottingham.

### **How would this programme enhance my future career prospects?**

In taking these courses, you will develop your skills and knowledge in general management. The Diploma provides students with a solid foundation in the core management subjects, equipping them with a sound grasp of key management skills. On completing the MSc you will have the necessary skills and knowledge to pursue a career in the management and marketing of tourism, one of the most rapidly growing and exciting areas of development today. You will be equipped to develop your career further in the public or private sector, for direct providers, or for government and consultancy and support agencies. Past graduates have successfully taken up senior roles in the hotel sector, in consultancy, in the travel agency sector and in general management.

### **Can I join an alumni association after graduation?**

Because you will have qualifications from both U21Global and The University of Nottingham, you will be eligible to join the alumni associations of both institutions. Being able to join two alumni associations is a significant advantage over most other programmes. It will give you access to tens of thousands of professionals from all around the world, with whom you can continue to interact, both socially and professionally.

### **If I take the Postgraduate Diploma of Business Administration, will I be guaranteed a place at The University of Nottingham?**

Admission to The University of Nottingham MSc in Tourism and Travel Management will be subject to you achieving a minimum cumulative GPA of 2.5 after 6 subjects of the Diploma programme.

### **How do I apply to the programme?**

You apply via the U21Global application form and subject to meeting the entrance requirements you will receive an offer letter for admittance to the Postgraduate Diploma of Business Administration programme. Your details will then be forwarded to The University of Nottingham who will issue you a conditional offer to the MSc Programme subject to you achieving a minimum GPA of 2.5 in the U21Global Diploma.

### **Am I still eligible for the programme if I do not have a bachelor's degree?**

Applicants for the programme without a bachelor's degree may be considered for admission if the applicant has a minimum of eight years relevant work experience, of which five years is in a management capacity.

### **How will I be assessed on the combined programme?**

At U21Global students are assessed through a combination of assignments and participation in class discussions, which are conducted either in teams or through individual effort. Continuous assessment takes place over the 12 week period, and at the end of the subject, students are required to pass an open book – open web examination and submit a final assignment.

At the University of Nottingham all assessment is continuous, with assignments mid-way through the module and at the end. Some modules require group work whilst others are individual work and project based.

### **After completing the programme, can I transfer credit towards U21Global's MBA?**

Yes. Graduates of this programme have to only complete five additional U21Global MBA subjects in order to obtain a Masters in Business Administration from U21Global.

For latest updates, please visit [www.u21global.edu.sg](http://www.u21global.edu.sg)



For more information on U21Global programmes,  
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Information is accurate at time of print. For latest updates, please visit [www.u21global.edu.sg](http://www.u21global.edu.sg)



### Affiliated Universities

Fudan University



Korea University



Lund University



National University of Singapore



Shanghai Jiao Tong University



Technológico De Monterrey



University College Dublin



University of Birmingham



University of Delhi



University of Edinburgh



University of Glasgow



University of Hong Kong



University of Melbourne



University of Nottingham



University of Queensland



University of Virginia



Waseda University

