

**INTERNATIONAL TOURISM MANAGEMENT (JANUARY START)
(MSc/PgDip/PgCert)**

(57N83JB1)

**THIS PROGRAMME HAS BEEN WITHDRAWN
THE LAST INTAKE WAS JANUARY 2024**

FULL TIME ROUTE

Duration: 12 months full-time (MSc); 9 months full-time (PgDip); 4 months full-time (PgCert)

Content: Candidates must take the following compulsory courses

Stage 3

BU501K Consumer Behaviour (15 credit points)

BU503V Management of International Tourism (15 credit points)

BU5039 Marketing Management (15 credit points)

BU5072 Negotiation and Cross-Cultural Management (15 credit points)