Sheffield Hallam University
MSc International Hospitality and Tourism Management

SHAPE Master’s Degree Programme in HOSPITALITY, TOURISM & LEISURE

Apply Before Deadline to enjoy Application fee Waiver!
(please visit www.shape.edu.hk for terms & conditions)
Sheffield Hallam University

Sheffield Hallam University is a welcoming community of students and staff from more than 120 countries. We offer exceptional teaching across 700 programmes at foundation, undergraduate, postgraduate and research degree level. With more than 31,000 students, we are one of the largest universities in the UK. We have decades of experience in delivering courses internationally. A Sheffield Hallam degree gives you life-long access to a global community of thousands of graduates, including regular social and networking events organised in Hong Kong. Our programmes are internationally recognised by employers and professional associations and focus on developing the skills you need to excel in your career. We embed work experience and real-world case studies into our teaching, so you have many opportunities to put your learning into practice.

Sheffield Business School is one of the UK’s most popular business schools, and one of the leading providers of tourism, hospitality and events education. Our hospitality courses have been ranked in the top five in the country and in the top 50 worldwide (QS World University Rankings).

Being recognised by the Tourism Management Institute (TMI), our MSc International Hospitality and Tourism Management is designed to prepare professionals for management and senior management positions in the dynamic and versatile hospitality industry. This programme is designed in a way to meet the challenges of the hospitality industry and the University has a reputation for producing high calibre graduates.

The overarching aims of the programme are to:
1. Enable students to develop a depth of knowledge and understanding of management theories and specialised aspects of International Hospitality and Tourism management;
2. Develop students’ ability to apply knowledge and critically evaluate current theory and research and to explore original and alternative approaches to solving complex problems of International Hospitality and Tourism management;
3. Encourage students to explore their own value and belief systems, develop critical self-awareness, and make ethical and sound judgements in their practice;
4. Encourage students to critically examine and reflect upon their knowledge and understanding and enhance lifelong learning skills and personal development of students;
5. Meet the requirements of the appropriate professional body (Tourism Management Institute).

Programme Structure

The programme is delivered in part-time mode, comprising of the following modules:

<table>
<thead>
<tr>
<th>Code</th>
<th>Module</th>
</tr>
</thead>
<tbody>
<tr>
<td>44-7688-00S</td>
<td>Business and Management Strategy</td>
</tr>
<tr>
<td>44-7753-00S</td>
<td>Approaches to Tourism and Hospitality Business Management</td>
</tr>
<tr>
<td>44-7754-00S</td>
<td>Leadership and Management Skills Development</td>
</tr>
<tr>
<td>44-7648-00S</td>
<td>Research Methods</td>
</tr>
<tr>
<td>44-7749-00S</td>
<td>Destination Marketing</td>
</tr>
<tr>
<td>44-7747-00S</td>
<td>Enterprise and Entrepreneurship in Tourism and Hospitality</td>
</tr>
<tr>
<td>44-7726-00S</td>
<td>Sustainable Tourism and Hospitality in 21st Century</td>
</tr>
<tr>
<td>44-7720-00S</td>
<td>Work Related Learning</td>
</tr>
<tr>
<td>44-7719-00N</td>
<td>Dissertation</td>
</tr>
</tbody>
</table>
Entry Requirements
- An honours degree or recognised equivalent qualification in tourism and hospitality related discipline; or
- VTC Professional Diploma with experiential learning (e.g. Professional Diploma in Leisure and Recreation Management, and Professional Diploma in International Hospitality and Tourism Management); or
- Other Professional Diploma pitched at HKQF level 4 in conjunction with 2 years of relevant managerial experience; or
- Applicants with a minimum of 4 years’ management experience but do not have the above qualification will be considered on a case-by-case basis. Applicants will be invited for an interview.

English Proficiency Requirements
English Language proficiency requirement:
- IELTS 6.0 overall with minimum of 5.5 in all skills; or equivalent such as TOEFL (Internet-based) scores 79.

Remark
Successful completion of VTC Professional Diploma with experiential learning which is taught and assessed in English will be considered as meeting the English requirement of the programme.

Assessment
Assessment takes the form of individual assignments, critical review, case studies, presentations, reflective journals. All students are required to complete an individual dissertation.

External Recognition
Sheffield Hallam University’s Masters in International Hospitality and Tourism Management is recognised by the Tourism Management Institute (TMI), a UK based professional body which is now expanding globally. For students to meet the requirements of the Tourism Management Institute it means that they would need to pass the course. They could also join the TMI if they choose to become a member.

The Tourism Management Institute (TMI) is the professional organisation for anyone working in tourism destination management.

TMI supports destination management professionals throughout their career, from students setting out through to established senior practitioners. Members work in a wide variety of organisations: destination management organisations, local government, national tourist organisations, visitor attractions, consultancies and the higher education sector, to name but a few.

Additional Information

<table>
<thead>
<tr>
<th>Study Mode and Duration</th>
<th>Part time, 2 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Location</td>
<td>IVE (Chai Wan)</td>
</tr>
<tr>
<td>Fees</td>
<td></td>
</tr>
<tr>
<td>Application</td>
<td>HK$200</td>
</tr>
<tr>
<td>Registration</td>
<td>HK$3,500</td>
</tr>
<tr>
<td>Tuition</td>
<td>HK$98,000 by 4 instalments</td>
</tr>
<tr>
<td>Application Deadline</td>
<td>31 July 2017</td>
</tr>
<tr>
<td>Commencement</td>
<td>September 2017</td>
</tr>
</tbody>
</table>

Enquiries

<table>
<thead>
<tr>
<th>Programme Co-ordinator</th>
<th>Dr. Michael Lam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tel no.</td>
<td>2595 2612</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:michaelhslam@vtc.edu.hk">michaelhslam@vtc.edu.hk</a></td>
</tr>
<tr>
<td>General Enquiries</td>
<td>Mr. Tommy Man</td>
</tr>
<tr>
<td>Tel no.</td>
<td>2595 8358</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:manwunyiu@vtc.edu.hk">manwunyiu@vtc.edu.hk</a></td>
</tr>
</tbody>
</table>
Application Form 2017/18

Please complete the form in **ENGLISH** and print in **BLOCK LETTERS** with black ball pen.

### SECTION 1 – PROGRAMME APPLIED FOR

Please indicate the programme you are applying for by ticking "✓" the appropriate box. (**Please ✓ ONE only**)

<table>
<thead>
<tr>
<th>Master's Degree Programmes</th>
<th>Offering Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ MSc International Hospitality and Tourism Management, Part-time (Registration No.: 252731)</td>
<td>IVE (Chai Wan)</td>
</tr>
<tr>
<td>☐ MSc Sport Business Management, Part-time (Registration No.: 252728)</td>
<td>IVE (Chai Wan)</td>
</tr>
</tbody>
</table>

### SECTION 2 – PERSONAL DETAILS

<table>
<thead>
<tr>
<th>Title (Mr / Ms / Mrs / Miss)* delete if inappropriate</th>
<th>IVE / SBI / HKDI / SHAPE Student No. (if any)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender ☐ male ☐ female</td>
<td></td>
</tr>
<tr>
<td><strong>Name in English</strong> <em>(As shown on your HK Identity Card / Passport)</em></td>
<td><strong>Surname</strong> First / Other Names</td>
</tr>
<tr>
<td>Name in Chinese</td>
<td>Day (DD) / Month (MM) / Year (YY)</td>
</tr>
<tr>
<td>Chinese Character Codes</td>
<td>Date of Birth</td>
</tr>
<tr>
<td>Type of Identification Document ☐ HKID Card No.</td>
<td>☐ Passport No. ( ) /</td>
</tr>
<tr>
<td>Correspondence Address (in English)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact Detail</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Phone No.</td>
<td>Residential No.</td>
</tr>
<tr>
<td>Email Address</td>
<td>Fax No.</td>
</tr>
</tbody>
</table>

Do you require a student visa / entry permit to study in Hong Kong? ☐ YES ☐ NO

### SECTION 3 – APPLICANT WITH SPECIAL NEEDS

We offer equal opportunities to all applicants with or without disabilities. If you have a disability, please enter the type of disability in the box. Otherwise, leave it blank. Your indication of this information is voluntary but essential for us to provide appropriate services (e.g. special examination arrangements) for you. Such information will not affect your chances of admission.

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Blind (visually handicapped)</td>
</tr>
<tr>
<td>2</td>
<td>Profound hearing loss</td>
</tr>
<tr>
<td>3</td>
<td>Severe / moderate / mild hearing loss</td>
</tr>
<tr>
<td>4</td>
<td>Low vision (this does not include those people who are able to read with the help of normal spectacles or contact lenses)</td>
</tr>
<tr>
<td>5</td>
<td>Wheelchair user</td>
</tr>
<tr>
<td>6</td>
<td>Using crutch / callipers</td>
</tr>
<tr>
<td>7</td>
<td>Polio / Rheumatoid Arthritis / Spine problem</td>
</tr>
<tr>
<td>8</td>
<td>Other kinds of impaired movement</td>
</tr>
<tr>
<td>9</td>
<td>Others (please specify)</td>
</tr>
</tbody>
</table>
**SECTION 4 – EDUCATION**
(Qualifications and examinations including professional training. Please attach certified copies of relevant academic documents.)

<table>
<thead>
<tr>
<th>Place of study</th>
<th>Award and Course Title</th>
<th>Main Subjects Studied</th>
<th>Results (including grade)</th>
<th>Date of Award or Expected Award</th>
<th>Mode of Study</th>
</tr>
</thead>
</table>

**SECTION 5 – ENGLISH PROFICIENCY**

Is English your first language?  
☐ Yes (if yes, go onto section 6)  
☐ No

English language qualifications (please attach copies of all certificates)

- **Awarding organisation**  
- **Award and course title**  
- **Results (including grade)**  

Date of award or expected award  
Month __________  
Year __________

**SECTION 6 – SUPPLEMENTARY INFORMATION**

You may enter information which you feel is relevant to your application.

__________________________

__________________________

**SECTION 7 – CRIMINAL CONVICTIONS**

Do you have any criminal convictions?  
☐ Yes  
☐ No

**SECTION 8 – ENQUIRIES**

All enquiries should be directed to SHAPE office as follows:

*School for Higher and Professional Education*

SHAPE, Chai Wan Office, Room 012, G/F, Academic Block, 30 Shing Tai Road, Chai Wan, Hong Kong  
Tel: 2595-8357  
Fax: 2976-5702

**SECTION 9 – APPLICATION FORM SUBMISSION AND ACKNOWLEDGEMENT**

1. Application form should be submitted by mail or in person to the SHAPE, Chai Wan Office, Room 012, G/F, Academic Block, 30 Shing Tai Road, Chai Wan, Hong Kong. Please check Section 1 and Section 8 for the correct address. You may also return the application form to a drop box located at IVE and HKDI campuses.

2. We will acknowledge receipt of your application by email. Please make sure your email address provided on page 1 of this application form is correct.
SECTION 10 – TUITION FEE PAYMENT AND REFUND ARRANGEMENTS

1. Total programme fee for MSc International Hospitality and Tourism Management is **HK$101,500**. This consists of a registration fee of **HK$3,500** and a tuition fee of **HK$98,000**. Tuition fee is payable by 4 instalments for part-time programme (**HK$24,500 per instalment**). All instalment payments will be collected within 1 month before the commencement of the semester.

2. Total programme fee for MSc Sport Business Management is **HK$101,500**. This consists of a registration fee of **HK$3,500** and a tuition fee of **HK$98,000**. Tuition fee is payable by 4 instalments for part-time programme (**HK$24,500 per instalment**). All instalment payments will be collected within 1 month before the commencement of the semester.

3. If you accept the offer, you should pay the registration fee and the 1st instalment of the tuition fee in full before the deadline stated in the offer letter to complete the registration procedures.

4. On premature cessation of the programme, all fees and charges that have been collected in respect of any part of the programme failing to be conducted on or after the date of the cessation will be refunded within 1 month of the premature cessation.

5. All fees paid less application fee will be refunded if the programme is withdrawn or not offered.

SECTION 11 – APPLICATION FEE PAYMENT

The application fee is **HK$200** and is **NON-REFUNDABLE**.

Please indicate your payment method with a “✓” and glue the original payment receipt in the box provided.

If the application fee is paid by **ATM (Automatic Teller Machine) Transfer Services**, please follow the below instructions in making payment:

**HSBC & Hang Seng Bank ATM**
- Select “Bill Payment Service”
- Select “Education – Others”
- Select “Vocational Training Council”
- Enter Type: “01”
- Enter Payment Number: please see payment number below
- Enter Amount: HK$200

**JETCO ATM**
- Select “JET Payment”
- Enter Merchant Code: “9151”
- Enter Type: “01”
- Enter Payment Number: please see payment number below
- Enter Amount: HK$200

**Payment Number for ATM Transfer Services:**

7700001

If the application fee is paid at **7-Eleven**, the QR code for payment at 7-Eleven is shown below.

![QR Code](image-url)

3050107700001900048

**Please glue the original receipt here.**

***Application form without attaching the original payment receipt WILL NOT be processed.***

***Please DO NOT send in any cheque or cash. We WILL NOT deposit the application fee on your behalf.***

(SHU-AF-MSC-MAY17)-3
SECTION 12 – SOURCE OF KNOWING SHAPE PROGRAMMES

From which of the following sources have you heard about SHAPE programmes? Please indicate your source(s) with a “✓” in the appropriate boxes (You may select more than one):

- [ ] SHAPE Website
- [ ] SHAPE Prospectus / Leaflets
- [ ] Information Day
- [ ] Classmates / Friends
- [ ] VTC Lecturers
- [ ] Information Panels
- [ ] Education Fair
- [ ] Others (Please specify: __________)
- [ ] Yahoo / Google Keyword Search
- [ ] Newspaper / Magazine (Title: __________)

Do you wish to receive information in relation to any programmes, admission and events of the School for Higher and Professional Education, member institutions of the Vocational Training Council and the Sheffield Hallam University?  [ ] YES  [ ] NO

SECTION 13 – DECLARATION (Application form without signature will not be processed)

1. I declare that the information given in the application is, to the best of my knowledge, accurate and complete. I understand that this information will be used in the admission process of the programmes offered by the School for Higher and Professional Education and the Sheffield Hallam University.

2. I authorise the School for Higher and Professional Education and the Sheffield Hallam University to obtain, and the Vocational Training Council to release, information about my student record in the member institutions of the Vocational Training Council for the purpose of processing this application.

3. I authorise the School for Higher and Professional Education and the Sheffield Hallam University to use my data to carry out checks on multiple applications and checks on records of current and previous studies in the member institutions of the Vocational Training Council.

4. I authorise the School for Higher and Professional Education and the Sheffield Hallam University to obtain, and the relevant institutions to release, further academic information or official student records if necessary, and / or where my work experience is relevant, to verify my employment records, for the purpose of making an informed decision about my application.

5. I understand that, upon my registration in a programme in the School for Higher and Professional Education and the Sheffield Hallam University, the data contained in the application form will become part of my student record and may be used for all purposes relating to admission, registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing, including direct marketing. The School for Higher and Professional Education may disclose and/or transfer my student data to VTC, including its member institutions and institutes, and any other third parties such as government departments, organisations, institutions, agencies, service providers in relation to the above purposes.

6. I understand that the School for Higher and Professional Education and the Sheffield Hallam University may use my application data for statistical purposes. The application form and other related personal information will be disposed of after the completion of the 2017/18 admissions exercise. Nevertheless, if I have indicated in Section 12 that I wish to receive information from the School for Higher and Professional Education and the Sheffield Hallam University, my application data will be retained.

7. I understand that in accordance with the Personal Data (Privacy) Ordinance, I have the right to request access to, and the correction of my personal data. I should submit written request to the School for Higher and Professional Education at Room 008, Academic Block, 30 Shing Tai Road, Chai Wan, Hong Kong if I wish to access or make corrections to my data.

8. I fully understand the Intellectual Property Policy (the Policy) indicated at www.shape.edu.hk (Admission Point to Note) which is applicable to students of all VTC member institutions. I understand and agree that adherence to the Policy is a condition of continued enrolment and graduation.

9. I understand that provision of any false or misleading information therein shall lead to DISQUALIFICATION of application without notice and cancellation of any resulting registration. Any fees paid will NOT be refunded.

Applicant’s Signature: ____________________________  Date: ____________

CHECKLIST FOR APPLICANT

Before submitting your application, please check if you have:

- [ ] Completed the form in full.
- [ ] Signed and dated the form.
- [ ] Enclosed copies of relevant academic documents and transcripts.
- [ ] Enclosed the original receipt of application fee payment.
- [ ] A waiver of application fee may be granted to eligible applicants. For details, please visit www.shape.edu.hk