



Curtin Mauritius

BACHELOR OF COMMERCE

TOURISM AND HOSPITALITY AND MARKETING

(DOUBLE MAJOR)

ABOUT THE DEGREE

The Tourism and Hospitality major will provide you with the relevant knowledge and skills to become an effective manager in the complementary sectors of Tourism and Hospitality.

Your study will include:

- contemporary issues in international tourism
- sustainable management of tourism
- the impact of tourism on the local and global economy
- the critical aspects of hospitality management
- the role of marketing in both sectors

In the Marketing major you will have the chance to explore:

- international and internet marketing
- sales management
- research
- product, pricing and promotion strategies
- distribution strategies

You will also analyse the behaviour of competitors and customers to discover how marketing can be used to predict customer demand for products, services or ideas.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2022 and has received a five star plus rating in the QS Stars University Ranking 2022.

The university is ranked below 100 worldwide in the following 7 areas:

Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education.

Make tomorrow better.



For more information, please visit:
curtinmauritius.ac.mu



COURSE ESSENTIALS

BACHELOR OF COMMERCE TOURISM AND HOSPITALITY AND MARKETING (DOUBLE MAJOR)

Course entry requirements

- Satisfy the minimum academic entry requirements and
- Meet the minimum English competency level.

Experience in the field for the purposes of Credit for Recognised Learning (CRL) will be assessed on an individual basis.

Foundation Program

Candidates who do not meet all entry requirements can enrol in the Foundation Program in order to gain admission to the Bachelor degree

Duration

The programme is run over three years (six semesters)

Intake

February and July

Application procedures

Candidates must complete the application form available at Curtin Mauritius Future Student Centre and must submit relevant copies of the following documents:

- Copies of educational qualifications
- Two passport - size photographs
- Copy of National Identity Card and Birth Certificate

(The originals of the above documents are needed for certification purposes)

COURSE STRUCTURE (24 UNITS)

YEAR 1 Semester 1	UNIT CODE
Markets and Legal Frameworks	BLAW1002
Communication, Culture and Indigenous Perspectives in Business	MGMT1002
Financial Decision Making	ACCT1002
Analytics for Decision Making	ECOM1000
YEAR 1 Semester 2	UNIT CODE
Strategic Career Design	MGMT1003
Discovering Marketing	MKTG1000
Select one elective unit	
Principles of Tourism Hospitality and Events	MGMT2010
YEAR 2 Semester 1	UNIT CODE
Consumer Behaviour	MKTG2004
Hospitality Experience	HOSP2000
Marketing for Tourism, Hospitality and Events	MKTG2003
Managing Social Media Platforms	MKTG2006
YEAR 2 Semester 2	UNIT CODE
Digital Marketing Strategy	MKTG3003
Marketing Intelligence	MKTG2005
Marketing Across Borders	MKTG2002
Entertainment Industry Essentials	TOUR2003
YEAR 3 Semester 1	UNIT CODE
Services Marketing	MKTG3006
Retailing and E-Commerce	MKTG3007
Contemporary Issues in Tourism Management	MGMT3019
Responsible Tourism Management	TOUR3001
YEAR 3 Semester 2	UNIT CODE
Corporate Marketing Strategy	MKTG3004
Hospitality Management	MGMT3020
Managing Tourism Destinations	TOUR3000
Capstone Experience Unit	

For more information:

curtinmauritius.ac.mu

PLEASE CONTACT THE FUTURE STUDENTS CENTRE

study@curtinmauritius.ac.mu

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curtinmauritius.ac.mu

Disclaimer: Please note that Curtin Mauritius reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit enrolment in any unit or program and/ or to vary arrangements for any programme

Cohorts will only commence if numbers reach the minimum number of students required.

Course Structure Disclaimer: Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

Note: To qualify for a degree, 600 Credits (or 24 study units) must be obtained, within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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