



MBA TOURISM & HOSPITALITY MANAGEMENT

Awarded by EIE, Malta

Duration 18 Months



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Message from The Education Director's Desk

Dear Learner,

Welcome to SNATIKA's distinguished Master Program in Business Administration (MBA) program, where excellence meets innovation in education. As the Director of Education, I am excited to introduce you to a transformative learning journey that will empower you to excel in the dynamic world of business.

At SNATIKA, we are committed to offering an exceptional educational experience that equips you with the skills and knowledge to excel in your chosen field. Our MBA program, delivered in partnership with the esteemed eie Institute of Education, ensures you receive a top-notch education that aligns with industry demands. EIE Institute of Education, accredited by the Malta Further and Higher Education Authority (MFHEA), brings a level of credibility that underscores the quality of education you will receive.

With specializations in Accounting & Finance and Tourism and Hospitality Management, you have the opportunity to delve into the intricacies of these dynamic sectors. The curriculum is designed to provide a holistic understanding of key business concepts, from Organizational Strategy and Financial Management to Leadership and Strategic Marketing. Our experienced faculty members blend theory and practical applications to empower you with skills that are immediately applicable in the real world.

At SNATIKA, we understand the importance of flexibility in your academic journey. Our program offers convenient study options and affordable tuition, allowing you to balance your education with your personal and professional commitments.

Join us to embark on an enriching academic adventure that will empower you to lead, innovate, and succeed. Together with SNATIKA and the eie Institute of Education, you will open doors to a promising future in the world of business.

Regards

Premjit Biswas
Director of Education

Message from eie Desk



Dear Prospective Students,

I am thrilled to extend a warm welcome to you as the CEO of eie Institute of Education, your gateway to a world-class education. We are excited to announce our partnership with SNATIKA, which enables you to embark on a transformative educational journey that leads to an eie Masters degree, accompanied by a plethora of advantages.

At eie, we understand the evolving needs of today's learners, and our partnership with SNATIKA's online programmes, is meticulously designed to offer you a flexible and immersive educational experience.

Here are some of the key advantages of choosing eie for your online education:

- **European Excellence:** By choosing eie, you are not just pursuing a degree; you are gaining access to a European education system renowned for its quality and innovation. Our degrees are globally recognised, providing you with a competitive edge in the international job market.
- **Flexibility and Convenience:** SNATIKA's online programmes empower you to create a learning schedule that fits your life. Whether you are a working professional or a busy parent, our flexible approach ensures that you can pursue your educational dreams without sacrificing your existing commitments.
- **Diverse and Inclusive Community:** eie fosters a vibrant and inclusive learning community where students from around the world come together to share ideas and perspectives. This diverse environment enriches your educational experience and prepares you for a globally interconnected world.

Now, let's delve into the unique advantages of our Master of Business Administration (MBA) programmes:

MBA at eie:

- **Strategic Leadership:** Our MBA programme focuses on developing strategic thinking and leadership skills, preparing you to excel in leadership positions.
- **Global Perspective:** With a global mindset, you'll navigate the complexities of international business confidently, making you an asset in any organisation.
- **Networking Opportunities:** eie provides extensive networking opportunities, connecting you with our alumni and industry leaders, which can be invaluable for your career growth.

In conclusion, eie Institute of Education is committed to shaping the future leaders of tomorrow. With our online programmes in partnership with SNATIKA, you can access European excellence, embrace flexibility, and gain a competitive edge with a European degree. Our MBA programmes are designed to prepare you for success in the business world.

Your journey towards a brighter future begins here at eie. Join us, and together, we will reach new heights of knowledge, skills, and opportunities.

If you have any questions or need further information, please don't hesitate to reach out. We are here to support you on your educational journey.

Warm regards,

Dr. Antonello Cappitta
CEO, eie Institute of Education

SNATIKA

Back in 2020, we saw many hard-working senior professionals stuck in the same position without any prospect for growth. The simple but overlooked reason for this glass ceiling was the lack of reputed academic qualifications on their CV. This lack haunted their career prospects during the pandemic and the subsequent economic disruption. It might be even more so in the future. The situation was unfair because, due to their commitments and age, senior professionals were deprived of opportunities to pursue any reputed qualifications without hurting their career prospects, financial stability, or family commitments. The idea of enrolling for a Diploma/Certificate, moving away from their hometown, and quitting their jobs was impractical and scary.

Being in the education industry for years, we wanted to help them out of this rough spot. Above all, we wanted to create an online platform where they could pursue their Degree, Diplomas



or Certificates without quitting their jobs, moving away from their families, or getting into debt without a source of income. This is how SNATIKA was created in Mumbai, India. Our founders and the team had decades of experience in the education industry, which gave us a head start. We knew our adult learners needed nothing less than a reputed and globally recognised degree/diploma/ certificate to make it to the top. We partnered with reputed international education institutions to provide our learners with academic qualifications. SNATIKA has also been ISO certified for its Admission Process and Academic Delivery Process. We continue to provide one of the largest bouquets of programs exclusively for senior professionals across different domains.

Our mission is to serve senior working professionals with a fair opportunity to pursue career-enhancing professional programs on our state-of-the-art Learning Management System.

Count on Our Qualifications

ISO
9001:2015
Certified

Learners are guided by SNATIKA at each level to choose the right program, and the final decision to provide admission rests with SNATIKA. SNATIKA's admission process ensures that only those learners who are apt for the program get admitted to our programs. Learners are provided with the right resource material, academic support, and timely assistance for them to successfully complete their program. We are able to provide this across genders, races, time zones, and geographies because of a strong academic delivery process, which is aptly supported by our PhD/ Doctorate facilitators. SNATIKA's academic delivery process ensures this is done flawlessly.

SNATIKA is certified for ISO 9001:2015 for "Admission Process & Academic Delivery Process."



Universidad Católica San Antonio de Murcia (UCAM) is a fully accredited European University founded in the year 1996. The university is strategically located in Murcia, Spain, with a Campus of more than 16,000 students and around 1,000 professors. The World University Ranking especially highlights the internationalisation capacity of UCAM. The university has a diverse academic offer, constantly adapting and consistent with the real needs of society. MBA degree is awarded by UCAM under the provision of university private degrees - Título Propio.

SNATIKA learners are awarded MBA degrees from UCAM.



The European Institute of Education (eie) is a licensed Higher Education Institution accredited by the Malta Further & Higher Education Authority eie has partnered with prestigious institutions worldwide to develop flexible learning programs, offering qualifications from EQF Levels 5 to 7. Located in the vibrant town of St. Julians along the Maltese coast, eie's campus boasts stunning Mediterranean Sea views from every lecture room, overlooking the picturesque Balluta Bay.

SNATIKA learners are awarded MBA and BBA degree from eie.



OTHM, UK, is an awarding body which is approved and regulated by Ofqual - Office of the Qualification and Examinations Regulations, UK (a UK government department). Ofqual is responsible for maintaining standards and confidence in international qualifications. Ofqual also regulates the National Curriculum Assessments in England. OTHM aims to support professions and industry by providing excellent qualifications that contribute for a highly qualified and experienced workforce.

SNATIKA is an accredited/ approved training partner of OTHM.



QUALIFI, UK is recognised as an Awarding Organisation (AO) by Ofqual-Office of the Qualification and Examinations Regulations in the UK. QUALIFI must assure the regulators to continue the General Conditions of Recognition in England and that of the approved centres must meet the same exacting standards. And these qualifications combine UK standards with relevant international content, so learners can achieve their full potential in today's global economy.

SNATIKA is an accredited/ approved training partner of QUALIFI.



Buckingham University is the oldest of Britain's independent universities and the only one in the UK with a Royal Charter. The university is ranked in the Top 10 by The Complete University Guide 2023 for Student Satisfaction and by The Times and The Sunday Times Good University Guide 2022 for Teaching Quality. It has also been awarded the QAA Quality Mark for meeting or exceeding UK expectations for quality and standards.

This partnership with the university is through LGS.



The University of Gloucestershire, a UK state university, is the degree awarding institution. It is located in the edge of the stunning Cotswolds and has three campuses which are based in Cheltenham and Gloucester. The University is a diverse, vibrant community of 12,000 students and 1,500 staff. The University has scored 90/100 and are placed in the top tier of the new SOS-UK net zero ranking. Ranked 6th globally in the Postgraduate Research Experience Survey, 2019.

This partnership with the university is through IDM.



London Graduate School, UK offers excellent university programmes designed for students to gain knowledge and skills for a fast-changing and complex world. LGS promotes learning and sharing of knowledge by offering a blend of teaching and learning methods that combine personal and professional development with world-class academic knowledge. We have partnered with LGS to provide UK university degrees.

SNATIKA learners are awarded MA, MSc, or MBA degrees from a UK University through LGS.



eie Institute of Education

eie -The European Institute of Education (eie) is a licensed Higher Education Institution accredited by the Malta Further & Higher Education Authority (Licence No: 2005-TC-001). eie has partnered with prestigious institutions worldwide to develop flexible learning programs, offering qualifications from EQF Levels 5 to 7. With over 22 years of collaboration with international universities and educational organizations, eie is also an accredited study center for reputable awarding bodies.

Located in the vibrant town of St. Julians along the Maltese coast, eie's campus combines convenience and beauty. St. Julians is a hub for entertainment, dining, financial services, and international gaming companies. The campus boasts stunning Mediterranean Sea views from every lecture room, overlooking the picturesque Balluta Bay.

As a founding partner of the European Hospitality Educational Alliance, eie leads in promoting practical hospitality, tourism, gastronomy, and hotel management courses. Students gain hands-on experience at established hotels and restaurants in Malta, often securing employment after completing their qualifications. Additionally, eie's global reach extends to nine international schools in six different countries, managed by eie International.

The Malta Further and Higher Education Authority (MFHEA) is the principal regulatory body overseeing further and higher education in Malta. Its primary mandate is to ensure the quality and standards of education and training providers operating within the country. To achieve this, the MFHEA issues licenses and accreditations to educational institutions, including universities, colleges, and vocational training centers. These approvals are granted after rigorous assessments of curriculum, faculty qualifications, and resources.



Malta
Further & Higher
Education Authority

Furthermore, the MFHEA is responsible for the recognition of qualifications awarded by Maltese institutions, both nationally and internationally. It actively monitors and audits institutions to ensure their ongoing compliance with quality benchmarks. By engaging with stakeholders, collaborating internationally, and promoting quality enhancement, the MFHEA plays a pivotal role in upholding the excellence of Maltese education and facilitating global recognition of Maltese qualifications.

SNATIKA Masters Program in Business Administration - Tourism and Hospitality Management - eie Institute of Education

Brief about the program

SNATIKA and the esteemed eie Institute of Education present an exceptional MBA in Tourism and Hospitality Management. This comprehensive program prepares learners for managerial roles in the dynamic industry. Core modules include Organizational Strategy, Leadership, Financial Management, and Marketing. Learners gain insights into human resources, finance, marketing, and operations. Additional modules cover Research Methods, Destination Management, Customer Relationship Management, and more.

Our unique approach combines eie Institute of Education's excellence with SNATIKA's advanced program delivery and support. The affordable tuition with flexible payment options makes pursuing an MBA in Tourism and Hospitality Management achievable. Enroll today and open doors to a rewarding career in this thriving field. Seize this opportunity with SNATIKA and EIE Institute of Education to take your passion for travel and hospitality to new heights!

Eligibility

The eligibility criteria for the Masters Program are:

- Bachelor's Degree or an Equivalent Qualification
and/or
- Minimum 5 Years of Managerial work experience for Non-Graduates*
- * Only a very small percentage of applicants are approved on the basis of Recognition of Prior Learning (RPL).

Who is it meant for?

This Program is ideal for:

- Tourism Professionals
- Hospitality Professionals
- Recent Tourism and Hospitality Graduates

Units Covered

Stage-01

- Strategic Marketing Management (6 ECTS)
- Leadership and Strategic People Management (6 ECTS)
- Strategic Financial Management (6 ECTS)
- Organisational Strategy and Innovation (6 ECTS)
- Destination Management (6 ECTS)
- Management in Hospitality and Tourism (6 ECTS)
- Customer Relationship Management (6 ECTS)
- Project Management in Hospitality and Tourism (6 ECTS)
- Strategic Operations Management in Tourism and Hospitality (6 ECTS)
- Research Methods (12 ECTS)

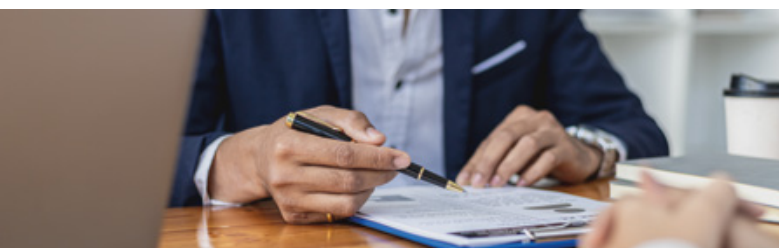
Stage-02

- Dissertation (24 ECTS)

Overview

The program spans 18 months delivered over 2 stages, offering learners the flexibility to study at their own pace and convenience, ultimately earning them an esteemed International Academic Qualification. Additionally, successful completion of this program opens doors for learners to pursue relevant Doctorate/PhD programs in the future.

SNATIKA learners are conferred with a prestigious MBA degree from eie Institute of Education, marking their academic achievement.



Program Overview

Unit Specifications

STAGE 01

Unit 1: Strategic Marketing Management

Unit Aims

This unit allows learners to gain a deep understanding of the role that marketing plays within an organisation and its ability to gain, retain and sustain competitive advantage. It will equip learners with the ability to design and develop an effective and relevant marketing plan which is according to the position and the requirements of the organisation.

Learning Outcomes

- Strategically develop and execute marketing plan aligned with organizational objectives, involving cross-functional collaboration.
- Analyze internal and external environment using theoretical concepts, supporting effective decision-making.
- Collaborate with marketing team for coordinated strategy implementation, enhancing overall outcomes.
- Adapt marketing strategies based on evolving consumer trends, ensuring relevance and adaptability.

Unit 2: Leadership and Strategic People Management

Unit Aims

In this unit, learners grasp strategic management's alignment with organizational goals, emphasizing effective change, time, stress, and conflict management. Encourages growth and respect in workplace culture.

Learning Outcomes

- Evaluate strategic leader's impact on organizational strategic goals and objectives critically for insightful analysis.
- Reflect on, assess desired skills, and behaviors for effective leaders to ensure proficient leadership.
- Critically examine leader's role in overcoming global challenges, ensuring organizational resilience and adaptability.
- Analyze significance of effective workplace management areas: change, performance, team, stress, and conflict.



Unit 3: Strategic Financial Management

Unit Aims

This unit enhances understanding of financial management's organizational role. It covers governance, board structures, calculations, and data-driven decision-making. Learners acquire skills in utilizing financial terms and statements effectively, appreciating their significance in decision-making processes.

Learning Outcomes

- Ensure the effective use of financial information and data to carry out successful decision making
- Comply with pre-determined budgets, manage funds and monitor expenses effectively within organisations
- Be responsible for the effective analysis of financial accounting equations and ratios to carry out informed decision making
- Carry out appropriate and accurate computations of ratios.



Unit 4: Organisational Strategy and Innovation

Unit Aims

Throughout this unit, learners delve into the significance of strategy within organizations, covering infrastructure, production, inventory, marketing, and innovative practices. It emphasizes gaining and sustaining a competitive edge.

Learning Outcomes

- Effectively manage change with strategic innovation techniques for organizational growth and agility.
- Promote a culture of innovation and positive transformational change to drive success.
- Implement innovative solutions for effective decision-making and problem-solving within the organization.
- Monitor and adapt to industry trends, including technology, social shifts, and economic influences.

Unit 5: Destination Management

Unit Aims

This unit emphasizes key issues and trends in destination management and marketing. It offers insights into international tourism's impact on destinations and develops theoretical perspectives for effective modern destination management and marketing strategies.

Learning Outcomes

- Critically analyze influences on destination management from internal and external environments.
- Reflect on destination authenticity, image, and related issues in a critical manner.
- Assess stakeholder importance in effective destination management, critically analyzing their roles.
- Critically analyze management theories' applicability to destinations, reflecting on their relevance and suitability.

Unit 6: Management in Hospitality and Tourism

Unit Aims

In this unit learners explore effective management in tourism and hospitality, understanding various organizational departments, methods, and strategic goals. They also gain insights for thriving in this dynamic industry.

Learning Outcomes

- Evaluate various tourism and hospitality organizational types for comprehensive understanding.
- Analyse strategy's significance and objectives within the dynamic tourism and hospitality sector.
- Reflect on influential factors shaping strategy and objectives in tourism and hospitality organizations.
- Assess internal and external analyses' pivotal role in enhancing tourism and hospitality management strategies..



Unit 7: Customer Relationship Management

Unit Aims

This unit delves into the pivotal role of customer relationship management in tourism and hospitality. Learners grasp effective CRM strategies, post-implementation evaluation, and managing customer information efficiently.

Learning Outcomes

- Critically reflect on CRM's role in tourism and hospitality, managing client expectations.
- Analyse and differentiate CRM systems, their advantages, and disadvantages in organizations.
- Examine and evaluate aligning CRM strategy with overall organizational goals and objectives.
- Analyse and assess outcomes and benefits of implementing customer loyalty programs.

Unit 8: Project Management in Tourism and Hospitality

Unit Aims

This unit provides comprehensive insights into project management within the tourism and hospitality sector. Learners will master project design, execution, management, and evaluation, ensuring competence in diverse industry projects.

Learning Outcomes

- Analyze project management's role in tourism and hospitality, including its lifecycle and strategies.
- Assess goal definition's importance and effective resource forecasting in project management practices.
- Reflect on strategies for risk mitigation and human resource management in project execution.
- Discuss the significance of monitoring, evaluating, and reporting in ensuring successful project outcomes.

Unit 9: Strategic Operations Management in Tourism and Hospitality

Unit Aims

This unit strategically imparts comprehensive knowledge on strategic operations management's significance within organizations. It aligns strategic management with competitiveness, emphasizing enhanced customer satisfaction through effective operations management.

Learning Outcomes

- Analyze and evaluate 'service operations management' extensively in the context of tourism and hospitality.
- Reflect critically on operations management's significance, aligning stakeholder needs for competitive tourism and hospitality edge.
- Assess the role of efficient operations management in cost reduction for tourism and hospitality.
- Examine quality management's vital role in enhancing and improving tourism and hospitality businesses.



Unit 10: Research Methods

Unit Aims

This unit strategically equips learners with skills for effective research planning, encompassing quantitative/qualitative methods, questionnaire design, data analysis. Regression analysis and correlation interpretation skills are acquired. Prepares learners for dissertation tasks.

Learning Outcomes

- Plan, implement research strategy with effective project schedule, addressing emerging ethical issues.
- Utilize information technology for comprehensive data sourcing, analysis, and efficient report production.
- Ensure academic writing excellence in research documents while monitoring data protection and regulations.
- Thoughtfully choose suitable research methods based on the question, maintaining high-quality methodologies.

STAGE 02

Unit: Dissertation

Unit Aims

The dissertation unit provides learners with the opportunity to carry out an applied research project independently. Such research project shall be based on a research question chosen by the learner themselves on a specialist area, therefore allowing them to demonstrate the acquired knowledge on the subject area.

This unit is designed and developed to provide learners with the opportunity to use the acquired skills and knowledge to address and overcome a business problem.

Learning Outcomes

- Critically evaluate research aims, worldviews, paradigms in business and management.
- Examine research methods: action research, case studies, quantitative and qualitative analysis, mixed methods.
- Assess dissertation principles: research ethics, writing, structure, planning, utility values critically.



What will you earn?



Disclaimer: The above images are for reference purposes only.

ADMISSION PROCESS

SNATIKA Masters' Program follows a first-come, first-served process of admission and applications are evaluated as soon as they are received. The earlier you apply, the better your chances are for securing your admission to our Masters' program given that all the documents and requirements are satisfied.

The step-by-step admission process is outlined below.

STEP 01

VISIT WWW.SNATIKA.COM

Choose the program relevant to your work experience and click on the **Enroll Now** icon.

STEP 02

CREATE YOUR PROFILE

Create your profile by filling up the Registration form and verifying your email.

STEP 03

SUBMIT ADMISSION APPLICATION FORM

Fill up the Admission Application form and upload requested documents (These would be your educational qualification and work experience related testimonials).

STEP 04

APPLICATION CONFIRMATION

You will receive an application confirmation email from us within five days else you will be requested to share some more documents or information.

STEP 05

INTERVIEW

Post application confirmation you will need to undergo an interview with a senior member of the SNATIKA academics team to assess your suitability for the program.

STEP 06

ADMISSION OFFER LETTER

If you clear the interview then you'll receive your Admission Offer Letter within 2 days.

STEP 07

PAYMENT OF FEE

You will need to pay the fee within 5 days of receiving the admission offer email. Please visit our website (www.snatka.com) to check the updated fees for the respective programs. This will allow us to confirm your admission for the current intake.

STEP 08

ADMISSION CONFIRMATION

On receipt of the Program Fee, you would receive your Admission Confirmation for your program.

STEP 09

LOG IN TO SNATIKA LMS

Your access to the SNATIKA LMS would be enabled on the batch start date.



INFORMATION

State of the Art LMS

The program delivery happens through the robust and user friendly SNATIKA LMS (Learning Management System). It is accessible 24x7 from anywhere in the world.

The SNATIKA Pedagogy

Our Masters programs have been designed by SNATIKA's Subject Matter Experts who have decades of experience in the education industry. The pedagogy is smartly designed to fit the program content into the busy schedules of professionals. You will need just 2 - 3 hours of daily input to succeed in the program.

The immersive nature of the syllabus, coupled ideally with the learner's experience, makes the program easier to comprehend and complete in the shortest duration. The assignment based assessment makes the learner grasp the concepts from the roots and enhances the research, critical thinking, and writing skills thereby.

PhD Level Guides

SNATIKA learners will be supported by our PhD level Guides upon the batch start date. SNATIKA's PhD level Subject Matter Experts will help you with all the challenges you face academically throughout the program.

Session Dates

Aspiring candidates may join in any one of our yearly sessions. You can check our website for current information on the closing date of admissions and the batch start date (www.snatika.com).

Selection Process

Selection is based on the details provided during the application process. Admission is granted on a first-come-first-served basis.

Program Format- Online

The entire duration of the master's program is delivered through our state-of-the-art LMS (Learning Management Systems).

Your entire learning journey will be managed and recorded by our LMS. You can access your program content, take quizzes, upload assignments and raise tickets for queries.

Duration of the Program

The duration of the program is 18 months. The initial twelve months are for Stage 1 and the last six months are for Stage 2 (Dissertation).

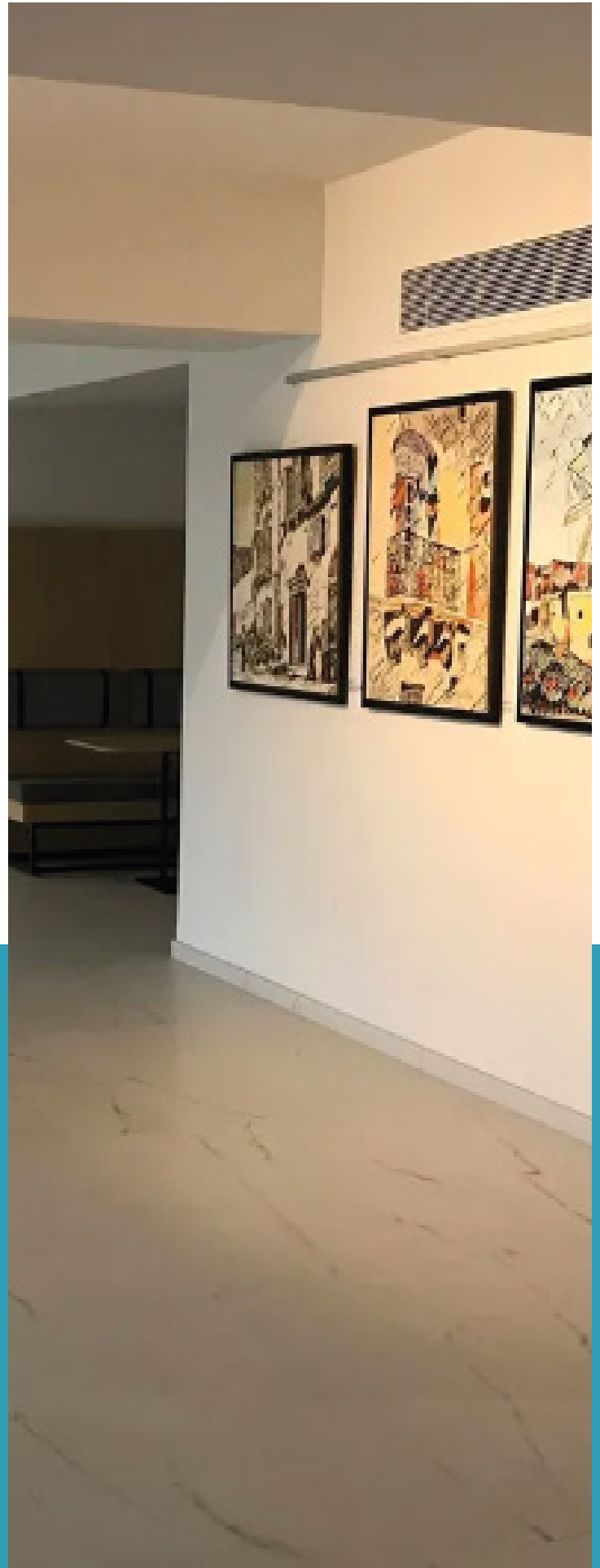
This duration only changes in case you fail to meet the requirements of the assignment and the deadline passes.

Program Fees

Please visit our website to check the updated fees for the respective programs (www.snatika.com).

All learners are required to deposit the fee in full within 5 days of receiving the admission offer letter email.

To ease the financial burden on your shoulders, we offer an Instalment option for depositing the program fee.



SNATIKA

provides the following MBA
programs from eie

MBA

MBA in Finance

MBA in Tourism & Hospitality Management



SNATIKA™
Boosting Careers of Professionals



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