



BA **TOURISM & HOSPITALITY** **MANAGEMENT**

Awarded by EIE, Malta
Duration 36 Months



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Message from The Education Director's Desk

Dear Learner,

I extend a warm welcome to you as you consider embarking on a transformative educational journey with SNATIKA. Our commitment to excellence in education is unwavering, and I am thrilled to introduce you to our esteemed Bachelor's Degree programs.

At SNATIKA, we have partnered with the renowned eie Institute of Education to offer Bachelor of Arts (BA) degrees in three specialized fields: Business Administration, Accounting & Finance, and Tourism and Hospitality Management. EIE Institute of Education, a recognized name in higher education, is accredited by the Malta Further and Higher Education Authority (MFHEA), ensuring the highest standards of education and credibility.

Our BA in Business Administration equips you with a comprehensive understanding of various business functions, preparing you for dynamic leadership roles. The BA in Accounting & Finance empowers you with financial acumen and strategic insights to thrive in the competitive financial landscape. For those drawn to the vibrant world of Tourism and Hospitality, our BA in Tourism and Hospitality Management hones your skills in delivering exceptional customer experiences and event management.

Through cutting-edge curriculum, expert faculty, and modern facilities, SNATIKA and eie Institute of Education collaborate to provide you with a holistic education that fosters personal and professional growth. Your journey with us will not only lead to a prestigious European Bachelor's Degree but also set you on the path to a successful career.

As you explore your options, consider the unique strengths and opportunities each program offers. We invite you to embrace this chance to realize your potential and achieve your dreams.

Welcome to SNATIKA and eie Institute of Education, where knowledge meets accomplishment.

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 Bachelors 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 Bachelor of Arts in Business Administration (BBA) programmes:

BBA at eie:

- **Holistic Business Education:** Our BBA programme goes beyond textbooks and lectures. We emphasise practical knowledge and skills to ensure you are ready for the dynamic business landscape.
- **Industry-Relevant Curriculum:** The curriculum is designed in consultation with industry experts to ensure that you gain the latest insights and knowledge.
- **Career Advancement:** A BBA from eie equips you with a strong foundation for various career paths, from entrepreneurship to management roles in multinational corporations.

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 BBA 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



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 Bachelors Program in Tourism & Hospitality Management - eie Institute of Education

Brief about the program

Discover a transformative Bachelor of Arts (BA) degree in Tourism and Hospitality Management, delivered by SNATIKA in partnership with eie Institute of Education. Unveil a world of comprehensive knowledge and skills in the dynamic domains of tourism and hospitality. Immerse yourself in tourism management, spanning finance, operations, marketing, HR, customer relations, and hospitality. Core modules empower you to analyze industry challenges, equipped with versatile tools applicable across sectors. Culminate your journey with a Business Research Project, earning a well-rounded BA degree.

Experience cutting-edge program delivery by SNATIKA and eie Institute of Education's academic excellence. Accessible tuition and flexible options welcome all aspiring tourism and hospitality professionals. Embrace a transformative educational voyage and seize a prestigious European Bachelor's Degree, paving your way to success in this thriving sector.

Eligibility

The eligibility criteria for the Bachelors Program is:

- A Levels/ Grade 12/ Any Equivalent Qualification

Overview

The program spans 36 months, 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 Master's programs in the future.

It's important to note that SNATIKA learners are conferred with a prestigious BA degree from eie Institute of Education, marking their academic achievement.

Who is it meant for?

This Program is ideal for:

- Tourism/ Event Management Enthusiasts
- Career Starters
- Aspiring Entrepreneurs
- Hospitality Professionals

1st Year - Units Covered

- Academic Writing and Research Skills (12 ECTS)
- Customer Relationship Management (12 ECTS)
- Operations Management (12 ECTS)
- Strategic Human Resource Management (12 ECTS)
- Marketing for Managers (12 ECTS)



Program Overview

Unit Specifications

YEAR 01

Unit 1: Academic Writing and Research Skills

Unit Aims

This unit has been developed to equip learners with the necessary knowledge, skills, and competences to be able to carry out academic research and writing autonomously and in an effective manner. It will allow learners to become knowledgeable about various research approaches as well as best writing techniques depending on the task they are carrying out.

Learning Outcomes

- Define and analyze 'academic writing' and 'research skills' critically.
- Discuss and analyze Kolb's Learning Cycle critically.
- Reflect on effective self-assessment skills critically.
- Analyze reflective practice's importance in academic writing and research critically.

Unit 2: Customer Relationship Management

Unit Aims

This unit imparts customer-centric knowledge, emphasizing effective customer management's pivotal role in organizational success. Learners explore diverse customer relationship philosophies, processes, value models, and customer understanding.

Learning Outcomes

- Apply critical thinking and problem-solving in customer interactions across organizations.
- Conduct comprehensive customer relationship management analyses.
- Transparently communicate research findings.
- Utilize tools like the balanced scorecard for analytical customer relationship management.



Unit 3: Operations Management

Unit Aims

This unit allows learners to acquire the necessary knowledge and understanding of the principles of operations management. Learners will be able to understand how operations management affect the performance of organisations and ultimately its overall success.

Learning Outcomes

- Define 'operations' and 'operations management' and critically discuss their significance in organizational success.
- Recall supply chain management's role, defining terms like 'value chain,' 'procurement,' and more.
- Identify optimal approaches to designing and developing effective operations within organizations.
- Define and critically analyze the concept of 'planning and control' in operations management.



Unit 4: Strategic Human Resource Management

Unit Aims

This unit will equip learners with the necessary skills and knowledge to effectively align the human resource with the overall strategy of the organisation. Learners will be exposed to the objectives of aligning such a plan with the strategy and outline the functions and role of human resource management within organisations.

Learning Outcomes

- Evaluate contemporary HR theories, practices, and their relevance in modern organizations.
- Understand employee recruitment, selection, and their strategic implications for organizational success.
- Grasp the significance of reward, appraisal, development, and their impact on employee motivation.
- Identify employee involvement's importance, fostering engagement and improved decision-making.

Unit 5: Marketing for Managers

Unit Aims

This unit imparts knowledge of diverse global marketing tools and techniques. Learners grasp marketing's significance in product, service, and organizational success, alongside exploring market research and planning.

Learning Outcomes

- Understand marketing's role in organizational success and the overall operating environment.
- Assess trends and challenges in contemporary marketing faced by marketers in various industries.
- Demonstrate in-depth knowledge of the marketing mix: product, place, promotion, and price.
- Apply a range of marketing communication methods, including advertising, sales promotion, events, and more.

2nd Year - Units Covered

- Financial Management (12 ECTS)
- Contemporary Issues in Tourism and Hospitality (12 ECTS)
- Digital Marketing Management in Tourism & Hospitality Industry (12 ECTS)
- Technology in the Tourism and Hospitality Industry (12 ECTS)
- Research Methods (12 ECTS)

YEAR 02

Unit Specifications

Unit 6: Financial Management

Unit Aims

This unit imparts comprehensive knowledge of finance theories and practices. Learners gain essential skills for finance management, including forecasting, planning, capital, and budgeting. Equip yourself with crucial financial competencies for effective managerial decision-making.

Learning Outcomes

- Understand financial department functions and managerial roles within organizations.
- Grasp working capital and time value of money concepts.
- Discuss ethics' significance in finance management.
- Apply financial tools like payback period, net present value, and internal rate of return.



Unit 7: Contemporary Issues in Tourism and Hospitality

Unit Aims

Explore contemporary trends and issues in tourism and hospitality. Topics include globalization, consumer trends, technology, demographics, and sustainability. Acquiring this knowledge enables organizations to stay competitive and build sustainable practices in the dynamic international market.

Learning Outcomes

- Understand globalisation drivers - technology, economics, politics, culture, environment - and their impacts.
- Apply knowledge management techniques and evaluate benefits for tourism and hospitality. Analyse tourism's socioeconomic, political, environmental, and cultural impacts on a national scale.
- Critically assess sociocultural issues emerging from hospitality and tourism advancements and their implications..

Unit 8: Digital Marketing Management in Tourism & Hospitality Industry

Unit Aims

Amid growing technological integration and digital demand in tourism and hospitality, organizations across industries seek innovative marketing strategies. This unit equips learners with knowledge and skills to manage digital marketing, encompassing social media, websites, and digital communication tools. It also highlights marketing ethics.

Learning Outcomes

- Apply cognitive skills for online market research, identifying opportunities.
- Analyze digital marketing trends, spot potential workplace opportunities.
- Use SWOT, PESTLE for competitive analysis.
- Apply 4Ps to identify key business factors, collaborate with marketing for planning..

Unit 9: Technology in the Tourism and Hospitality Industry

Unit Aims

Technology's vital role in tourism and hospitality spans daily operations and customer experiences. Organizations must adapt to technological trends, which have gained significance due to pandemic-induced changes, ensuring industry resilience.

Learning Outcomes

- Utilize technology for customer management and relationship building in tourism and hospitality.
- Employ digital tools like email for efficient communication in the industry.
- Leverage technology to bolster the organization's brand within tourism and hospitality. Adapt technology for data analysis, customer insights, and enhancing operational efficiency in the sector.



Unit 10: Research Methods

Unit Aims

This unit equips learners with skills for designing and developing research projects. It covers various research methods, paradigms, and ethical considerations essential for conducting effective research in diverse fields.

Learning Outcomes

- Proficiently apply qualitative and quantitative research techniques for comprehensive research projects.
- Analyze gathered information efficiently.
- Evaluate strengths and weaknesses of both techniques.
- Source, analyze, and critically assess literature from diverse sources for comprehensive research.

3rd Year - Units Covered

- Events Management (12 ECTS)
- Hospitality Management (12 ECTS)
- Tourism Policy and Planning (12 ECTS)
- Business Research Projects (24 ECTS)

YEAR 03

Unit Specifications

Unit 11: Events Management

Unit Aims

This unit equips learners to efficiently plan and manage hospitality and tourism events, covering project cycles, financial tools, event types, health and safety, risk measures, and events as promotional tools.

Learning Outcomes

- Demonstrate in-depth understanding and multi-disciplinary responsibility of event management.
- Practice effective event management for success in tourism and hospitality industry.
- Exhibit ability to select, cater, accommodate, transport, secure, entertain, and register an event.
- Use budgeting and financial tools to prepare effectively for events.

Unit 12: Hospitality Management

Unit Aims

This unit shall equip learners with the necessary knowledge regarding fundamentals operations of hospitality and managing hotels. It shall allow learners to acquire the necessary knowledge on various operations within hotels such as front office, food and beverage, sales and marketing and housekeeping.

Learning Outcomes

- Compare and contrast various food and beverage service operations within the hospitality industry.
- Utilize effective communication skills in front-office and other hospitality operations for improved customer service.
- Demonstrate transparent and quality service communication with clients, enhancing their overall experience.
- Identify the interrelationships among diverse functions to achieve organizational objectives in the hospitality sector.



Unit 13: Tourism Policy and Planning

Unit Aims

This unit equips learners with the necessary skills and knowledge to fully comprehend the importance and need for tourism policy and planning. It will allow learners to fully comprehend that successful tourism management cannot exist without the effective policy planning and implementation.

Learning Outcomes

- Apply tourism policy and planning in aid of achieving sustainable practices
- Use relevant examples and cases to assess the challenges of tourism and hospitality policy and planning
- Apply analytical and critical thinking and creative problem-solving skills
- Communicate effectively through various mediums of communication



Unit 14: Business Research Project

Unit Aims

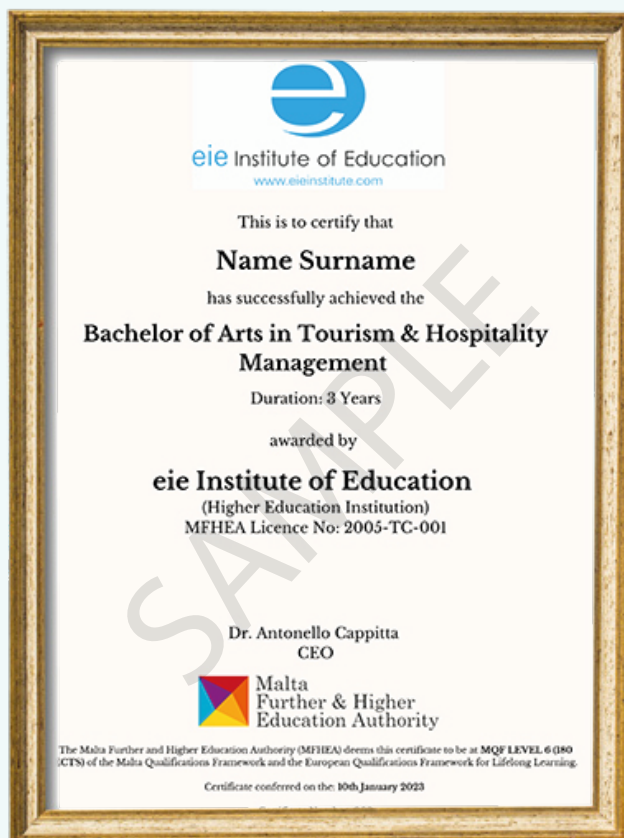
In this unit, learners evaluate organizational challenges using acquired tools and knowledge. They apply models, skills, and business insights to analyze and propose effective solutions for current business issues or opportunities.

Learning Outcomes

- Reflect on sourcing accurate information from secondary data sources critically.
- Analyze and choose suitable research methodologies and methods for specific research questions.
- Justify the chosen research method's relevance to the research question effectively.
- Critically assess and apply diverse data analysis techniques, ensuring research integrity and accuracy.



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 Bachelors 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 36 months.

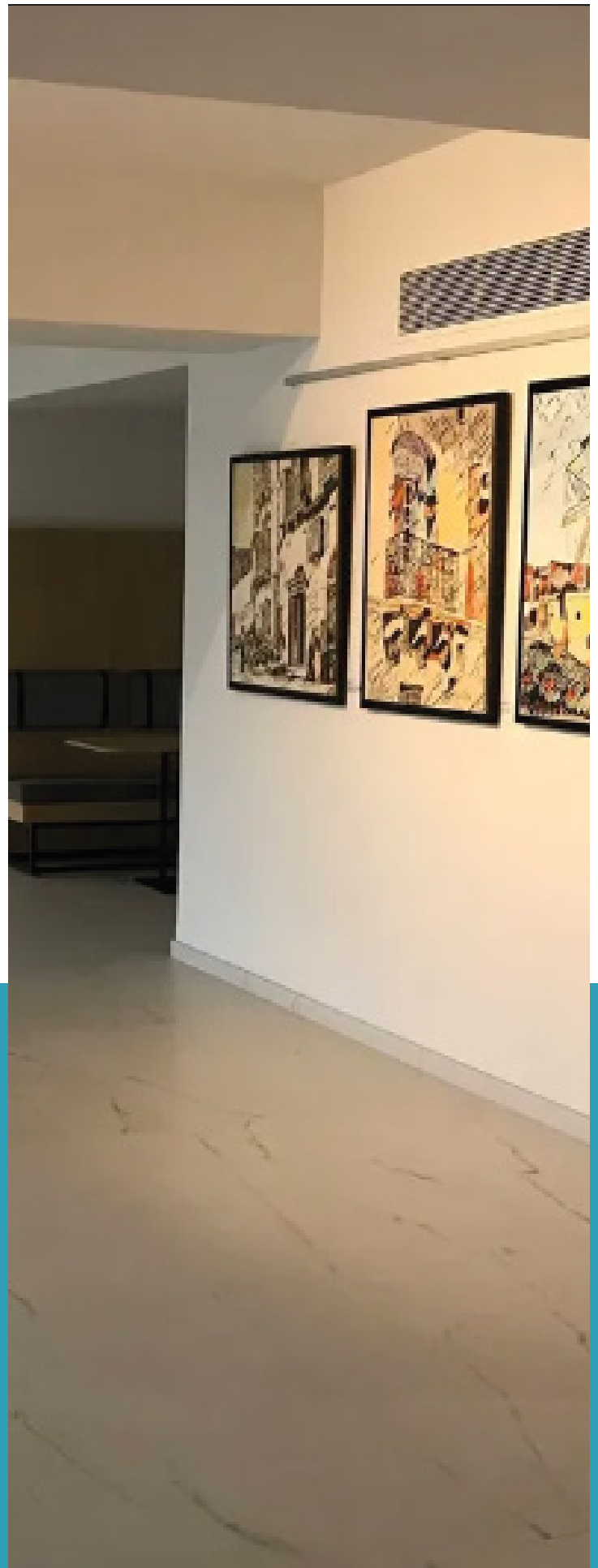
This duration only changes in case you fail to meet the requirements of the assignment and the deadline passes.

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 Bachelor's
(BA) programs from eie

BA

BA in Accounting & Finance

BA in Tourism & Hospitality Management



SNATIKATM
Boosting Careers of Professionals



INDIA

+91 8047183355



NIGERIA

+234 18880209



SOUTH AFRICA

+27 218259877



REST OF THE WORLD

+44 2032876900

www.snatika.com

info@snatika.com