



**CAPITAL  
UNIVERSITY  
COLLEGE**

For more information:

+9716 5599489  +971 52 105 5611

 admissions@capitalcollege.ae

 www.capitalcollege.ae

**MASTER IN**

**TOURISM  
MANAGEMENT**



**3<sup>rd</sup>**  
Business School in  
Italy by Eduniversal  
Ranking



## ABOUT CAPITAL UNIVERSITY COLLEGE

Capital University College is the region's first entrepreneurial college founded in 1998. Over the last 22 years, we have formed 4 international partnerships. These include North Wales Business School, Glyndwr University (UK), Westcliff University, USA, Rome Business School, Italy and a technical collaboration with London College of Arts, UK. With over 20 published courses and students flocking in from 42 countries, we offer top-ranked business, management and design programs.

## ABOUT ROME BUSINESS SCHOOL

Rome Business School is Europe's most international business school offering Masters, MBA and Executive Education Training Programs, enabling students to become successful managers and entrepreneurs. The school is part of the Planeta Formación y Universidades, an international network connecting over 100,000 students from over 114 countries. The business school has a high 96% placement rate, has placed over 13,500 students with employment opportunities and internships and has over 9,800 collaborations with reputed global companies.

### MEMBERSHIPS

**PRME**

**ASFOR**  
SOCIO ORDINARIO

 **Planeta  
Formación y  
Universidades**

### ACCREDITATION

**viu**  
Universidad  
Internacional  
de Valencia



**ISO 9001**  
LL-C (Certification)



**ROME BUSINESS SCHOOL**

*Better Managers For a Better World*

## PROGRAM INTRODUCTION

Master in Tourism Management is the region's first European Accredited program that will rekindle your passion for tourism and allow you to create enhanced tourist experiences that are tightly knit with local cultures, environment and authentic flavours with an approach that will elevate both knowledge and experience. Throughout the program, you will be able to get exposure on the managerial end and grasp advanced techniques that will guide you to become a prominent manager in the hospitality sector.



## QUALIFICATION

Upon successful completion, the students will receive:

- Ofqual regulated Level 7 Diploma in Business Strategy from Qualifi, UK (WES approved)
- Master in Tourism Management from Rome Business School, Italy
- Master in Tourism Management (Dual degree) from Valencia International University, Spain\*

\* Optional: Students enrolling with a valid Bachelor degree can apply for, at an extra fee, the Dual degree option. The VIU degree earns the student 60 ECTS.

## RANKINGS

As per Eduniversal Ranking 2021, Rome Business School ranks under the top three business schools in Italy. Programs ranging from finance to fashion were announced as one of the world's best programs for industry professionals to enrol into. The school is also known for the world's 59th ranked International MBA program, 40th ranked Master in Fashion Management, 22nd in Food and Beverage and Western Europe's, 60th ranked Master in Sales & Marketing. Apart from this, Rome Business School's six postgraduate programs are included in the top 50 programs worldwide as they received international acclamation for their strong foundation in academics and giving students a global perspective and experience.

## DURATION

1 Year

## MODULES

### Phase 1

- Research Methods
- Development as a Strategic Manager
- Strategic Marketing
- Finance for Managers
- Strategic Direction & Planning
- Creative & Innovative Management
- Managing Corporate Responsibility in the Wider Business Environment

### Phase 2

- Understanding Tourism: Its Origins, Systems and Growth
- Customer Service in the Tourism Industry & Digital Communication
- Global Tourism and its Systems
- Sales Techniques, New Technologies & Legal Aspects of Tourism Management
- Tourism Startups

### Phase 3

Capstone Project

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