

University of Pretoria Yearbook 2020

Hospitality management 704 (TBE 704)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Programmes	PGDip Tourism Management
Prerequisites	No prerequisites.
Language of tuition	Module is presented in English
Department	Marketing Management
Period of presentation	Semester 1

Module content

This module is designed to provide students with an in-depth understanding and knowledge of the management aspects of hospitality operations, relating to all the operational aspects completed in the undergraduate course. The application of these management principles will enable the student to develop an operational plan for a tourism organization, in a very practical manner.

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