

HOSPITALITY AND SERVICE MANAGEMENT

Postgraduate
- Prospectus -
2024

SUNWAY
UNIVERSITY



A CLASS ABOVE



Committed to **QUALITY EDUCATION**
aligned to global standards in
TEACHING, LEARNING & RESEARCH

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SunwayUniversity

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WHY STUDY AT SUNWAY UNIVERSITY?

SUNWAY IS ONE OF THE TOP 150 UNIVERSITIES IN THE WORLD UNDER 50 YEARS OLD

As one of Malaysia's leading and internationally recognised private universities, Sunway University is positioned amongst top universities in the world by QS World University Rankings. Sunway University is ranked #586 globally in the QS World University Rankings 2024 and is the #1 non-government linked private university in Malaysia in the Times Higher Education World University Rankings 2023.

Sunway University has been awarded #1 in Graduate Employability among all universities in Malaysia by Talentbank Group for two consecutive years (2022, 2023) through the National Graduate Employability Index.

The University emerged as an Overall 5 Star rated (Excellent) institution in the QS Stars University Ratings, as well as Five-Star ratings for the individual categories: teaching, facilities, employability, social responsibility, inclusiveness, academic development and internationalisation.

Collaborating with world class partners - Lancaster University and Le Cordon Bleu International, Sunway University offers premier education with international repute. The University also partners University of Oxford, University of Cambridge, Harvard University, Massachusetts Institute of Technology and University of California, Berkeley.

MALAYSIA'S #1 NON-GLU* PRIVATE UNIVERSITY

as awarded by
Times Higher Education



*Government-Linked University



EXCELLENT



Industry-relevant and job-ready programmes and curriculum



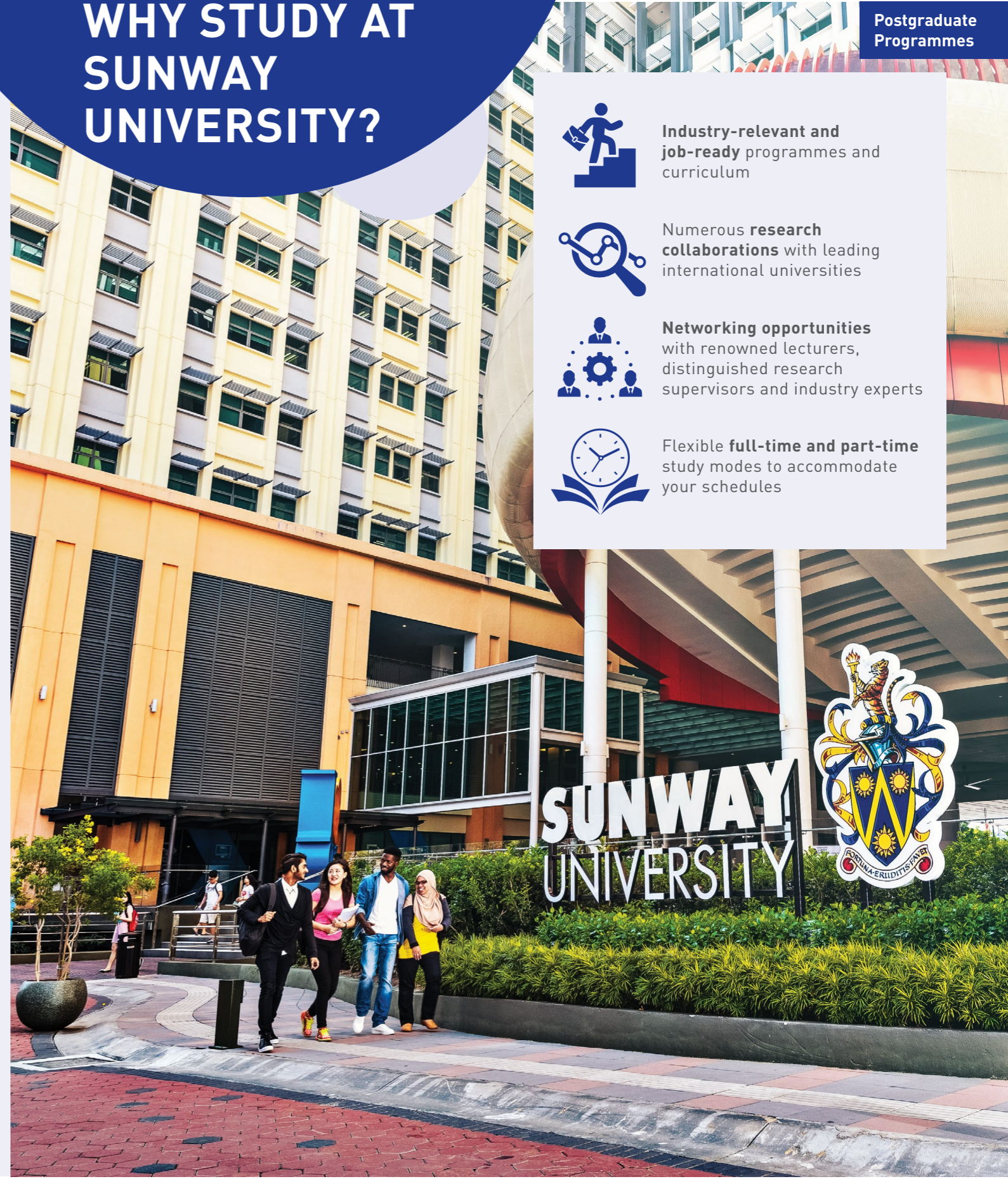
Numerous research collaborations with leading international universities



Networking opportunities with renowned lecturers, distinguished research supervisors and industry experts



Flexible full-time and part-time study modes to accommodate your schedules



WELCOME BY THE DEAN

Greetings and welcome to the School of Hospitality and Service Management (SHSM), Sunway University.

Here at SHSM, postgraduate study focuses on the student's professional development as well as research abilities, necessary to prepare students for a successful career upon graduation. To enhance research activities and collaborations, the School has also established the Asia Pacific Centre for Hospitality Research (APCHR). Through APCHR, postgraduate students could extend their research network and participate in scholarly discussions, both of which are useful for their research projects. As the School is a member of internationally recognised institutions, students also have the opportunity to participate in conferences, symposiums, workshops, and seminars to share their research developments and ideas.



Furthermore, Sunway University is located in Sunway City, a sustainable township surrounded by hospitality, health and wellness, gastronomic, and leisure and entertainment facilities, which give the School further opportunities in hospitality education and research.

The interface between academia and industry are also enhanced by the School's Centre for Hospitality Innovation and Leadership (CHIL), where student's learning processes are integrated with the industry to further enhance soft skills, hence, making students more outstanding in the real world. Indeed, the School is surrounded by a conducive environment for those looking for an exciting postgraduate educational journey.

On behalf of the School and my colleagues, I extend a warm welcome to you to consider joining us in pursuing your postgraduate education in hospitality.

M. Stephenson

Professor Marcus Stephenson

Professor of Tourism and Hospitality Management
Dean - School of Hospitality and Service Management

ENTRY REQUIREMENTS

PROGRAMME	ENTRY REQUIREMENTS	ENGLISH LANGUAGE REQUIREMENTS
Master in International Hospitality Management	<ul style="list-style-type: none"> Bachelor's degree <ol style="list-style-type: none"> with a minimum CGPA of 2.50 or its equivalent as accepted by the University's Senate OR; or equivalent with a CGPA below 2.50, can be accepted subject to a minimum of five (5) years of working experience in relevant field. Any other qualifications will be considered on a case-to-case basis 	IELTS : 6.0 or equivalent TOEFL : 100 (internet-based) PTE Academic : 70 overall
Doctor of Philosophy (PhD) in Hospitality and Tourism	<ul style="list-style-type: none"> A Master's degree (Level 7, MQF) or its equivalent in hospitality, tourism, or related fields as accepted by the University's Senate OR; Candidates who have a Master's in a field that is not related to hospitality and tourism may be accepted if: <ol style="list-style-type: none"> the first Degree is in hospitality, tourism or in related fields; OR they have five (5) years of working experiences in hospitality and tourism related industry 	<i>Applicants whose medium of instruction for their Bachelor's / Master's degree was not English will be required to provide evidence of language ability.</i>

HOW TO APPLY*

PROGRAMME	APPLICATION CHECKLIST	CONTACT
Master In International Hospitality Management	<ul style="list-style-type: none"> Postgraduate application form One passport-size photograph (white background) One photocopy of NRIC (Malaysian applicants) One photocopy of passport (full passport including cover and blank pages; International applicants) 	mihm@sunway.edu.my
Doctor of Philosophy (PhD) in Hospitality and Tourism**	<ul style="list-style-type: none"> Certified copy of academic transcripts and completion certificates Detailed and updated Curriculum Vitae (CV) Evidence of English proficiency (if applicable) 	shsm_phd@sunway.edu.my

* All application documents will be reviewed and considered based on the criteria approved by the Malaysian Qualifications Agency (MQA)

** PhD applicants are required to submit a 1000-word research statement (excluding references) which includes the following:

- A working title for the proposed research
- Introduction and nature of research (including your motivation to study this topic)
- Literature review
- Research methodology
- References you have read that are relevant to this research

Asia Pacific Centre for Hospitality Research (APCHR)

The Asia Pacific Centre for Hospitality Research (APCHR) is established to foster research activities and advancements by the School of Hospitality and Service Management (SHSM) and to further develop collaboration with local and international partners. Research activities revolve around the intersecting fields of hospitality, tourism, leisure, culinary arts and events. The centre's activities and research findings aspire to contribute to the sustainable development of the hospitality and tourism industry, to create a forum for critical discussions and to improve the wellbeing of local communities.

APCHR aims to provide a professional interdisciplinary platform for both advanced and young researchers through the exchange of innovative ideas and methods and the implementation of research and consultancy projects. Ultimately, APCHR empowers hospitality scholars to participate in real-world problem-solving, knowledge creation and sharing, and academic excellence.

RESEARCH SEMINAR SERIES

One of the centre's activities is the Research Seminar where scholars discuss recent research, issues and trends in the fields of hospitality, tourism, leisure, culinary arts and events. Recent presentations included:

- **"Experimental design research with extended reality in tourism marketing"**
by Dr Ryan Yung, University of Greenwich, UK.
- **"Searching for an Oriental paradise? Fast and slow tourist experiences in the desert on the Arabian Peninsula"**
by Dr Manuela Gutberlet, RWTH Aachen University, Germany.
- **"Innovative approaches to tourism: Insights from CABI tourism case studies"**
by Lai Wai Ching, CABI.
- **"From figures and tables to actual policy implications: A case study of how to transform findings to functions"**
by Assistant Prof. Dr Chayanon Phucharoen, Prince of Songkla University, Phuket Campus.
- **"Residents' risk perceptions willingness to accept international tourists, and self-protective behaviour during destination reopening amidst the COVID-19 pandemic"**
by Assistant Prof. Dr Pornpisanu Promsivapallop, Prince of Songkla University, Phuket Campus.
- **"Understanding diversity training: The double-edged sword for diversity management"**
by Dr Prachi Thakur, World Women Tourism.
- **"Transformed landscapes, tourist sentiments: The place making narrative of a luxury heritage hotel in Singapore"**
by Associate Prof. K Thirumaran, James Cook University, Singapore.
- **"Creating impact with your research"**
by Sarah N.R. Wijesinghe, brijjd.



PhD studentship holder, Khalil Hussain awarded for Best Abstract at the Joint Higher Degree by Research Conference 2023.



The Master in International Hospitality Management comprises a group of students that are diverse in nationalities and ethnicities.



As part of his field research, PhD studentship holder, Trevor Anton works closely with foodservice microbusinesses to implement smart business applications.



The research work of PhD studentship holder, Afsaneh Rostami, explores the challenges faced by female solo travellers. She works closely with her participants to gather insightful data.



At SHSM, postgraduate student engagement is crucial, as it cultivates closer collaboration, which is pertinent to the academic and professional development of our students.

Centre for Hospitality Innovation and Leadership (CHIL)

The Centre for Hospitality Innovation and Leadership (CHIL) is a dynamic platform designed to bridge the gap between academia and industry. Conceived as a vibrant hub within the School of Hospitality and Service Management (SHSM), CHIL serves as a conduit for forging deeper ties with our esteemed industry partners.

Beyond the conventional academic spectrum, CHIL seeks to redefine collaboration by extending beyond the traditional confines of work-based learning programs. Our vision is to provide students with enriching, hands-on experiences, while simultaneously bolstering our industry connections through collaborative educational endeavours and effective delivery.

Our strategy doesn't stop there. We plan on fuelling industry-relevant research, training and consultancy, striving to offer insights, short courses and solutions that reflect the changing dynamics of the hospitality sector.

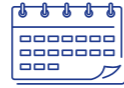
Ultimately, CHIL is not just an educational centre, it's an innovation powerhouse. Our commitment is to drive talent development, business innovation, and empower the hospitality and tourism industry to reach new heights. We are passionately working towards shaping the future of the hospitality industry, one initiative at a time.

MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT



DURATION

Full-time - 1 year
Part-time - 2 years



INTAKES

January, April & September



TAUGHT PROGRAMME

Hospitality is a growing industry that continually innovates to meet the demands of global customers. As the Master in International Hospitality Management represents the service industry, which is evidently growing in advanced economies, this programme will open doors to numerous specialised fields.

The Master in International Hospitality Management (MIHM) is curated to meet the constantly evolving hospitality industry needs. Graduates of the MIHM will be equipped with industry insights, interdisciplinary knowledge, global management styles and strategic decision-making techniques, preparing individuals for managerial roles in the hospitality and tourism.

In this programme you can expect critical discussions concerning emerging issues and key principles from international dimensions with regards to hospitality management. Students can also expect thorough yet in-depth research studies comprising planning, organisational insight, strategy, and data analyses at a higher level, crucial to the advancement and innovation of the industry.



CAREER PROSPECTS

- Consultant for the service sector and business start-ups
- Destination planner
- Entrepreneur
- Higher education in hospitality
- International liaison for market development
- International planner for events / projects
- Product research and development
- Management and leadership roles in the service sector industries
- Market surveys / market intelligence manager
- Regional general manager / operations director / executive business development manager

PROGRAMME STRUCTURE

Students need to complete the following modules and one (1) research project.

- Advanced Revenue Management
- Brand Management for Hospitality Business
- Competitive Strategies for Hospitality Business
- Contemporary Issues in Hospitality
- Events Planning & Management
- Global Food Management
- Hospitality Research Project
- Leadership for Hospitality Business
- Marketing Innovation for Hospitality Business
- Research Methods for Hospitality & Tourism

AREAS OF RESEARCH

- Branding and promotions in tourism & hospitality
- Business travel & MICE
- Communication in event studies
- Culinary studies
- Green events
- Halal food studies
- Heritage & cultural tourism
- Hospitality management
- Hotel studies
- Sustainability in tourism & hospitality
- Tourism & hospitality service marketing
- Tourism & hospitality human resources management

CLASS SCHEDULE

- Weekday: 6.00pm to 9.30pm
- Weekend (Saturday or Sunday): 9.00am to 5.00pm

HOW TO APPLY

Applicants are required to submit supporting documents as stated on page 3 to mihm@sunway.edu.my

CONTACT

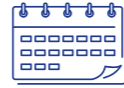
For more information, please email mihm@sunway.edu.my

DOCTOR OF PHILOSOPHY (PhD) IN HOSPITALITY AND TOURISM



DURATION

Full-time - 3 years
Part-time - 4 years



INTAKES

January & July
2024 intakes are on a rolling basis



RESEARCH PROGRAMME

The Doctor of Philosophy (PhD) in Hospitality and Tourism at Sunway University is a PhD by research. As a PhD student at the School of Hospitality and Service Management, you can delve into a research topic you are passionate about and pursue an issue which is relevant within your work environment. A PhD research can thus be of high relevance to your current employment and contribute to new knowledge in specialised fields related to hospitality, tourism, and the service sector industries.

This PhD programme strengthens your research skills through thought-provoking research seminars provided by renowned international scholars, research methods trainings and independent research under supervision. The features of the programme create research opportunities for students through our unique offering and collaboration with our national and international partners and networks within ASEAN and beyond.

A Doctor of Philosophy (PhD) is the highest level of academic qualification one can achieve and sets you apart and places you at the forefront of your chosen field of research. PhD students at the School of Hospitality and Service Management are also invited to join the Asia Pacific Centre for Hospitality Research (APCHR), supporting your journey to become part of an international community and a group of respected scholars who actively shape and promote the advancements in hospitality and tourism.

CAREER PROSPECTS



- Higher Education
- Academia – the academic or administrative stream
- Research and Development
- Consultancy

PROGRAMME STRUCTURE

PhD students will enrol in the 'Research Methods for Hospitality & Tourism' subject, which advances students' understanding in and application of developing, conducting, and disseminating their own research. The subject is not graded but must be successfully completed.

PhD candidates will be empowered to complete an in-depth study on a particular research topic in the form of a thesis, substantiated by a series of academic milestones including a proposal defense and a viva voce, where the research outcomes ultimately contribute to the knowledge base of hospitality and tourism and its scholarly and professional communities.

Additional required academic activities are regular consultations with the supervisory team, regular progress reports, the completion of a research ethics workshop and training programme, a conference presentation, and the submission of a manuscript to an academic journal.

This is a structure based on a 3-year full-time study duration.

Year(s)	Tasks, subjects, and activities
1-3	Regular consultation with supervisory team
1-3	Progress reports (every six months)
1-3	Participation Research Seminar Series
1	Research Ethics Workshop and CITI Programme
1	Research Methods for Hospitality and Tourism
1	Research proposal and proposal defense
2	Continuation of independent research and write-up under supervision
2/3	Presentation of (preliminary) findings at a conference
3	Submission of 'Work Completion Seminar'
3	Presentation of research at Research Seminar Series
3	Submission of a manuscript to peer-reviewed journal
3	Thesis submission and examination
3	Viva Voce presentation

PhD in Hospitality and Tourism students are required to submit a doctoral thesis containing a minimum of 50,000 words.

AREAS OF RESEARCH

- Events and destination management
- Food, health, & well-being
- Hospitality & service management
- Mobilities
- Sustainability in tourism & the service industries

HOW TO APPLY

Applicants are required to submit supporting documents as stated on page 3 to shsm_phd@sunway.edu.my

RESEARCH STATEMENT

Kindly submit a research statement (1,000 words, excluding references) which includes the following:

- A working title for the proposed research
- Introduction and nature of research (including your motivation to study this topic)
- Literature review
- Research methodology
- References you have read relevant to this research area

After confirmation of general ability, a conversation (online interview) with potential supervisors would take place.

CONTACT

For more information, please email shsm_phd@sunway.edu.my



RESEARCH SUPERVISOR'S AREAS OF EXPERTISE



Professor Marcus Lee Stephenson

Professor of Tourism & Hospitality Management & Dean

- Cultural & heritage tourism
- Destination marketing, sustainable tourism & ethical tourism
- Islamic hospitality & tourism
- Qualitative & ethnographic methods
- Tourism & hospitality development
- Tourism, race & ethnicity

Dr Alexander Trupp

Associate Professor

- Hospitality & tourism microbusinesses
- Mobilities & the intersections of tourism and migration
- Qualitative methods
- Tourism for development; sustainable tourism
- Tourism, hospitality & gender

Dr Daniel Chong Ka Leong

Associate Professor

- Consumer & organisational behaviour
- Heritage & conservation
- Hospitality operational management
- Services branding & management
- Sustainable food service management

Dr Elangkovan Narayanan

Senior Lecturer

- Hospitality management
- Managing people & organisational behaviour
- Organisational learning
- Service management
- Strategic management

Dr Gan Joo Ee

Associate Professor

- Ecotourism, protected areas & conservation
- Hospitality & tourism law
- Indigenous people & tourism
- Sustainable tourism
- Workplace relations & human resource in hospitality & tourism

Dr Gary Daniels

Senior Lecturer

- Disruptive technologies in the hospitality industry
- Trade unionism
- Work-life balance

Dr Lai Mun Yee

Senior Lecturer

- Destination branding
- Food, culture & society within the realm of food sociology
- Food tourism
- Restaurant revenue management
- Solo traveller
- Travel market & behaviour

Dr Philip Wong Pong Weng

Senior Lecturer

- Destination branding
- Destination competitiveness
- Destination marketing
- Green marketing
- Hospitality marketing

Dr Tan Hui Ling

Lecturer

- Food analysis & quality control
- Food chemistry
- Food technology
- Functional foods
- Product development

Dr Teh Pek Yen

Senior Lecturer

- Film-induced tourism
- Heritage & conservation
- Muslim travelling behaviour
- Sustainable tourism
- Tourist behaviours & motivations

BURSARY & SCHOLARSHIPS



1. SHSM SERVICE INDUSTRY SCHOLARSHIP FOR POSTGRADUATE STUDIES

PARTICIPATING PROGRAMMES

- Master in International Hospitality Management

ELIGIBILITY CRITERIA

1. Full-time and part-time International and Malaysia students.
2. Applicant must not be a recipient of any other scholarships.
3. Must meet either one of the below criteria:-
 - a) Criteria 1
 - Meet the entry requirements of the programme.
 - Possess evidence of a minimum 3 years working experience within the hospitality and tourism industry or other related service sector industries.
 - b) Criteria 2
 - Possess a recognised pre-university certification (STPM, diploma, matriculation, or equivalent) and have successfully attained the APEL T-7 recognition as awarded by the Malaysian Qualification Agency.
 - Possess evidence of a minimum of 5 years working experience within the hospitality and tourism industry or other related service sector industries.

SCHOLARSHIP VALUE

- 50% off tuition fee deduction

REQUIRED SUPPORTING DOCUMENTS

- Certified true copies of academic transcripts.
- Letter of Intent for applying for the programme.
- Contact of at least one referee (name, affiliation, position, email contact)
- Career portfolio that details and evidence of work experience, career progression, current job responsibilities, awards and achievements, training and development, and any other supporting evidence that substantiates distinguished professional achievements.

2. TAUGHT POSTGRADUATE PROGRAMMES

ELIGIBILITY CRITERIA FOR SUNWAY UNIVERSITY TAUGHT MASTERS SCHOLARSHIP

- a) Validity period of the Bachelor degree academic result to apply is 2 years AND with a CGPA of 3.50 and above.
- b) Value of the scholarship is 50% off the total tuition fee.
- c) Application is applicable to ALL Bachelor degree graduates within Sunway Education Group as well as other higher education institutions.
- d) Applicants are only entitled to ONE scholarship offered by Sunway University at any one time, whichever amount is higher. It is not to be combined with any other scholarship or bursary.
- e) Applicants are required to submit their application online via <https://sunway.edu.my/scholarship-app/>

ELIGIBILITY CRITERIA FOR ALUMNI BURSARY

- a) NO validity period of Bachelor degree academic results to apply for Alumni Bursary.
- b) Value of the Alumni Bursary is 30% off the total tuition fee.
- c) Application is ONLY applicable to Sunway College (VUBB/ACCA/ICAEW) and Sunway University Bachelor degree graduates.
- d) Applicants are only entitled to ONE bursary offered by Sunway University at any one time, whichever amount is higher. It is not to be combined with any other scholarship or bursary.

3. PhD STUDENTSHIP

- 100% tuition fee waiver and coverage of all other fees such as registration and visa-related fees
- Monthly stipend of RM3,000 for 3 years
- Opportunity to join the Asia Pacific Centre for Hospitality Research (APCHR) of the School of Hospitality and Service Management

ELIGIBILITY CRITERIA

- Master degree in Hospitality / Tourism or a related field
- Master degree with CGPA of 3.50 and above (or equivalent)
- Published one Scopus-indexed or equivalent output
(please include the link to your Scopus profile in your CV, if available)

REQUIRED SUPPORTING DOCUMENTS

- Master degree certificate and official academic transcripts
- Proof of English proficiency
- Detailed and updated Curriculum Vitae (CV)
- Research statement / proposal (2,000 words, excluding references)

Please note that ALL documents need to be complete prior to submission. Supplementary documents may be requested for further review. All candidates are required to go through a selection process. Only a limited number of students will be shortlisted.

4. POSTGRADUATE PROGRAMMES BY RESEARCH

Eligibility Criteria for Bursary or Scholarship

Bursary or Scholarship are open to all **full-time postgraduate** students enrolled for programmes by research. Eligibility criteria are given in the table below. Additionally, applicants must meet all necessary entry requirements for their chosen programme of study and be in receipt of an unconditional offer from the University.

Awards made to students under this scheme shall take effect from the 1st day of enrolment. They shall, subject to satisfactory performance and successful progression, last for the normal duration of the programme. The University reserves the right to withdraw the award at any time should the student's behaviour or performance be unsatisfactory, or the student withdraws or is withdrawn from the programme of study.

The student must have successfully completed their proposal defense, have received ethics approval and be able to demonstrate that data collection has commenced by the end of year 1 to continue the scholarship funding for year 2.

	BURSARY*		SCHOLARSHIP**	
	Mode of Study	Quantum	Mode of Study	Quantum
	Criteria: Graduates who are meeting the entry requirement for PhD programme		Criteria: Graduates who are meeting the entry requirement for PhD programme CGPA ≥ 3.5 or Merit (or equivalent)	
PhD by Research	Full-Time	50% tuition fee waiver	Full-Time	100% tuition fee waiver

* Bursary is only offered to Sunway graduates from Sunway Education Group higher education institutions.

** Scholarship is open to Sunway and non-Sunway graduates.

* NOTE: All bursaries and scholarships are subject to terms & conditions

SUNWAY
UNIVERSITY



A CLASS ABOVE

MALAYSIA'S

1 *Again*

**IN GRADUATE
EMPLOYABILITY**

2022 & 2023

Sunway University is honoured to be recognised as Malaysia's No. 1 in Graduate Employability* for the 2nd consecutive year and would like to thank all the local & international brands who selected graduates from Sunway University as the nation's best for 2022 and once again in 2023.

We are immensely proud of our graduates who have gone on to excel in their chosen fields and made such a huge positive impact to the performances of Malaysia's and some of the world's biggest companies.

Sunway University Graduates, Truly A CLASS ABOVE.



sunwayuniversity.edu.my



SUNWAY UNIVERSITY DU 025 (B) A member of Sunway Education Group No.5, Jalan Universiti, Bandar Sunway, 47500 Selangor Darul Ehsan.

*Talentbank GE Index 2023