

HOSPITALITY AND SERVICE MANAGEMENT

Postgraduate
- Prospectus -
2025

SUNWAY
UNIVERSITY



A CLASS ABOVE



CONTENTS

- 1 • Why study at Sunway University?
- 2 • Welcome by the Dean
- 3 • Entry requirements and How to apply?
- 4 • Sunway Distinctive Experience
 - Centre for Hospitality Innovation and Leadership (CHIL)
- 6 • Master in International Hospitality Management
- 8 • Doctor of Philosophy (PhD) in Hospitality and Tourism
- 10 • Areas of Research
- 12 • Bursary and Scholarships



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Foundation**
Nurturing the Seeds of Wisdom

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 #1 private university in ASEAN region by AppliedHE ASEAN Private University Ranking 2025 and recognised as the #1 Malaysia's highest-ranked private non-government linked university in the Times Higher Education World University Rankings 2025. The University is also #539 in the QS World University Rankings 2025.

Sunway University has been awarded #1 in Graduate Employability among all universities in Malaysia, for the third consecutive year, by Talentbank Group through the National Graduate Employability Index.

The University has achieved a significant milestone by making its debut in the Academic Ranking of World Universities (ARWU) for 2024. This achievement places Sunway University among the top five universities in Malaysia, alongside the top four research-intensive public universities, and establishes it as the only private higher education institution in the country to be included in this prestigious global ranking.

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

The Only Private University in Malaysia to
be included in the Academic Ranking of
World Universities (ARWU) 2024



WHY STUDY AT SUNWAY UNIVERSITY?



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

A warm welcome to the School of Hospitality and Service Management (SHSM) at Sunway University!

Choosing Sunway University for your postgraduate studies opens doors to numerous opportunities. Located in one of the most dynamic integrated resort cities, Sunway City offers a unique living lab environment where real-world research and development thrive. This setting allows you to gain hands-on learning experiences that are directly applicable to the industry.

Our school prides itself on its strong connections with key professional associations and government agencies. These relationships not only enhance your academic experience but also provide access to industrial grants and projects, offering vital research support, innovative ideas, and a robust data collection framework.

Our diverse team of supervisors, with expertise spanning tourism, hospitality, events, and food studies, is committed to guiding your research journey. With a focus on the Sustainable Development Goals (SDGs), our academic environment encourages you to contribute to global sustainability efforts. Furthermore, as the Asia headquarters of the United Nations Sustainable Development Solutions Network (UN-SDSN), Sunway University is part of an elite group of institutions globally, alongside New York City and Paris, that are driving the sustainability agenda.

We invite you to join our post-graduate community at Sunway University, and look forward to supporting you on your academic journey.

Daniel Chong

Associate Professor Dr Daniel Chong Ka Leong

Acting 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 	Applicants whose medium of instruction for their Bachelor's / Master's degree was not English will be required to provide evidence of language ability of:
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 Applicants 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 related fields; OR They have three (3) years of working experience in the hospitality and tourism-related industry. Candidates whose master's or first degree is not related to the fields of hospitality/tourism and without working experiences in the relevant fields, must undergo appropriate prerequisite courses prior to registering the programme. 	IELTS : 6.0 or equivalent; OR TOEFL : 100 (internet-based); OR PTE Academic : 70 Overall

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

SUNWAY DISTINCTIVE EXPERIENCE



An Immersive Master's in International Hospitality Management

The Master programme at Sunway University offers students with a distinctive postgraduate education journey, drawing on the extensive support of the Sunway Group's ecosystem. This ecosystem comprises various strategic business units such as hospitality, leisure, shopping malls, properties, investment, healthcare, and wellness, providing students with access to practical learning environments and industry insights.



Integrated Industry Exposure

Students attain insights and exposure to real-world business solutions across Sunway's diverse business units through observation and active participation.



Practical Learning Opportunities

The close collaboration between the University and Sunway Group facilitates consultancy projects and case studies, vital to developing versatile skills that are highly sought after in the global hospitality industry.



Innovative- and Sustainability-focused Industry Collaborations

Sunway Group's diverse business units provide students with the opportunities and knowledge to work on innovative and sustainability-centered projects, keeping them ahead of industry trends.



Professional Networking and Career Advancement

Sunway University's strategic location allows Master's students to connect with industry leaders and experts, and participate in exclusive events, fostering professional networks that enhance global career prospects.

Cutting-edge Research with the PhD in Hospitality and Tourism

Sunway University, home to globally recognised sustainable development institutions such as the Jeffrey Sachs Center on Sustainable Development and the UN Sustainable Development Solutions Network (SDSN) Asia, provide a strong foundation for research that integrates sustainable development with tourism and hospitality.



Emphasis on Global Sustainability Goals

PhD candidates have direct access to thought leaders and initiatives aligned with the United Nations' Sustainable Development Goals (SDGs), enabling them to examine essential hospitality and tourism issues that address global challenges.



Collaborative Research Environment

PhD students can participate in interdisciplinary collaborations and work alongside experts in the field such as environmental science, economics, and public policy, enriching their research with diverse perspectives.



Real-world Case Studies and Impact

PhD students can conduct fieldwork and apply theoretical frameworks to real-world scenarios, for instance, the impact of sustainable tourism initiatives, green hotel practices, and the integration of wellness and eco-tourism in urban planning.



Global Recognition and Networking Opportunities

With the School's collaborations with renowned research and institutional partners, PhD students are given the platform to engage in profound research, participate in international conferences, and connect with hospitality experts worldwide, which strengthens their academic and professional trajectories.

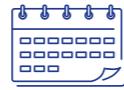


MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT



DURATION

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



INTAKES

February, 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

OUTBOUND STUDENT MOBILITY

	Partner University	Duration	Participating Programmes
STUDENT EXCHANGE			
1	 澳門旅遊大學 UNIVERSIDADE DE TURISMO DE MACAU Macao University of Tourism	1 semester	Master in International Hospitality Management
2	 BURGUNDY SCHOOL OF BUSINESS Burgundy School of Business, France	1 semester	Master in International Hospitality Management

Note: All student mobility programmes are subject to approval and grade attainment

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

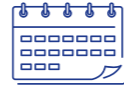
For more information, please email mihm@sunway.edu.my

DOCTOR OF PHILOSOPHY (PhD) IN HOSPITALITY AND TOURISM



DURATION

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



INTAKES

January & July
2025 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

- Hospitality and Service Management
- Food, Health and Well-being
- Sustainability in Tourism and the Service Industries
- Events and Destination Management
- Mobilities

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



AREAS OF RESEARCH



Food, Health and Well-being

- Food choice and behaviour
- Gastronomic experience and culinary tourism
- Food cultural studies
- Halal food production and consumption
- Nutritional wellbeing
- Traditional and indigenous food

Sustainability in Tourism and the Service Industries

- Cultural and Heritage Tourism
- Localising the SDGs
- Impacts of tourism
- Responsible travel
- Sustainable service industries



Hospitality and Service Management

- Branding
- Consumer behaviour
- Food and beverage management
- Human resources
- Islamic hospitality
- Service marketing
- Service quality and recovery
- Green marketing
- Social media marketing



Events and Destination Management

- Destination competitiveness
- Experience economy
- Sustainable events

Mobilities

- Intersections of tourism and migration
- Tourism and citizenship



BURSARY & SCHOLARSHIPS



1. SHSM SERVICE INDUSTRY SCHOLARSHIP FOR POSTGRADUATE STUDIES

PARTICIPATING PROGRAMMES

- Master in International Hospitality Management

ELIGIBILITY CRITERIA

- Full-time and part-time Malaysian students.
 - Full-time International students.
- Applicant must not be a recipient of any other scholarships.
 - Must meet either one of the below criteria:-
 - Criteria 1
 - Meet the entry requirements of the programme.
 - Possess evidence of a minimum of 3 years working experience within the hospitality and tourism industry or other related service sector industries; OR possess evidence of a minimum of 2 years working experience within the hospitality and tourism industry, with a minimum supervisory role.
 - 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% 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

- Validity period of the Bachelor degree academic result to apply is 2 years AND with a CGPA of 3.50 and above.
- Value of the scholarship is 50% off the total tuition fee.
- Application is applicable to ALL Bachelor degree graduates within Sunway Education Group as well as other higher education institutions.
- 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.
- Applicants are required to submit their application online via <https://sunway.edu.my/scholarship-app/>

ELIGIBILITY CRITERIA FOR ALUMNI BURSARY

- NO validity period of Bachelor degree academic results to apply for Alumni Bursary.
- Value of the Alumni Bursary is 30% off the total tuition fee.
- Application is ONLY applicable to Sunway College (VUBB/ACCA/ICAEW) and Sunway University Bachelor degree graduates.
- 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

ELIGIBILITY CRITERIA

- Master's degree in Hospitality / Tourism or a related field
- Master's 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's 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.

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)	
Programme	Mode of Study	Quantum	Mode of Study	Quantum
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



**IN GRADUATE
EMPLOYABILITY**

For the 3rd consecutive year, Sunway University has been recognised as Malaysia's No. 1 in Graduate Employability*.

We are immensely proud of the accomplishments of our graduates who have gone on to make a huge positive impact to the success of major Malaysian companies and indeed some of the world's leading organisations.

SUNWAY UNIVERSITY GRADUATES, TRULY A CLASS ABOVE

*Talentbank GE Index 2024

SUNWAY UNIVERSITY 200401015434 (653937-U) DU025(B) A member of Sunway Education Group No.5, Jalan Universiti, Bandar Sunway, 47500 Selangor Darul Ehsan.

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