

Press Release  
新聞稿

22 November 2017

### **PolyU Relaunches Online MicroMasters in International Hospitality Management**

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) will relaunch its MicroMasters in International Hospitality Management programme in 2018, in view of the popular demand, to provide another opportunity for those who were eager to join the programme last time but were unable to.

Led by Professor Hanqin Qiu, SHTM Professor, and supported by globally leading academics and practitioners, the programme has attracted close to 35,000 learners – 364 of whom chose edX verification for an official course certificate – from almost 175 countries.

First launched in January 2017, the SHTM’s MicroMasters in International Hospitality Management programme was a fresh approach to bridging the knowledge gap between higher education and the workplace. Featuring four courses and offered on the edX platform, this innovative online programme is a credit bearing, accelerated Master’s level offering that can stand alone or count towards entry to a traditional SHTM Master’s degree.

This innovative programme prepares learners for the careers in-demand today by offering expertise in the dynamic field of international hospitality management through four courses, namely “Luxury Management”, “Hospitality and Tourism Technology and Innovation”, “Managing Marketing in the Hospitality and Tourism Industry”, and “Managing Human Resources in the Hospitality and Tourism Industry”.

The schedule of the re-runs is as follows:

Re-run	No.	Course	Start Date	End Date
1st Re-run	1	HTM541x Luxury Management	12 Jan 2018	5 Apr 2018
	2	HTM540x Hospitality and Tourism Technology and Innovation		
	3	HTM534x Managing Marketing in the Hospitality and Tourism Industry		
	4	HTM533x Managing Human Resources in the Hospitality and Tourism Industry		
2 <sup>nd</sup> Re-run	5	HTM541x Luxury Management	11 May 2018	2 Aug 2018
	6	HTM540x Hospitality and Tourism Technology and Innovation		
	7	HTM534x Managing Marketing in the Hospitality and Tourism Industry		
	8	HTM533x Managing Human Resources in the Hospitality and Tourism Industry		

Press Release  
新聞稿

3rd Re-run	9	HTM541x Luxury Management	14 Sep 2018	6 Dec 2018
	10	HTM540x Hospitality and Tourism Technology and Innovation		
	11	HTM534x Managing Marketing in the Hospitality and Tourism Industry		
	12	HTM533x Managing Human Resources in the Hospitality and Tourism Industry		

Upon successfully earning the MicroMasters credential, learners will be eligible to apply for the SHTM’s Master of Science in International Hospitality Management programme: [www.polyu.edu.hk/htm/msc/ihtm](http://www.polyu.edu.hk/htm/msc/ihtm)

Learners who have completed all four courses and are admitted to the School’s on-campus MSc in International Hospitality Management programme will be able to transfer a total of 9 credits earned through the MicroMasters credential. For more details and enrolment, please visit: <https://www.edx.org/micromasters/hkpolyux-international-hospitality-management>

**About PolyU’s School of Hotel and Tourism Management**

For close to 40 years, PolyU’s School of Hotel and Tourism Management has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Rated No. 1 in the world in the “Hospitality and Tourism Management” category according to ShanghaiRanking’s Global Ranking of Academic Subjects 2017, placed No. 1 in the world in the “Hospitality, Leisure, Sport & Tourism” subject area by the CWUR Rankings by Subject 2017 and ranked among the top 3 “Hospitality and Leisure Management” institutions globally in the QS World University Rankings by Subject 2017, the SHTM is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

With 75 academic staff drawing from 22 countries and regions, the School offers programmes at levels ranging from undergraduate degrees to doctoral degrees. In 2012, the SHTM was bestowed the McCool Breakthrough Award by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) recognising its breakthrough in the form of its teaching and research hotel – Hotel ICON – the heart of the School’s innovative approach to hospitality and tourism education. A member of the UNWTO Knowledge Network, the SHTM is also the editorial home of *Asia Pacific Journal of Tourism Research*, *Journal of Travel and Tourism Marketing*, *Journal of Teaching in Travel and Tourism* and *Journal of China Tourism Research*.

\*\*\*\*\*

Press Release

新聞稿

Press contact : Ms Pauline Ngan, Senior Marketing Manager  
School of Hotel and Tourism Management

Telephone : (852) 3400 2634

E-mail : pauline.ngan@polyu.edu.hk

Website : www.polyu.edu.hk/htm