



INTERNATIONAL
HOTEL SCHOOL



Online

Bachelor of Business Administration Honours in Hospitality Business Strategy



ADMISSION REQUIREMENTS

A Bachelor or Advanced Diploma at
NQF 7 in a related field of study



DURATION

1.5 Years (3 trimesters),
Distance Learning



CERTIFICATION

Bachelor of Business Administration
Honours in Hospitality Business Strategy
(SAQA ID: 119207, NQF Level 8)

Introduction

The Hospitality industry is competitive and dynamic, requiring managers to continually evolve to drive business growth, identify and launch and market high-return innovative products, understand consumer behaviour, improve operational efficiency and costs, enhance profitability, and respond to changing economic and social needs. This programme equips managers with advanced strategic thinking capabilities and leadership skills tailored to the hospitality industry. Furthermore, the programme enables managers to analyse hospitality businesses in their specific market environments, to identify growth opportunities, and develop strategies to enhance profitability and long-term sustainability. By combining strategic leadership, data-driven decision-making and an understanding of industry trends and product and consumer behaviour, leaders are prepared to lead hospitality organisations with focused, purposeful intent, drive innovation and implement effective strategies that support business growth and competitive advantage.

What will I learn?

Product Strategy

Explore how hospitality products create value and drive business success. This module focuses on analysing product performance, market demand, competitor offerings and pricing models to identify opportunities for innovation and sustainable product development.

Marketing

Understand the factors that influence consumer behaviour and purchasing decisions in the hospitality sector. Managers analyse buying patterns, interpret market insights and develop targeted marketing strategies and campaigns that maximise business returns.



INTERNATIONAL
HOTEL SCHOOL



Online

Bachelor of Business Administration Honours in Hospitality Business Strategy

Business Strategy

Develop strategic thinking capabilities to align operational activities with strategic business goals. This module focuses on analysing performance indicators, managing risk and developing practical strategies and implementation plans that support sustainable growth and profitability.

Research Project

Develop practical research skills by investigating a relevant hospitality business challenge. Students develop a research proposal, conduct a literature review, collect and analyse data, and present their findings in a structured mini-dissertation that provides evidence-based recommendations.

Career Opportunities for Graduates:

Careers in Hospitality

- Hospitality Business Strategist
- Hotel or Resort Operations Manager
- Revenue or Commercial Manager
- Hospitality Marketing Manager
- Product Development Manager

Careers Beyond Hospitality

- Business Strategy Consultant
- Marketing or Brand Manager
- Business Development Manager
- Research and Market Analyst
- Entrepreneur or Business Owner

www.hotelschool.co.za



Go Anywhere

International Hotel School reserves the right to withdraw or make changes to any programme(s) or content hereof. The International Hotel School is registered as a Private Higher Education Institution with the Department of Higher Education and Training for the qualifications as per registration no. 2000/HE07/005 and with the Quality Council for Trades & Occupations (QCTO) as an accredited Skills Development Provider (SDP). The International Hotel School (PTY) Ltd Reg No. 1992/006526/07. Updated April 2026