Master of International Hotel Management Subject Outlines
## List of Subjects

<table>
<thead>
<tr>
<th>Subject</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Finance for Managers</td>
<td>MHC601</td>
</tr>
<tr>
<td>Introduction to the Hospitality Industry</td>
<td>MHC602</td>
</tr>
<tr>
<td>Hotel Operations Management</td>
<td>MHC603</td>
</tr>
<tr>
<td>Revenue Management</td>
<td>MHC604</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>MHC605</td>
</tr>
<tr>
<td>Business Law</td>
<td>MHC606</td>
</tr>
<tr>
<td>Business Research Methods</td>
<td>MHC607</td>
</tr>
<tr>
<td>Business Ethics for Hospitality</td>
<td>MHC608</td>
</tr>
<tr>
<td>Industry Placement and Project</td>
<td>MHC609</td>
</tr>
<tr>
<td>Strategic Hotel Management</td>
<td>MHC610</td>
</tr>
<tr>
<td>Producing Creative Events</td>
<td>MHE610</td>
</tr>
<tr>
<td>Business Events in a Global Context</td>
<td>MHE612</td>
</tr>
<tr>
<td>Conventions Management</td>
<td>MHE613</td>
</tr>
<tr>
<td>Sustainability and the Environment</td>
<td>MHE614</td>
</tr>
<tr>
<td>E-Marketing</td>
<td>MHE615</td>
</tr>
<tr>
<td>New Product and Service Development</td>
<td>MHE616</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>MHE617</td>
</tr>
<tr>
<td>Special Topic in Hotel Management</td>
<td>MHE618</td>
</tr>
<tr>
<td>Research Topic – Minor Project (2 unit)</td>
<td>MHE619</td>
</tr>
<tr>
<td>Research Topic – Major Project (3 unit)</td>
<td>MHE620</td>
</tr>
</tbody>
</table>
Accounting and Finance for Managers (MHC601)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [x] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (e.g. 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [x] face to face
- [ ] online
- [x] independent learning module/non-timetabled study
- [x] by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 Pre-requisites
Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject/unit (e.g. special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

The objective of this course is to introduce the language of business so that students will know how to:

a) Analyse and interpret financial information for a variety of users
b) Formulate cost volume profit concepts to aid decision making
c) Assess current and non-current assets to explain how they affect accounting outcomes
d) Use spreadsheets to assist and solve problems in planning and budget development
e) Evaluate and justify the return on investments of long-term assets
f) Measure the risk and return of an capital instruments and projects
g) Distinguish the usefulness of numbers reported by the business entity either as a preparer or user of accounting information.

2.2 Subject/unit content and structure

Aim of the Unit:
The aim of this unit is to develop a practical understanding of financial and managerial reports. This framework equips the student with a meaningful skill set to measure, evaluate, report and compare corporate performance of different business operations.

Lecture topics:
- Accounting as a tool for decision making
- Using and preparing financial information
- Cost volume profit analysis
- Operational and capital budgeting
- Operational decisions – inventories
- Operational decisions – accounts receivables
- Investing decisions – non-current assets
- Risk and return analysis
- The cost of capital

2.3 Teaching methods/strategies

Face to face lectures/seminar-styled classes, additional materials (for example, web links, PDFs of articles in the press, video clips etc) are made available on the Student and Staff Information System (SSIS), tele-tutorials to support intensive block students between sessions if delivered in intensive mode. Group work and practical exercises, discussions, students leading discussions may be incorporated in the lecture/seminar sessions. For example, students leading discussions must include coverage of multinational companies and their role in the global financial markets.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company report financial analysis</td>
<td>Week 7</td>
<td>35%</td>
<td>a, b, c, d</td>
</tr>
<tr>
<td>Individual, 2000 words</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final examination (2 hours)</td>
<td>Examination Week</td>
<td>65%</td>
<td>All</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed:**

**Recommended Reading:**
Birt, J. et al 2005 *Accounting and Business Reporting For Decision Making*, John Wiley and Sons
Jagels, M, 2007 *Hospitality Management Accounting*, 10th edn, John Wiley & Sons

**Journals:**
- *Advances in Management Accounting*
- *International Journal of Accounting and Information Management*
- *International Journal of Managerial Finance*
- *Journal of Accounting and Organizational Change*
- *Journal of Financial Reporting and Accounting*
- *Review of Accounting and Finance*

Contemporary readings will be provided on the Student and Staff Information System (SSIS).
# Introduction to the Hospitality Industry (MHC602)

## Section 1: General Information

### 1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

### 1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [x] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):

### 1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (e.g. 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

### 1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 classroom hours</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>9 laboratory hours (applied learning)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc  
** Total time students are expected to spend per week in studying, completing assignments, etc  
*** That is, * + ** = workload hours.

### 1.5 Mode of Delivery

- [x] face to face
- [ ] online
- [ ] independent learning module/non-timetabled study
- [x] by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.

The 9 hours per week of applied learning will be delivered in a combination of workshops and 'hands on' classes which will be undertaken within the practicum laboratories or simulated environment.
1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☒ Yes
☐ No

If yes, provide details of the requirements below:

- Practicum laboratories or simulated environments: specifically a Commercial kitchen, food and beverage outlets (eg a Hotel restaurant, cafe, bar)

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

a) Undertake Food & Beverage management functions through applied learning experience
b) Prepare and plan product lists (menus) that fulfil the business requirements (revenue, costs & customer expectations)
c) Appraise the key characteristics and complexity of the hospitality industry.
d) Assess the linkages and inter-dependencies between the hospitality, event, tourism and travel industries.
e) Critically reflect upon the necessary skills, resources and environment for an international hotel brand to operate successfully within a global market.
f) Critically analyse the various ownership/management models within the hotel/accommodation sector of the hospitality industry.
g) Evaluate the major sectors within the hospitality industry.
h) Evaluate a hotel with regard to it’s markets, it’s service levels and staffing requirements.
i) Distinguish the current trends and forces shaping the hospitality industry.

2.2 Subject/unit content and structure

Aim of the Unit:
The aim of this unit is to develop students understanding and expertise in the efficient and effective management of hotel service operations. Students will be provided with practical management skills within an applied context (focusing specifically on food and beverage services) together with the overall theoretical knowledge required to manage a hotel.

Structure:
- An overview of the Hospitality, Tourism and Travel Industries
- The nature, scope and size of the hospitality industry on a domestic, international and global scale
- Key sectors of the Hospitality Industry – the interrelationships they share; the economic, socio-cultural, and environmental impacts they have; product differentiation and the associated service levels required to be commensurate with the market.
  - Accommodation Sector
  - MICE
  - Food Industry
  - Beverage Industry
- Ownership and Management Models within Hospitality Industry
- Sustainability, development and the future of the Hospitality Industry
- The responsible service of alcohol

Examination Week as per BMIHMS Published Schedule

Laboratory Learning:
Students will undertake 90 hours (9 hours per week) applied learning schedule to obtain an understanding of Food and Beverage delivery. Typically this will be delivered in a series of practical workshops/activities together with ‘hands-on’ experience in a laboratory or simulated Food and Beverage environment. Areas include
- Laboratory Training
  - Key roles and responsibilities of a Food & Beverage operation
  - Food & Beverage operations and service cycle
  - Commercial Kitchen operations and service cycle
  - Menu Planning, Food & Beverage Cost structures
  - Occupational Health and Safety – a practical application

Classroom Based Learning: The 4 hours per week of theoretical classes may be timetabled as a lecture and tutorial workshop (2 x 2 hr classes).
2.3 Teaching methods/strategies

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.

The 9 hours per week of applied learning will be delivered in a combination of workshops and ‘hands on’ classes which will be undertaken within the practicum laboratories or simulated environment (Food and Beverage delivery area).

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Portfolio</td>
<td>Progressive Week 4-8. Final submission Week 10</td>
<td>60%</td>
<td>a, b, c, d, e, f, g, h, i</td>
</tr>
<tr>
<td>Skill Assessment Practical</td>
<td>Week 6 and 11</td>
<td>40%</td>
<td>a, b, c, d, e, f, g, h, i</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed:**

**Recommended Readings:**
Lockyer, T. 2007 *The International Hotel Industry*, Haworth Press

**Journals:**
Australian Hotelier
Cornell Hotel and Restaurant Administrative Quarterly
Harvard Business Review

**Electronic Resources:**
http://www.hcima.org.uk
http://www.abs.gov.au
http://www.joneslanglasallehotels.com
Hotel Operations Management (MHC603)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [x] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>32 Credit Points: MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Classroom Hours</td>
<td>8</td>
<td>21</td>
</tr>
<tr>
<td>9 Laboratory Hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Applied Learning)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc

** Total time students are expected to spend per week in studying, completing assignments, etc

*** That is, * + ** = workload hours.

1.5 Mode of Delivery

- [x] face to face
- [ ] online
- [ ] independent learning module/non-timetabled study
- [ ] by a combination of modes (please specify below)
- [x] through a practicum
- [ ] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.

The 9 hours per week of applied learning will be delivered in a combination of workshops and ‘hands on’
classes which will be undertaken within the practicum laboratories or simulated environment (Hotel Guest Accommodation and a Hotel Front Office area).

1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes  ☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

Not Applicable

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☒ Yes  ☐ No

If yes, provide details of the requirements below:

Practicum laboratories or simulated environments: specifically a Hotel Reception and Hotel Guest Accommodation area; Hotel Management & Reservation Systems (e.g. Micros Opera)

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

Upon completion of this unit, students should be able to demonstrate, in the appropriate context, the ability to:

- a) Undertake Rooms Division supervisory functions through applied learning experience
- b) Interpret the essential issues in a hotel operation from the planning stages to service delivery
- c) Assess the service aspects of a hotel business using management, theories, concepts and business performance measurement tools to measure, review and evaluate operational projects and logistical issues
- d) Critically reflect upon the importance of asset management in a hotel operation
- e) Comprehend the principles of cost control and formulate a measured product
- f) Evaluate the necessary resources for service delivery and compose a labour schedule to suit
- g) Appraise the role and importance of inventory management
- h) Revise security measures practiced in hotels, from cash handling to active participation
- i) Value the importance of technology in operating a hotel.

2.2 Subject/unit content and structure

Aim of the Unit:
The aim of this unit is to develop students understanding and expertise in the efficient and effective management of hotel service operations. Students will be provided with practical management skills within an applied context (focusing specifically on hotel accommodation services) together with the overall theoretical knowledge required to manage a hotel.

Structure:
- Introduction to hotel service operations management
- Leadership in Managing a Hotel service operation
- Customer Relationship Management – internal and external
- Leading a Revenue Management Culture
- Cost Structures of a hotel
- Managing resources to forecasted demand; labour scheduling
- Purchasing and Inventory management
- Facilities & Asset management
- Ownership and Management models
- Security in hotel operations
- Practical Management Development

Laboratory Learning:
Students will undertake 90 hours (9 hours per week) applied learning schedule (see italics above) to obtain an understanding of Hotel Accommodation Services. Typically, this will be delivered in a series of practical workshops/activities together with ‘hands-on’ experience in a laboratory or simulated Hotel Accommodation Services environment. Areas include
  - Roles and responsibilities of a Rooms Division within a hotel
  - Hotel Reception function and service cycle, including concierge and portering
  - Housekeeping function and service cycle including Laundry

Classroom Based Learning: The 4 hours per week of theoretical classes may be timetabled as a lecture and tutorial workshop (2 x 2 hr classes).
2.3 Teaching methods/strategies

The teaching methods/strategies include:

- Face to face lectures/tutorials
- Visiting industry experts
- Prescribed textbook(s)
- Guided readings together with additional materials (for example, web links, journal articles, press releases etc) available on the BMIHMS Student and Staff Information System (SSIS)
- Case Studies
- Student led discussions and presentations

The Applied Learning component of this unit will be delivered as described above in 2.2 together with appropriate industry visits.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Opera Test</td>
<td>Week 6</td>
<td>10%</td>
<td>a, e</td>
</tr>
<tr>
<td>Practical Skill Assessment</td>
<td>Week 6 and 11</td>
<td>30%</td>
<td>a</td>
</tr>
<tr>
<td>Individual Assessment</td>
<td>Week 8</td>
<td>30%</td>
<td>f,g</td>
</tr>
<tr>
<td>Final examination – 3hours + 10 mins reading time</td>
<td>Examination Week</td>
<td>30%</td>
<td>a, b, c, d, e, f, g, h, i</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed:**

**Recommended Readings:**
Comen, T. 2003 *Case Studies in Front Office Management*, EIAHMA
Ismail, A. 2002 *Front Office Operations and Management*, Thomson Delmar
Kappa, M., Nitschke, A., & Schappert, P. 2008 *Managing Housekeeping Operations* 3rd edn, EIAHMA

**Journals:**
*Facilities Management*
*International Journal of Contemporary Hospitality Management*
*Lodging Hospitality*
Revenue Management (MHC604)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

☑ core subject/unit
☐ elective subject/unit
☐ other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>32 Credit Points: MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

☑ face to face
☐ online
☐ independent learning module/non-timetabled study
☑ by a combination of modes (please specify below)
☐ through a practicum
☐ other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions and presentations). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, please provide details of the prerequisite/co-requisite requirements below:

Not Applicable

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (e.g., special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, please provide details of the requirements below:

Not Applicable
Section 2 – Academic Details

2.1 Student learning outcome

Upon completion of this unit, students should be able to demonstrate, in the appropriate context, the ability to:

a) Assess the role of revenue management as a business process.
b) Evaluate the purpose and functioning of automated revenue management systems.
c) Appraise specialised revenue centres where revenue management can be applied effectively.
d) Prepare and manage a Revenue Management Team meeting.
e) Create a hotel forecast report for accommodation revenue.
f) Assess and argue the merits of group business based on displacement analysis.
g) Measure the performance of distribution channels and revise inventory allocations accordingly.
h) Interpret reports and compose recommendations to achieve revenue management targets.

2.2 Subject/unit content and structure

Aim of the Unit:
To obtain a comprehensive understanding of:
- The origins, function, role and importance of the contemporary revenue management processes.
- The strategic levers, tools and performance measures within Revenue management.
- The holistic nature of revenue management in the overall general management of hotels.
- The impact of revenue management on levels of guest service and satisfaction.

Structure:
- Origins, history and strategic role of Revenue Management.
- Market Segmentation and Channel Analysis
- The Strategic Levers of Revenue Management
- Dynamic Pricing and Stay Duration Controls
- Changing consumer behaviour through Revenue Management (Pricing: Discounting; Rate Fences; Market Segmentation, Dynamic Pricing)
- Inventory & Distribution Channel Management
- Revenue Management beyond accommodation.
- Reporting and Forecasting
- The holistic nature of Revenue Management – Group Displacement Analysis.
- Customer satisfaction and Revenue Management – how do they co-exist?
- Trends, applications and the future of Revenue Management.

Classroom Based Learning: The 4 hours per week of timetabled classes may be scheduled as a lecture and tutorial workshop (2 x 2 hr classes).

2.3 Teaching methods/strategies

The teaching methods/strategies include:
- Face to face lectures/tutorials
- Visiting industry experts
- Prescribed textbook
- Guided readings together with additional materials (for example, web links, journal articles, press releases etc) available on the BMIHMS Student and Staff Information System (SSIS)
- Case Studies
- Group work and practical exercises
- Student led discussions and presentations
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflection Portfolio 4500 words</td>
<td>Progressive Weeks 4, 6 and 8</td>
<td>40%</td>
<td>a, b, c, d, e, h</td>
</tr>
<tr>
<td>Group Presentation:</td>
<td>Week 10</td>
<td>20%</td>
<td>d, f, h</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Examination Week</td>
<td>40%</td>
<td>a, b, c, d, e, f, g, h</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed:**

**Recommended Readings:**
Cross, R. 1997 Revenue Management, Broadway
Thomas, A. & Wilkinson, T. 2010 The Distribution Trap: Keeping Your Innovations From Becoming Commodities, Praeger

**Journals:**
Cornell Hotel Quarterly
Harvard Business Review
International Journal of Contemporary Hospitality Management
International Journal of Market Research
International Journal of Operations and Production Management
International Journal of Service Industry Management
Journal of Business Forecasting Methods and Systems
Journal of Business Strategy
Journal of Marketing Management
Journal of Services Research
Service Industries Journal
Human Resource Management (MHC605)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [x] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 – MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc

** Total time students are expected to spend per week in studying, completing assignments, etc

*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [x] face to face
- [ ] online
- [x] independent learning module/non-timetabled study
- [x] by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who...
are employed and may need flexible study arrangements to support their interest in life-long learning.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

Upon successful completion of the course, students should be able to:

a) Comprehend and critically reflect upon the roles and responsibilities of HR Managers;

b) Critically analyse human resource theories and concepts in order to design resolutions of organisational problems;

c) Critically evaluate and apply human resource management theories in the organisational, institutional and marketplace contexts that necessarily inform employment relations.

2.2 Subject/unit content and structure

Aim of the Unit
This course offers a multidisciplinary, theoretical and practical introduction to some key concepts, processes, practices, issues and debates associated with the management of people in paid employment. In addition, we examine the organisational, institutional and marketplace contexts within which employment relations are played out.

Structure
- Course Introduction & the role of HR in an organisation
- Industrial Relations
- Human resource planning in a changing environment
- Attraction of talent
- Developing human resources in organisations
- Strategic reward management
- Managing Occupational Health and Safety
- Conflict and negotiation processes
- HR Development and the future

2.3 Teaching methods/strategies

This course is learning centred and as such, a broad spectrum of approaches to the delivery of teaching and learning will be applied. These may include traditional lectures that will provide students with an overview of the material; tutorials that will allow students to discuss and resolve any problems and clarify any questions pertaining to the topic; collaborative learning through small group case analysis and exercises; and the encouragement of a greater level communication by way of technology and electronic material.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual essay 2000 words</td>
<td>5</td>
<td>25%</td>
<td>a, b, c</td>
</tr>
<tr>
<td>Feasibility study 5000 words</td>
<td>9</td>
<td>35%</td>
<td>a, b, c</td>
</tr>
<tr>
<td>(Group)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final examination (2 hour)</td>
<td>Examination Week</td>
<td>40%</td>
<td>a, b, c</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed:**

**Recommended Readings:**
Hartel, C. 2007 *Human Resource Management: Transforming Theory into Innovative Practice*, Pearson Education Australia
Nankervis, A., Coffey, J. & Chatterjee, S. 2007 *Perspectives of Human Resource Management in the Asia Pacific*, Pearson Education Australia

**HRM and Related Journals:**
- Academy of Management Review (US)
- Asia Pacific Journal of Human Resources (Aust)
- Harvard Business Review (USA)
- Human Relations (USA)
- Human Resource Management (USA)
- Management Today (Aust)
- Training and Development in Australia (Aust)

**Newspapers:**
- *The Financial Review*
- *The Canberra Times*
- *The Sydney Morning Herald*
- *The Melbourne Age*
- *The Australian*

**Websites:**
- Australian Business Ltd. www.abol.net
- Australian Centre for Industrial Relations Research and Training www.acirrt.com/
- Australian Hotels Association www.aha.org.au
- Australian Human Resources Institute www.ahri.com.au
- Australian Institute of Training and Development www.aitd.com.au
- Department of Employment and Workplace Relations www.dewr.gov.au
- Evatt Foundation http://evatt.labor.net.au/
- Fair Work Australia www.fwa.gov.au
Business Law (MHC606)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [ ] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):  

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [x] face to face
- [ ] online
- [x] independent learning module/non-timetabled study
- [x] by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who...
are employed and may need flexible study arrangements to support their interest in life-long learning.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

[ ] Yes
[ ] No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (e.g. special computer access / physical education equipment)?

[ ] Yes
[ ] No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcomes

| a) | Appraise the manner in which law is interpreted and developed |
| b) | Assess and understand the law’s ambiguity |
| c) | Critically analyse the language and reasoning processes involved with the law |
| d) | Interpret and apply legislation. |
| e) | Assess and appraise the underpinnings of the law as it impacts on management |
| f) | Critically evaluate the linkages between moral and legal responsibilities |
| g) | Interpret and understand the system of social controls that is embodied in the law |
| h) | Evaluate and critique the impact of law on the economic effectiveness of free enterprise |
| i) | Reflect on the social and political context within which the law operates |
| j) | Assemble a working knowledge of several important areas of law |

2.2 Subject/unit content and structure

Aim of the unit

The aim of Business Law is to impart a working knowledge of the law to managers who will, in most instances, have little legal experience. This course seeks to explain some fundamental legal considerations that underpin their role as a manager

- Fundamentals of the Legal System
- Contract Law
- Tort Law
- Equity
- Employment Law
- Corporations Law
- Intellectual Property Law
- Competition and Consumer Law (consumer protection)
- Competition and Consumer Law (market competition)
- Environmental Law

2.3 Teaching methods/strategies

This course is learning centred and as such, a broad spectrum of approaches to the delivery of teaching and learning will be applied. These may include traditional lectures that will provide students with an overview of the material; tutorials that will allow students to discuss and resolve any problems and clarify any questions pertaining to the topic; collaborative learning through small group case analysis and exercises; and the encouragement of a greater level communication by way of technology and electronic material.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class test</td>
<td>5</td>
<td>25%</td>
<td>a, b, c, d</td>
</tr>
<tr>
<td>Individual, on general legal concepts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research Report 2500 words,</td>
<td>10</td>
<td>25%</td>
<td>d, e, f, g, h, i</td>
</tr>
<tr>
<td>Final Examination (2 hour)</td>
<td>Examination Week</td>
<td>50%</td>
<td>e, f, g, h, i, j</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:
**Prescribed:**

**Recommended:**
Cordato, A. 2006 *Australian Travel and Tourism Law*, 4th edn, LexisNexis Butterworths
Latimer, P. 2008 *Australian Business Law*, 28th edn, CCH Australia

**Websites:**
Lawlink is the online portal to law and justice agencies and services in New South Wales
www.lawlink.nsw.gov.au
Australian Legal Information Institute www.austlii.edu.au
High Court of Australia http://www.hcourt.gov.au
Business Research Methods (MHC607)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [x] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [x] face to face
- [ ] online
- [x] independent learning module/non-timetabled study
- [x] by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 Pre-requisites
Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:


1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:


Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

<table>
<thead>
<tr>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Appraise the role of research within the functioning of a modern business organisation;</td>
</tr>
<tr>
<td>b) Compare and contrast the various approaches to business and social research;</td>
</tr>
<tr>
<td>c) Distinguish between primary and secondary research;</td>
</tr>
<tr>
<td>d) Distinguish between quantitative and qualitative data analysis;</td>
</tr>
<tr>
<td>e) Contrast a range of data collection methods and tools;</td>
</tr>
<tr>
<td>f) Compare and contrast research enquiry designs appropriate for business research;</td>
</tr>
<tr>
<td>g) Evaluate the ways in which management research can be written and disseminated.</td>
</tr>
</tbody>
</table>

2.2 Subject/unit content and structure

Aim of the Unit
This unit will provide students with advanced skills and practice of research methods in a business context. Emphasis will be placed on the identification of appropriate research methods to support business decision making, ensuring students are in a strong position to write clear research briefs and to evaluate research proposals. Students will be introduced to a range of data collection methods and will be made familiar with a range of qualitative and quantitative data as well as analytic techniques, in preparation for completing a research project at a postgraduate level.

Content
- The role of business research in organisations
- Approaches to business research
- The role of and sources of secondary research
- The literature review
- The role of qualitative and action research
- The role of quantitative research
- The research design and the research strategy
- Exploring quantitative data
- Analysis of qualitative data
- Writing a research proposal and report

2.3 Teaching methods/strategies

This course is learning centred and as such has a spectrum of approaches to the delivery of teaching and learning. These may include traditional lectures that will provide students with an overview of the material; tutorials that will allow students to discuss and resolve any problems and clarify any questions pertaining to the topic; collaborative learning through small group case analysis and exercises; and the encouragement of a greater level communication by way of technology and electronic material.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Learning Portfolio Style – 3,000 words</td>
<td>Progressive Week 6-8-10</td>
<td>60%</td>
<td>At the completion of the project: b, c, d, e, f, g</td>
</tr>
<tr>
<td>Exam</td>
<td>Examination Week</td>
<td>40%</td>
<td>Any of the following: a, c, d</td>
</tr>
</tbody>
</table>
### Prescribed and recommended readings:

#### Essential Reading

#### Recommended Reading:
- Diamantopoulos, A. & Schlegelmilch, B. 2000 *Taking the Fear Out of Data Analysis*, Cengage
- Fink, A. 2005 *Conducting Research Literature Reviews: From the Internet To Paper*, SAGE
- Neuman, W.L. 2011 *Social Research Methods – Qualitative and Quantitative Approaches*, 7th edn, Pearson
- Patton, M. 2002 *Qualitative Research and Evaluation Methods*, 3rd edn, Sage

#### Journals:
- Journal of Travel Research
- International Journal of Contemporary Hospitality Management
- Tourism Review
- The Cornell Hotel and Restaurant Administration Quarterly
- Journal of Tourism and Hospitality Research
Business Ethics for Hospitality (MHC608)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [x] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>32 Credit Points: MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [x] face to face
- [ ] online
- [ ] independent learning module/non-timetabled study
- [x] by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 Pre-requisites

Are students required to have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

Not Applicable

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (e.g., special computer access/physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Not Applicable

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
**Section 2 – Academic Details**

### 2.1 Student learning outcome

Upon completion of this unit, students should be able to demonstrate, in the appropriate context, the ability to:

a) Reflect critically upon the impact and implications of a range of ethical and moral issues of a business enterprise.

b) Critically analyse and interpret the principles of ethical decision-making methodologies and their application to hotel operations and management.

c) Evaluate and justify ways in which ethical practices can be improved within a hospitality organisation.

d) Evaluate the dilemma(s) between ethics; shareholders’ financial expectations and international business practices.

e) Contrast and critically examine the ramifications of a hotel manager's actions on all aspects of the role, from an ethical viewpoint.

f) Critically reflect upon the implications of sustainability of the environment, resources and the hospitality industry within ethical frameworks.

### 2.2 Subject/unit content and structure

**Aim of the Unit:**
The aim of this unit is to develop an appreciation of the ethical, social and moral issues relating to the development and operation of businesses, specifically hotels. This unit will consider the influences affecting businesses (specifically international hotel properties) and the individual manager’s approach to ethical and social issues.

**Structure:**
- What is business ethics? Frameworks for Ethical Thinking
- Corporate Social responsibility, Stakeholders and Citizenship
- Making Decisions in Business Ethics
- Shareholders and Business Ethics
- Consumers and Business Ethics
- Civil Society and Business Ethics
- Government, Regulation and Business Ethics
- Future Perspectives

### 2.3 Teaching methods/strategies

This course is learning centred and as such, a broad spectrum of approaches to the delivery of teaching and learning will be applied. These may include traditional lectures that will provide students with an overview of the material; tutorials that will allow students to discuss and resolve any problems and clarify any questions pertaining to the topic; collaborative learning through small group case analysis and exercises; and the encouragement of a greater level communication by way of technology and electronic material.
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Article Critique &amp; Presentation aligned with the Weekly Topic Schedule:</td>
<td>Weeks 3 - 9</td>
<td>25%</td>
<td>a, b, c, e, f</td>
</tr>
<tr>
<td>2000 words +/- 10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation: Minimum of 30 mins – to include supporting visual aids.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual essay evaluating ethical decision making methodologies with specific</td>
<td>Week 8</td>
<td>35%</td>
<td>a, b, c, d, e</td>
</tr>
<tr>
<td>current operational and management practices found within the international hotel</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>industry.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Essay format benchmarked at 3000 words +/- 10%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final examination: combination of a case study and medium length answers (2</td>
<td>Examination Week</td>
<td>40%</td>
<td>a, b, c, d, e, f</td>
</tr>
<tr>
<td>hour + 10 min reading time)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed:**
Crane, A. and Matten, D. 2010 *Business Ethics* Oxford University Press

**Recommended Readings:**
Banerjee, S. 2007 *Corporate Social Responsibility – The Good, The Bad And The Ugly*, Elgar
Bowie, N. & Werhane, P. 2005 *Management Ethics*, Blackwell Publishing
De George, R. 2006 *Business Ethics*, Pearson Prentice Hall
Goodpastor, K. 2007 *Conscience and corporate culture*, Blackwell Publishing
Henn, S. 2009 *Business Ethics: A Case Study Approach*, John Wiley & Sons

**Journals:**
*Academy of Management Journal*
*Academy of Management Review*
*Business & Society*
*Business & Society Review*
**Useful websites on Corporate Responsibility:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountability</td>
<td><a href="http://www.accountability.org.uk">www.accountability.org.uk</a></td>
</tr>
<tr>
<td>Australian Institute for Social &amp; Ethical Accountability</td>
<td><a href="http://www.accountability.org.au/">www.accountability.org.au/</a></td>
</tr>
<tr>
<td>Australian SAM Sustainability Index</td>
<td><a href="http://www.aussi.net.au/">www.aussi.net.au/</a></td>
</tr>
<tr>
<td>Boston College (Center for Corporate Citizenship)</td>
<td><a href="http://www.bcccc.net/">www.bcccc.net/</a></td>
</tr>
<tr>
<td>Business &amp; Human Rights Resource Centre</td>
<td><a href="http://www.business-humanrights.org">www.business-humanrights.org</a></td>
</tr>
<tr>
<td>Business for Social Responsibility</td>
<td><a href="http://www.bsr.org">www.bsr.org</a></td>
</tr>
<tr>
<td>Business in the Community (UK)</td>
<td><a href="http://www.bitc.org.uk">www.bitc.org.uk</a></td>
</tr>
<tr>
<td>Corporate Register</td>
<td><a href="http://www.corporateregister.com/">www.corporateregister.com/</a></td>
</tr>
<tr>
<td>Corporate Responsibility Index (Australia)</td>
<td><a href="http://www.ethics.org.au">www.ethics.org.au</a></td>
</tr>
<tr>
<td>CORE – corporate responsibility coalition</td>
<td><a href="http://www.corporate-responsibility.org">www.corporate-responsibility.org</a></td>
</tr>
<tr>
<td>CSR Initiative (KSG, Harvard)</td>
<td><a href="http://www.hks.harvard.edu/m-rcbg/CSRI/">www.hks.harvard.edu/m-rcbg/CSRI/</a></td>
</tr>
<tr>
<td>CSR Watch (critique of CSR)</td>
<td><a href="http://www.CSRwatch.com">www.CSRwatch.com</a></td>
</tr>
<tr>
<td>Department of Environment &amp; Water resources</td>
<td><a href="http://www.environment.gov.au/">www.environment.gov.au/</a></td>
</tr>
<tr>
<td>Dow Jones Sustainability Indexes</td>
<td><a href="http://www.sustainability-indexes.com">www.sustainability-indexes.com</a></td>
</tr>
<tr>
<td>European Academy for Business in Society</td>
<td><a href="http://www.eabis.org">www.eabis.org</a></td>
</tr>
<tr>
<td>FTSE4Good Index</td>
<td><a href="http://www.ftse.com/ftse4good">www.ftse.com/ftse4good</a></td>
</tr>
<tr>
<td>Global Compact (UN)</td>
<td><a href="http://www.unglobalcompact.org">www.unglobalcompact.org</a></td>
</tr>
<tr>
<td>Global Reporting Initiative (GRI)</td>
<td><a href="http://www.globalreporting.org">www.globalreporting.org</a></td>
</tr>
</tbody>
</table>
Industry Placement and Project (MHC609)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>Two terms (6 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [x] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>32 – MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 hours during MHC609a</td>
<td></td>
<td>A minimum of 760 hours over 24 weeks of the industry placement</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [x] face to face
- [ ] online
- [ ] independent learning module/non-timetabled study
- [ ] by a combination of modes (please specify below)
- [x] through a practicum
- [ ] other mode (please specify below)

The unit has two parts, MHC609a and MHC609. MHC609a is a preparatory unit where the student prepares for industry placement, MHC609 is the actual placement. MHC609a consists of a combination of tutorials, workshops & formal industry presentations.

MHC609 consists of a minimum of 800 working hours within the hospitality, events & tourism industry, personal reflection and independent primary research (5000 words and assessment by an appropriate member of the academic team).
1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☑ Yes
☐ No

If yes, provide details of the prerequisite/co-requisite requirements below:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>MHC602</td>
<td>Introduction to Hospitality</td>
</tr>
<tr>
<td>MHC603</td>
<td>Hospitality/Hotel Operations Management</td>
</tr>
<tr>
<td>MHC607</td>
<td>Business Research Methods</td>
</tr>
</tbody>
</table>

The completion of 5 units from the degree which must include the 3 units above

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☑ Yes
☐ No

If yes, provide details of the requirements below:

Computer access for external written assessment whilst working in industry.

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Demonstrate understanding of the hospitality, events &amp; tourism industry’s requirements for employment &amp; selection process.</td>
</tr>
<tr>
<td>b) Identify &amp; illustrate key performance competencies for success in the industry.</td>
</tr>
<tr>
<td>c) Critically evaluate the operations of a hospitality, events or tourism organisation from a management perspective.</td>
</tr>
<tr>
<td>d) Assess and compare the differences of employability trends in a global context.</td>
</tr>
<tr>
<td>e) Establish a professional network associations for career development and advancement.</td>
</tr>
<tr>
<td>f) Evaluate and implement strategies for personal &amp; professional action planning.</td>
</tr>
<tr>
<td>g) Analyse the value of interrelationships between various internal stakeholders to achieve strategic business objectives.</td>
</tr>
</tbody>
</table>

2.2 Subject/unit content and structure

Aim of the Unit:
The aim of this unit is to introduce the student to the hospitality, event & tourism work environment external from the School. During this experience, the student can develop their career pathway while expanding and enhancing their operational & leadership skills. This unit provides the opportunity for students to reflect upon the relationship between their academic studies and the workplace environment, whilst being employed within the international tourism, events and hospitality industry.

The following is delivered in the first term of study as preparation for the student’s placement:

Introduction to the unit and requirements.
Career Action Planning

Recruitment competency indicators & processes

Employability trends & Global job market

Tools for professional business networking at managerial level

- Introduction to workplace project.
- Review & selection of industry placement project topic.
- Introduction to conducting & implementing primary research strategies.
- Project workshop
- Final Industry Placement briefing

2.3 Teaching methods/strategies

Combination teaching methods includes lectures, tutorials, professional industry workshops & seminars. Intensive individual coaching sessions. Industry experience. PEARLS (Personal experience, analytical reflections and lessons). Industry site visits & 2 weeks management mentoring whilst in industry.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>760 hours of work in industry</td>
<td>End of Industry placement</td>
<td>P/F</td>
<td>a, b, c</td>
</tr>
<tr>
<td>Learning/Reflection portfolio</td>
<td>Week 10 of first term and at end of placement</td>
<td>Satisfactory/Unsatisfactory</td>
<td>a, b, c, d, e, f, g,</td>
</tr>
<tr>
<td>Attendance at industry presentations</td>
<td>Throughout the term</td>
<td>Satisfactory/Unsatisfactory</td>
<td>a, b, c, d, e, f,</td>
</tr>
<tr>
<td>Work based project</td>
<td>End of industry</td>
<td>Satisfactory/Unsatisfactory</td>
<td>c, d, e, g</td>
</tr>
<tr>
<td>Assessment Type</td>
<td>When assessed</td>
<td>Weighting</td>
<td>Learning Outcomes Assessed</td>
</tr>
<tr>
<td>------------------------------</td>
<td>---------------</td>
<td>-----------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>5000 words maximum</td>
<td>placement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

Provide below, in formal reference format, a list of the prescribed and recommended readings

**Prescribed**
BMIHMS Pty Ltd will provide a customised book of readings and learning activities.

**Recommended reading:**
Kay, C., Russette, J., (2000). Hospitality Management competencies identifying managers essential skills. Cornell Hotel and Restaurant Quartley, 41: (2) 52
Strategic Hotel Management (MHC610)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- core subject/unit
- elective subject/unit
- other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- face to face
- online
- independent learning module/non-timetabled study
- by a combination of modes (please specify below)
- through a practicum
- other mode (please specify below)

Face-to-face (traditional classroom delivery), intensive (block) and self-directed learning delivery modes. Flexible delivery modes are to facilitate access to learning opportunities by students who are employed and may need flexible study arrangements to support their interest in life-long learning

1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?
1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (e.g., special computer access/physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

| a) | Critically evaluate and determine what strategy is most beneficial for an organisation |
| b) | Analyse and assess the external environment the organisation is situated in |
| c) | Evaluate and determine the resources and capabilities of the organisation |
| d) | Critique inter-linkages between the strategy of the organisation and the structure of the organisation |
| e) | Be able to devise strategies for the organisation that derive from both the external and internal analyses performed |
| f) | Comprehend and assess strategies that support sustainability within hospitality |

2.2 Subject/unit content and structure

Aim of the Unit
This unit introduces a set of contemporary strategy concepts and theories to help students identify important and consistent principles that an organisation can use in making decisions that will ultimately determine an organisation’s success or failure in a global business environment in the long term.

Content
- Strategic management and strategic competitiveness
- External analysis
- Business level strategy
- Competitive rivalry and competitive dynamics
- Corporate level strategy
- International strategy
- Strategies for competition
- Co-operative strategy
- Corporate governance
- Strategic Leadership

2.3 Teaching methods/strategies

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.

The sessions are composed of lectures and case discussions. This course depends heavily on case discussions. Cases expose the ambiguities that are part and parcel of any discussion, and the issues involved in going from principles to practice. Case discussions also develop the skills of persuasion, analyses and listening that are key to the success of any general manager.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay (2500 words)</td>
<td>7</td>
<td>30%</td>
<td>a, b, c, e</td>
</tr>
<tr>
<td>Report (2500 words)</td>
<td>10</td>
<td>30%</td>
<td>a, b, c, d, e, f</td>
</tr>
<tr>
<td>Final exam (2 hour)</td>
<td>Examination Week</td>
<td>40%</td>
<td>a, b, c, d, e, f</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:
Prescribed:  

Recommended readings:  
Grant, R. 2008 Contemporary Strategy Analysis, Blackwell Publishing  
Hanson, D, Hitt, M., Ireland R. & Hoskisson R. 2011 Strategic Management: Competitiveness and Globalisation Asia-Pacific 4th edn, Cengage Learning  
Hubbard, G. 2008 Strategic Management: Thinking, Analysis and Action, Prentice Hall  
Segal-Horn, S. (ed.) 2004 The Strategy Reader, Blackwell Publishing
Producing Creative Events (MHE611)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

☐ core subject/unit
☐ elective subject/unit
☒ other (please specify below):

This unit will be available to a student who has been given substitution of a unit due to prior study rather than Advanced Standing. The prior unit maybe completed for a undergraduate major in a business / hotel management / hospitality related degree. For example, a student with an accounting degree may be given substitution for MHC601 and may elect to do this unit.

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

☒ face to face
☐ online
☒ independent learning module/non-timetabled study
☒ by a combination of modes (please specify below)
☐ through a practicum
☒ other mode (please specify below)
Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.

1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☑ Yes
☐ No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☑ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

<table>
<thead>
<tr>
<th>Learning Outcomes Assessed</th>
<th>Event Proposal Plan 3000 words</th>
<th>Final Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighting</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>When assessed</td>
<td>8</td>
<td>Examination week</td>
</tr>
</tbody>
</table>

- a) Evaluate the creative processes
- b) Examine how events have changed over the last decade in terms of techniques, computers and technology in their creation and production
- c) Assess the methods for encouraging a creative environment
- d) Analyse the ways in which events are created and produced
- e) Examine what constitutes a creative event and how to go about producing one
- f) Evaluate how technical skills can be used to enhance the production of events
- g) Interpret the client brief to create an effective proposal.

2.2 Subject/unit content and structure

Aim of the Unit:
The aim of this unit is to aid students to work and reason creatively in the design and production of events. Students will critically evaluate and synthesise the varied factors that make an event creative, and apply these factors to producing unique events.

- Introduction and types of events
- Conceptualising and planning creative events
- Event production, staging and concept design
- Event technologies, AV, show craft, theming, creating atmosphere
- Event logistics and operation management tools and techniques
- Event budget and control methods/techniques
- Case study: client brief and developing event ideas
- Risk strategies and contingency plans
- Key factors affecting an event’s success or failure

2.3 Teaching methods/strategies

Face to face lectures/seminar-styled classes, additional materials (for example, web links, PDFs of articles in the press, video clips etc) are made available on the Student and Staff Information System (SSIS), tele-tutorials to support intensive block students between sessions if delivered in intensive mode. Group work and practical exercise, discussions, students leading discussions may be incorporated in the lecture/seminar sessions.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Proposal Plan</td>
<td>8</td>
<td>60%</td>
<td>a, b, c, d, e, f, g</td>
</tr>
<tr>
<td>3000 words</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>Examination week</td>
<td>40%</td>
<td>a, b, c, d, e, f, g</td>
</tr>
</tbody>
</table>

Version 5_July 2012
2.5 Prescribed and recommended readings:

**Prescribed:**

**Recommended reading:**
Hoyle, L. 2002 *Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions*, John Wiley & Sons
O'Toole, W. & Mikolaitis, P. 2002 *Corporate Event Project Management*, Wiley
Silvers, J. 2004 *Professional Event Coordination*, John Wiley & Sons
Skinner, B. & Rukavina, V. 2003 *Event Sponsorship*, John Wiley & Sons
Sonder, M. 2004 *Event Entertainment and Production*, John Wiley and Sons

**Journals:**
CIM
MiceNet
SPICE
*International Journal of Event and Festival Management*
*Meetings and Conventions (M&C)*
*International Journal of Event Management Research*
*Journal of Convention and Event Tourism*
Business Events in a Global Context (MHE612)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- ☑ core subject/unit
- ☐ elective subject/unit
- ☐ other (please specify below):

Not Applicable to this unit.

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- ☑ face to face
- ☐ online
- ☑ independent learning module/non-timetabled study
- ☑ by a combination of modes (please specify below)
- ☐ through a practicum
- ☐ other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>Asses the value of business events to global economies;</td>
</tr>
<tr>
<td>b)</td>
<td>Evaluate the role of key business events bodies and associations in Australia and internationally;</td>
</tr>
<tr>
<td>c)</td>
<td>Critically analyse and distinguish between different types of business events;</td>
</tr>
<tr>
<td>d)</td>
<td>Appraise the major impacts business events have on their stakeholders and host communities;</td>
</tr>
<tr>
<td>e)</td>
<td>Critically reflect upon the leverage opportunities that can be realised by business events for host destinations</td>
</tr>
</tbody>
</table>

2.2 Subject/unit content and structure

Aim of the Unit:
International business events visitors contribute great value to national economies. As a high yield sector with strong potential for growth, business events make a significant contribution to the achievement of the tourism industry potential around the world. The aim of this unit is to equip students with expert knowledge of global business events. By examining the broad value of business events and identifying opportunities to leverage this sector beyond the value of economic benefits to the host destinations.

Content
- Overview and development of business events;
- Major destinations for business events;
- Impacts of business events;
- Marketing of Business events
- Sponsorship of business events
- Measurement and evaluation of business events
- Leveraging our business events

2.3 Teaching methods/strategies

This course is learning centred and as such has a spectrum of approaches to the delivery of teaching and learning. These may include traditional lectures that will provide students with an overview of the material; tutorials that will allow students to discuss and resolve any problems and clarify any questions pertaining to the topic; collaborative learning through small group case analysis and exercises; and the encouragement of a greater level communication by way of technology and electronic material.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflection Portfolio Report – 3,000 words</td>
<td>Progressive Week 4-6-9</td>
<td>60%</td>
<td>At the end of the project: a, b, c, d, e</td>
</tr>
<tr>
<td>Final examination (2 hours)</td>
<td>Examination Week</td>
<td>40%</td>
<td>Any of the following: a, b, c, d, e</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

Essential reading:
All essential readings will be uploaded and available to students via SSIS

Essential websites:

http://businessevents.australia.com
http://www.businesseventsCouncil.org.au
www.iccaworld.org

Recommended reading:
Hoyle, L. 2002 Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions, John Wiley & Sons
McCabe, V. et al 2002 The Business and Management of Conventions, John Wiley
O'Toole, W. & Mikolaitis, P. 2002 Corporate Event Project Management, Wiley
Silvers, J. 2004 Professional Event Coordination, John Wiley & Sons
Skinner, B. & Rukavina, V. 2003 Event Sponsorship, John Wiley & Sons
Tarlow, P. 2002 Event Risk Management and Safety, John Wiley & Sons

Complemented by readings of the latest research from International Journals in Event Management.

Journals:
CIM
MiceNet
SPICE
Meetings and Conventions (M&C)
Journal of Convention and Event Tourism
International Journal of Event and Festival Management
International Journal of Event Management Research
Conventions Management (MHE613)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- core subject/unit
- other (please specify below):
- ☒ elective subject/unit

N/A

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- ☒ face to face
- ☐ online
- ☒ independent learning module/non-timetabled study
- ☒ by a combination of modes (please specify below)
- ☐ through a practicum
- ☒ other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 Pre-requisites

Are students required to have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:


1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (e.g., special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

a) Critically evaluate the role and special nature of the convention business and how it integrates with the broader event/tourism industry;
b) Distinguish between different types of conventions and their economic impact on a hotel's earnings;
c) Analyse which segments of the market may be sold and serviced successfully;
d) Appraise and critique the processes and steps involved in staging meetings, conventions, and exhibitions;
e) Assess the skills needed to become an effective professional in conventions management;
f) Evaluate the development and implementation of convention management systems and procedures.

2.2 Subject/unit content and structure

Aim of the Unit:
The aim of this unit is to provide a comprehensive and in-depth analysis into convention management. The unit offers students practical insights into various kinds of conventions as well as guiding students through the complexities associated with planning, managing and staging a variety of conventions.

Content
- Introduction to Conferences, Conventions, and Exhibitions
- The structure of the convention industry
- Developing a marketing plan for conventions;
- The role of sales and marketing in selling conventions;
- Market segments for conventions
  - The Association Market;
  - The Corporate Meeting market;
  - The Social Market;
- Negotiations and Contracts;
- Preparing for the event:
  - Convention Services – guestrooms, function rooms and meeting set ups;
  - Food and Beverage Services;
  - Audiovisual Services;
  - Exhibition and Trade shows;
- Convention billing and post-convention review.

2.3 Teaching methods/strategies

This course is learning centred and as such has a spectrum of approaches to the delivery of teaching and learning. These may include traditional lectures that will provide students with an overview of the material; tutorials that will allow students to discuss and resolve any problems and clarify any questions pertaining to the topic; collaborative learning through small group case analysis and exercises; and the encouragement of a greater level communication by way of technology and electronic material.
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflection Portfolio Report – 3,000 words</td>
<td>Progressive Week 4-6-9</td>
<td>60%</td>
<td>a, b, c, d, e, f</td>
</tr>
<tr>
<td>Final examination (2 hour)</td>
<td>Examination Week</td>
<td>40%</td>
<td>Any of the following: a, b, c, d, e, f</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Recommended Text**

**Essential Reading**

**Recommended reading:**
Hoyle, L. 2002 Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions, John Wiley & Sons
McCabe, V. et al 2002 The Business and Management of Conventions, John Wiley
O’Toole, W. & Mikolaitis, P. 2002 Corporate Event Project Management, Wiley
Silvers, J. 2004 Professional Event Coordination, John Wiley & Sons
Skinner, B. & Rukavina, V. 2003 Event Sponsorship, John Wiley & Sons
Tarlow, P. 2002 Event Risk Management and Safety, John Wiley & Sons

**Journals:**
Journal of Convention and Event Tourism
International Journal of Event and Festival Management
International Journal of Event Management Research
CIM
MiceNet
Meetings and Conventions (M&C)
SPICE
Sustainability and the Environment (MHE614)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [x] core subject/unit
- [ ] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [x] face to face
- [ ] online
- [x] independent learning module/non-timetabled study
- [x] by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who
are employed and may need flexible study arrangements to support their interest in life-long learning. Additional materials (for example, web links, PDFs of articles in the press, video clips etc) are made available on the Student and Staff Information System (SSIS), Group work and practical exercise, discussions, students leading discussions may be incorporated in the lecture/seminar sessions.

1.6 Pre-requisites
Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

At the completion of this unit, students will be able to demonstrate an understanding of and critique:

a) the concept of sustainability;

b) environmental, social and economic sustainability;

c) sustainability in terms of water and energy consumption, waste production and renewal,

d) and the use, reuse and re-cycle model of hospitality operations.

2.2 Subject/unit content and structure

Aim of the Unit

The aim of this unit is to gain a critical understanding of the importance of the issue of sustainability in hospitality management. Emphasis is placed on sustainability by building organisational capability involving human resource and organisational practices and processes which have the potential to sustain the organisation's ability to achieve continuous adaptation.

Structure

- Environmental challenges and implications for the hospitality and tourism sector
- Introduction to environmental management and Environmental Management Systems (EMS)
- EM planning
- Benchmarking for EMS
- Facilities design, operations and the environment
- Waste handling, water and energy management
- The sustainability advantage
- Consumers and the environment
- The environment, sustainability and the future

2.3 Teaching methods/strategies

This course is learning centred and as such has a spectrum of approaches to the delivery of teaching and learning. These may include traditional lectures that will provide students with an overview of the material; tutorials that will allow students to discuss and resolve any problems and clarify any questions pertaining to the topic; collaborative learning through small group case analysis and exercises; and the encouragement of a greater level communication by way of technology and electronic material.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Literature review (Individual)</td>
<td>Week 6</td>
<td>10%</td>
<td>a, b</td>
</tr>
<tr>
<td>Group project and presentation</td>
<td>Week 10</td>
<td>40%</td>
<td>a, b, c, d</td>
</tr>
<tr>
<td>2000 words + 20 minute presentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final examination – 2 hours</td>
<td>Examination Week</td>
<td>50%</td>
<td>a, b, c, d</td>
</tr>
<tr>
<td>Case study based essays</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

Prescribed:
Russo, M., 2008 Environmental Management: Readings and Cases Sage

Recommended Reading:
Brown, G. 2001 Environmental Management Systems Guidebook, CPD Thomson
Brown, G. 2005 Waste Management & Minimisation Guidebook, CPD Thomson
Brown, G. 2006 Environmental Audit Guidebook, CPD Thomson
Dwyer, L. et al 2006 Concepts of Tourism Yield and Their Management, CRC for Sustainable Tourism
Dwyer, L. et al 2008 Megatrends Underpinning Tourism to 2020: Analysis of the Key Drivers for Change, CRC for Sustainable Tourism
Friedman, F. 2006 Practical Guide to Environmental Management 10th edn, Environmental Law Institute
E-Marketing (MHE615)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [ ] core subject/unit
- [x] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

- [x] face to face
- [ ] online
- [x] independent learning module/non-timetabled study
- [x] by a combination of modes (please specify below)
- [ ] through a practicum
- [x] other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 Pre-requisites
Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

This course explores the world of digital information and the student will learn how to:

a) Value the importance of e-marketing in relation to strategic marketing planning processes.
b) Differentiate key concepts, issues, parameters and concerns when using e-technologies like the internet as a marketing tool.
c) Critically evaluate electronic marketing strategies with emerging digital technologies.
d) Analyse and integrate electronic strategies with more traditional marketing strategies.
e) Inventory learning with respect to team-work and presentations.
f) Implement complex e-marketing concepts in a broader social context.

2.2 Subject/unit content and structure

Aim of the Unit
The aim of this unit is to help the student develop a practical understanding of how marketers make considerable use of interactive electronic technologies e.g. the internet, interactive TV, SMS, electronic kiosks, etc. These interactive electronic technologies are used for information provision, advertising and promotion, building customer profiles, direct and interactive communications, placing goods with customers through virtual stores, and working with customers to develop innovative new products and services.

Lecture topics:
- Introduction to Strategic E-Marketing
- Consumer Behaviour in the e-world
- Product/Service Strategies
- Pricing, distribution and e-commerce
- Integrated Communications
- Search Engines / Driving Business
- Online advertising
- Content is King/Social Media
- Marketing Metrics and benchmarking/Email and mobile marketing

2.3 Teaching methods/strategies

Face to face lectures/seminar-styled classes, additional materials (for example, web links, PDFs of articles in the press, video clips etc) are made available on the Student and Staff Information System (SSIS), tele-tutorials to support intensive block students between sessions if delivered in intensive mode. Group work and practical exercise, discussions, students leading discussions may be incorporated in the lecture/seminar sessions.

For example, students leading discussions must include e-marketing activities of multinational companies and their role in the global economy.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report</td>
<td>Week 7</td>
<td>40%</td>
<td>a, b, c, d</td>
</tr>
</tbody>
</table>
### Assessment Type

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case study</td>
<td>Week 10</td>
<td>60%</td>
<td>a, b, c, d, e, f</td>
</tr>
</tbody>
</table>

### 2.5 Prescribed and recommended readings:

There is no prescribed text for this subject. However, the following text is strongly recommended:


#### Suggested Additional Readings

- Butow, E. & Bollwitt, R. 2010 *Blogging to Create Business: Create and Maintain Valuable Customer Connections*, Que Biztech
- Chaffey, D. 2008 *eMarketing eXcellence: Planning and Optimising Your Digital Marketing*, 3rd edn, Elsevier
- Hanson, W. A. & Kalyanam, K. 2007 *Internet Marketing and e-Commerce*, Thomson South-Western
- Harris, L. 2007 *Marketing the e-Business*, 2nd edn, Taylor & Francis
- Moran, M. 2008 *Do it Wrong Quickly: How the Web Changes the Old Marketing Rules*, Pearson Education
- Shih, C. 2009 *The Facebook Era*, Prentice Hall

#### Journals

- *Electronic Markets*
- *Electronic Business*
- *International Journal of Electronic Business Management*
- *International Journal of Internet Marketing and Advertising (IJIMA)* (not at UNSW yet)
- *Journal of Database Marketing & Customer Strategy Management*
- *Sydney Morning Herald – Technology section*

Contemporary readings will be provided on the Student and Staff Information System (SSIS).
New Product and Service Development (MHE616)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- ☐ core subject/unit
- ☒ elective subject/unit
- ☐ other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- ☒ face to face
- ☐ online
- ☒ independent learning module/non-timetabled study
- ☒ by a combination of modes (please specify below)
- ☐ through a practicum
- ☐ other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 Pre-requisites
Are students required to have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☐ Yes
☒ No

If yes, provide details of the prerequisite/co-requisite requirements below:

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject/unit (eg. special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

The student will use a set of tools and methods for product design and development to:

a) Critique the advantages of an aligned brand and product strategy and how it delivers value to the organisation and the user.

b) Evaluate and anticipate factors that influence the success or failure of a new product or service – in particular, the importance of understanding consumer needs in developing new product concepts.

c) Reinforce their critical understanding of concepts and theories for effective management of the new product or service development process.

d) Analyse, forecast and explore market opportunities for a new product or service.

e) Assess various research methodologies, processes and tools a new product manager will use to develop and evaluate new products concepts.

f) Write a New Product Development (NPD) plan that will provide sufficient evidence of how the new products or services will deliver to the strategic objectives of the brand.

2.2 Subject/unit content and structure

Aim of the Unit

The development and commercialisation of new products and services is a core business function for most organisations. The purpose of this course is to develop a solid understanding of new product and service development from a strategic marketing and management perspective as well as reinforce practice and reflection in an action-oriented setting.

Lecture topics:

- Introduction to consumer behaviour and brand relationship
- Importance of company’s and competitors’ R&D activity
- The role of line extension and brand extensions
- Opportunity identification and preparing for concept generation
- Concept generation
- Concept screening/business analysis
- Concept prototyping
- Concept testing
- Concept evaluation
- Commercialisation of product

2.3 Teaching methods/strategies

Face to face lectures/seminar-styled classes, additional materials (for example, web links, PDFs of articles in the press, video clips etc) are made available on the Student and Staff Information System (SSIS), tele-tutorials to support intensive block students between sessions if delivered in intensive mode. Group work and practical exercise, discussions, students leading discussions may be incorporated in the lecture/seminar sessions.

For example, students leading discussions must include new product and service development activities of multinational companies and the importance of innovation global markets.
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market/Consumer Analysis</td>
<td>Week 5</td>
<td>10%</td>
<td>a, b, c,</td>
</tr>
<tr>
<td>Concept evaluation and recommendation (group presentation)</td>
<td>Week 8</td>
<td>20%</td>
<td>a, b, c, d, e</td>
</tr>
<tr>
<td>Submission of written major assignment</td>
<td>Week 10</td>
<td>25%</td>
<td>a, b, c, d, e, f</td>
</tr>
<tr>
<td>Final examination (2 hour)</td>
<td>Examination Week</td>
<td>45%</td>
<td>a, b, c, d, e</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed:**

**Recommended reading:**

**Journals**
- European Journal of Marketing
- Harvard Business Review
- Journal of Brand Management
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Management
- Journal of Product and Brand Management
- Marketing Science

Contemporary readings will be provided on the Student and Staff Information System (SSIS).
Marketing Management (MHE617)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

☐ core subject/unit
☒ elective subject/unit
☐ other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (e.g. 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week</th>
<th>No. personal study hours/week</th>
<th>Total workload hours/week</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

☒ face to face
☐ online
☒ independent learning module/non-timetabled study
☒ by a combination of modes (please specify below)
☐ through a practicum
☐ other mode (please specify below)

Delivery will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers). Flexible delivery modes may be incorporated such as intensive blocks to facilitate access to learning opportunities by those students who are employed and may need flexible study arrangements to support their interest in life-long learning.
1.6 **Pre-requisites**

Are students required to have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

- [ ] Yes
- X No

If **yes**, provide details of the prerequisite/co-requisite requirements below:

1.7 **Other resource requirements**

Do students require access to specialist facilities and/or equipment for this subject/unit (e.g., special computer access / physical education equipment)?

- [ ] Yes
- X No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

At the successful completion of this course students will be able to:

a) Evaluate why marketing is crucial to the long-term performance of any organisation
b) Critically reflect and interpret the contribution of marketing to value creation, value delivery and capture, and value renewal in firms

c) Assess market opportunities for an organisation
d) Integrate strategic marketing objectives related to growth and specific tactical decisions i.e. strategy implementation program to maximise its chance of success

e) Design a marketing strategy and its implementation plan using components of marketing mix
f) Articulate key outcomes of the value cycle (e.g. satisfaction, loyalty, brand equity)
g) Use both quantitative and qualitative analyses for estimating the expected impact of marketing decisions on customers and firm performance e.g. in the implementation of marketing plans

2.2 Subject/unit content and structure

Aim of the Unit
This course covers integrated marketing mix planning and control in the local and international context of marketing strategy formulation. The course considers marketing strategy as a link between corporate strategy, business unit strategy, and marketing mix management. It does so by developing and critically assessing thematic marketing strategies as sources of sales from the standpoints of growth, share, and profitability of a multinational firm.

Lecture topics:
- The Marketing Process
- Marketing and Consumer Analysis
- Marketing Intelligence
- Segmentation
- Product
- Pricing
- Distribution
- Integrated Marketing Communication (IMC)
- Loyalty and Customer Relationship Management (CRM)

2.3 Teaching methods/strategies

Face to face lectures/seminar-styled classes, additional materials (for example, web links, PDFs of articles in the press, video clips etc) are made available on the Student and Staff Information System (SSIS), tele-tutorials to support intensive block students between sessions if delivered in intensive mode.

Group work and practical exercise, discussions, students leading discussions may be incorporated in the lecture/seminar sessions.

For example, students leading discussions must include marketing activities of multinational companies and their role in the global economy.
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Learning Journal (online BlogSpot)</td>
<td>On-going (sessions two to 10 inclusive)</td>
<td>10%</td>
<td>a to g on an incremental learning progression</td>
</tr>
<tr>
<td>Essay (2000 words +/- 10%)</td>
<td>Week 6</td>
<td>20%</td>
<td>a, b, c, d</td>
</tr>
<tr>
<td>Integrative case study (3000 words +/- 10%)</td>
<td>Week 10</td>
<td>30%</td>
<td>a, b, c, d, e, f</td>
</tr>
<tr>
<td>Final examination (2 hours)</td>
<td>Examination Week</td>
<td>40%</td>
<td>a, b, c, d, e, f, g</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed:**

**Recommended:**
Van Helsdingen, K. Gabbot, P. 2006 *Services Marketing Management: A Strategic Perspective*, John Wiley & Sons

Contemporary readings will be provided on the Student and Staff Information System (SSIS).
Special Topic in Hotel Management (MHE618)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 Term (3 months)</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [ ] core subject/unit
- [x] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [ ] face to face
- [ ] online
- [x] independent learning module/non-timetabled study by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)

1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?
If **yes**, provide **details** of the prerequisite/co-requisite **requirements** below:

8 completed units including MHC607 Business Research Methods and MHC609 Industry Placement and Project

### 1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☒ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

Upon completion of this unit, students will be able to demonstrate the ability to:

a) Pursue specialised and independent study relevant to one of the following disciplines:
   hotel/event management, sustainability issues, human resource management, accounting/finance,
   law/ethics or marketing;

b) Understand and apply disciplinary methods and approaches in their selected field of study and
   design a research question;

c) Conduct a literature review;

d) Collect and synthesise information using appropriate research tool(s);

e) Critically reflect upon information data and present findings in a formal manner; and

f) Arrive at a meaningful conclusion based on (a) to (e) above.

2.2 Subject/unit content and structure

Aim of the Unit
This unit is included to facilitate further private study by the student in an area of particular interest to
them in hospitality marketing, human resource management, sustainability etc.

Structure/Milestones
- Receive pre-approval from the Head of School or nominated representative in the term previous
to commencement
- Initial planning meeting with supervisor to discuss topic in the term previous to commencement
- Submission of draft literature review and methodology (Week 2)
- Second formal meeting with supervisor (Week 5)
- Third formal meeting with supervisor (Week 8)
- Submission of final paper (Week 10)

2.3 Teaching methods/strategies

Topic, methodology and structure will be negotiated with supervisor. The student will be encouraged to
explore an area of interest to them in and, if employed, relevant to their work environment.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper – 7000 words maximum</td>
<td>Week 10</td>
<td>100%</td>
<td>a, b, c, d, e, f</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

Recommended reading:
Berry, R. 2005 *The Research Project: How to Write It*, 5th edn, Routledge
Booth, W., Colomb, G., & Williams, J. 2003 *The Craft Of Research*, University of Chicago Press
Fink, A. 2005 *Conducting Research Literature Reviews: From the Internet To Paper*, SAGE
Lester, J. & Lester, J. 2007 *Principles of Writing Research Papers*, Longman
Publishing

Research Topic – Minor Project (MHE619)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel</td>
<td>2 Terms (6 months)</td>
<td>Postgraduate</td>
</tr>
<tr>
<td>Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

- [ ] core subject/unit
- [x] elective subject/unit
- [ ] other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

- [ ] face to face
- [ ] online
- [x] independent learning module/non-timetabled study
- [ ] by a combination of modes (please specify below)
- [ ] through a practicum
- [ ] other mode (please specify below)
1.6 Pre-requisites
Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☑ Yes
☐ No

If yes, provide details of the prerequisite/co-requisite requirements below:

8 completed units including MHC607 Business Research Methods and MHC609 Industry Placement and Project

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☑ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

Upon completion of this unit, students will be able to demonstrate the ability to:

a) Understand and apply disciplinary methods and approaches in their selected field of study and design a research question;
b) Conduct a literature review;
c) Collect and synthesise information using appropriate research tool(s);
d) Critically reflect upon and interpret information; and

e) Arrive at a meaningful conclusion based on (a) to (d) above.

2.2 Subject/unit content and structure

Aim of the Unit

The aim of this unit is for a student to enhance their research and writing skills by undertaking a sustained piece of independent research.

Structure/Milestones

- Receive pre-approval from the Head of School or nominated representative in the term previous to commencement
- Initial planning meeting with supervisor to discuss topic in the term previous to commencement
- Submission of draft literature review and methodology (Week 5 of first term)
- Second formal meeting with supervisor (Week 8 first term)
- Third formal meeting with supervisor (Week 2 second term)
- Fourth formal meeting with supervisor (Week 7 second term)
- Submission of final paper (Week 10 second term)

2.3 Teaching methods/strategies

Topic, methodology and structure will be negotiated with supervisor. The student will be encouraged to explore an area of interest to them in and, if employed, relevant to their work environment.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper: 10 000 – 15 000 words maximum</td>
<td>Week 10 second term</td>
<td>100%</td>
<td>a, b, c, d, e</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

Recommended reading:

Berry, R. 2005 *The Research Project: How to Write It*, 5th edn, Routledge
Booth, W., Colomb, G., & Williams, J. 2003 *The Craft Of Research*, University of Chicago Press
Fink, A. 2005 *Conducting Research Literature Reviews: From the Internet To Paper*, SAGE
Lester, J. & Lester, J. 2007 *Principles of Writing Research Papers*, Longman
Research Topic – Major Project (MHE620)

Section 1: General Information

1.1 Administrative details:

<table>
<thead>
<tr>
<th>Associated HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>3 Terms</td>
<td>Postgraduate</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject/unit

Indicate if the subject/unit is a

☐ core subject/unit
☒ elective subject/unit
☐ other (please specify below):

1.3 Subject/unit weighting

Indicate below, the weighting of this subject/unit and the total course points (eg 10 credit points for the subject/unit and 320 credit points for the course).

<table>
<thead>
<tr>
<th>Subject/Unit Credit Points</th>
<th>Total Course Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>32 - MIHM</td>
</tr>
</tbody>
</table>

1.4 Student workload

Indicate below, the expected student workload per week for this subject/unit:

<table>
<thead>
<tr>
<th>No. timetabled hours/week*</th>
<th>No. personal study hours/week**</th>
<th>Total workload hours/week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements etc
** Total time students are expected to spend per week in studying, completing assignments, etc
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this subject/unit is delivered

☐ face to face
☐ online
☒ independent learning module/non-timetabled study
☐ by a combination of modes (please specify below)
☐ through a practicum
☐ other mode (please specify below)
1.6 Pre-requisites

Are students required have undertaken a prerequisite/co-requisite subject/unit(s) for this subject/unit?

☑ Yes
☐ No

If yes, provide details of the prerequisite/co-requisite requirements below:

| 8 completed units including MHC607 Business Research Methods and MHC609 Industry Placement and Project |

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject/unit (eg special computer access / physical education equipment)?

☐ Yes
☑ No

If yes, provide details of the requirements below:

Note: Access to these requirements should be detailed under 3.5 in the accreditation application form.
Section 2 – Academic Details

2.1 Student learning outcome

Upon completion of this unit, students will be able to demonstrate the ability to:

a) Understand and apply disciplinary methods and approaches in their selected field of study and design a research question;

b) Conduct a literature review;

c) Collect and synthesise information using appropriate research tool(s);

d) Critically reflect upon and interpret information; and

e) Arrive at a meaningful conclusion based on (a) to (e) above.

2.2 Subject/unit content and structure

Aim of the Unit:

The aim of this unit is for a student to enhance their research and writing skills by undertaking a sustained piece of independent research.

Structure/Milestones

- Receive pre-approval from the Head of School or nominated representative in the term previous to commencement
- Initial planning meeting with supervisor to discuss topic in the term previous to commencement
- Submission of draft literature review and methodology (Week 8 of first term)
- Second formal meeting with supervisor (Week 10 first term)
- Third formal meeting with supervisor (Week 6 second term)
- Fourth formal meeting with supervisor (Week 10 second term)
- Fifth formal meeting with supervisor (Week 3 third term)
- Sixth formal meeting with supervisor (Week 8 third term)
- Submission of final paper (Week 10 third term)

2.3 Teaching methods/strategies

Topic, methodology and structure will be negotiated with supervisor. The student will be encouraged to explore an area of interest to them in and, if employed, relevant to their work environment.

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper: 15 000 – 20 000 words maximum</td>
<td>Examination Week</td>
<td>100%</td>
<td>a, b, c, d, e</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

Recommended reading:

- Berry, R. 2005 *The Research Project: How to Write It*, 5th edn, Routledge
- Fink, A. 2005 *Conducting Research Literature Reviews: From the Internet To Paper*, SAGE
<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lester, J. &amp; Lester, J.</td>
<td><em>Principles of Writing Research Papers</em>, Longman</td>
<td></td>
</tr>
<tr>
<td>Robson, C.</td>
<td><em>How To Do A Research Project: A Guide For Undergraduate Students</em>, Blackwell Publishing</td>
<td></td>
</tr>
</tbody>
</table>