Bachelor of Business (International Event Management)

List of Units

<table>
<thead>
<tr>
<th>Subject</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Fundamentals</td>
<td>BBC101</td>
</tr>
<tr>
<td>Management &amp; Leadership</td>
<td>BBC102</td>
</tr>
<tr>
<td>Business Communication &amp; Technology</td>
<td>BBC103</td>
</tr>
<tr>
<td>Marketing Fundamentals</td>
<td>BBC104</td>
</tr>
<tr>
<td>Introduction to Event Management</td>
<td>EVT101</td>
</tr>
<tr>
<td>Corporate Hospitality &amp; tourism Operations</td>
<td>TEM101</td>
</tr>
<tr>
<td>Tourism Theories &amp; Practices</td>
<td>TSM101</td>
</tr>
<tr>
<td>Cross Cultural Issues in Tourism &amp; Hospitality</td>
<td>THE101</td>
</tr>
<tr>
<td>Industry Practicum I</td>
<td>IP101</td>
</tr>
<tr>
<td>Management Accounting</td>
<td>BBC201</td>
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<tr>
<td>Economics</td>
<td>BBC202</td>
</tr>
<tr>
<td>Business Law</td>
<td>BBC203</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>BBC204</td>
</tr>
<tr>
<td>Services Marketing</td>
<td>THE201</td>
</tr>
<tr>
<td>Meetings and Conventions Management</td>
<td>EVT201</td>
</tr>
<tr>
<td>Event Management &amp; Logistics</td>
<td>EVT202</td>
</tr>
<tr>
<td>Niche Tourism</td>
<td>TSM201</td>
</tr>
<tr>
<td>Industry Practicum II</td>
<td>IP201</td>
</tr>
<tr>
<td>Research Skills and Practices</td>
<td>BBC301</td>
</tr>
<tr>
<td>Business Management &amp; Entrepreneurship</td>
<td>BBC302</td>
</tr>
<tr>
<td>Organisational Development &amp; Change Management</td>
<td>BBC303</td>
</tr>
<tr>
<td>Strategic Planning &amp; Management</td>
<td>BBC304</td>
</tr>
<tr>
<td>Contemporary Issues in T, H &amp; E Management</td>
<td>THE301</td>
</tr>
<tr>
<td>Event Facilities Management</td>
<td>EVT301</td>
</tr>
<tr>
<td>Event Sponsorship Management</td>
<td>EVT302</td>
</tr>
<tr>
<td>Tourism &amp; Hospitality Business Ethics</td>
<td>THE302</td>
</tr>
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</table>
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC101: Accounting Fundamentals</td>
<td>Bachelor of Business</td>
<td>1 Term</td>
<td>Year 1</td>
</tr>
<tr>
<td></td>
<td>(International Event Management)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered

☑️ face to face
☐ online
☐ independent learning module/untimetabled study
☐ by a combination of modes (please specify below)
☐ other mode (please specify below)

Delivery will be a combination of tutorials, workshops, group and individual applied activities.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

☐ Yes
☑️ No
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. Define basic accounting terminology used globally and explain their meaning in words.
b. Identify the role of accounting information within tourism and hospitality operations (planning, operating and evaluating activities).
c. Describe the accounting/business activities/transactions relating to cost control, cash, credit, revenues and expenses applicable to a hospitality or tourism organisation.
d. Understand the need for business planning within an organisation.
e. Demonstrate an understanding of the accounting cycle.
f. Prepare source data and make accounting transactions.
g. Demonstrate an understanding of financial statements (income statement, balance sheet, cash flow statement) and preliminary analysis thereof.
h. Present financial information in a format to facilitate management decisions.
i. Outline the concepts of a budget including basic preparation of the profit and loss budget.
j. Articulate the key performance indicators (KPI) in relation to financial statements.

2.2 Unit content and structure

Aim of the Unit

The aim of the unit is to provide students with the fundamental skills and relevant knowledge to understand basic financial terminology and to introduce them to the accounting function as practiced by business organisations. This introductory unit builds a student’s understanding of the accounting system, through to how to produce financial reports and how these assist business decision makers (both internally and externally) to make sound economic operational decisions. The unit has a practical approach, providing students with the opportunity of analysing original source documents through to profit and loss determination and the preparation of the statements of financial performance and financial position.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

1. Lectures
2. Workshops/tutorials
3. Case studies
4. Problem-based learning activities and exercises
5. Individual course work
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose /Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Assessment</td>
<td>Weeks 4</td>
<td>20%</td>
<td>A; B; C; D; E; H:</td>
</tr>
<tr>
<td>Individual Assessment</td>
<td>Week 8</td>
<td>30%</td>
<td>A; C; D; G; H; I; J:</td>
</tr>
<tr>
<td>Final examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; D; F; G; H; I:</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**
On-line resources on SSIS (SharePoint) – hard copy available from Library

**Additional Texts**
- EIAHMA, 2006 *Uniform System of Accounts for the Lodging Industry* 10th edn. EIAHMA.

**Journals**
- *Accounting & Business Research*
- *Accounting & Finance*
- *Hotels Investment Outlook*
- *Journal of Accountancy*
- *Journal of Business Finance & Accounting*
- *Journal of International Financial Management & Accounting*
- *Review of Accounting Finance*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC102: Management &amp;</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 1</td>
</tr>
<tr>
<td>Leadership</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

☐ core unit
☐ elective unit
☐ other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
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<tr>
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1.4 Student workload

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<tbody>
<tr>
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</table>

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

1.5 Mode of Delivery

Indicate if this unit is delivered

☑ face to face
☐ online
☐ independent learning module/untimetabled study
☐ by a combination of modes (please specify below)
☐ other mode (please specify below)

Delivery will be a combination of lectures, tutorials, group discussions, interviews and industry speakers.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

☐ Yes
☑ No
2.1 Student learning outcome

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

a. Recognise the range of political, social and global trends affecting the Hospitality and Tourism industry and their impact on managers.
b. Examine the changing nature of organisational structure and describe its influence on an organisation’s behaviour.
c. Discuss and identify human resource challenges within international tourism and hospitality organizations.
d. Recognise and discuss the function of employment law, workplace legislation and the role of unions and management within the context of the work environment.
e. Describe leadership skills intrinsic to supervisory positions within the tourism and hospitality industry.
f. Identify and describe the core skills and functions of a manager.
g. Discuss the role and significance of a manager’s role in improving organizational performance.
h. Examine the changing nature and emerging management and leadership trends specific to the international tourism and hospitality industry.

2.2 Unit content and structure

Aim of the Unit

The Management and Leadership unit is designed to introduce concepts and theories relating to management and leadership skills. The unit provides students with the opportunity to examine key issues and to develop an effective synergy between the operational aspects and fundamental management skills.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures
- Workshops/role play/interviews
- Tutorials
- Prescribed textbook
- Visiting speakers
- Field trips

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class exam based on pre-circulated case study</td>
<td>Week 5</td>
<td>30%</td>
<td>B; C; E; F; G; H:</td>
</tr>
<tr>
<td>Group Report &amp; Presentation</td>
<td>Week 7</td>
<td>30%</td>
<td>B; C; D; E; F; G; H:</td>
</tr>
<tr>
<td>Final examination</td>
<td>Week 12</td>
<td>40%</td>
<td>A; B; C; D; E; F; G; H:</td>
</tr>
</tbody>
</table>
Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**

**Journals**
*Academy of Management Journal*
*Australian Journal of Management*
*Chinese Management Studies*
*Harvard Business Review*
*International Journal of Contemporary Hospitality Management*
*International Journal of Management*
*International Journal of Service Industry Management*
*International Studies of Management & Organization*
*Journal of Applied Management Studies*
*Journal of Management*
*Leadership Quarterly*
*MIT Sloan Management Review*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
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<tbody>
<tr>
<td>BBC103: Business Communications &amp; Technology</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 1</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
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</tr>
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1.4 Student workload

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</thead>
<tbody>
<tr>
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* Total time spent per week at lectures, tutorials, clinical and other placements
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1.5 Mode of Delivery

Indicate if this unit is delivered

- [ ] face to face
- [ ] online
- [ ] independent learning module/untimetabled study
- [ ] by a combination of modes (please specify below)
- [ ] other mode (please specify below)

The IT component of this unit will be delivered by a combination of face-to-face delivery and independent practicum.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- [ ] Yes
- [x] No
**Section 2 – Academic Details**

### 2.1 Student learning outcome

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

- **a.** Understand the nature of communication including:
  - Channels of communication
  - The communication process
  - The barriers to communication.
- **b.** Develop transferable, effective listening skills.
- **c.** Identify and demonstrate the role of interpersonal non-verbal communication appropriate in a variety of situations.
- **d.** Recognise the importance of appropriate written and verbal communications within the workplace.
- **e.** Demonstrate the skills necessary to develop logical arguments and make an effective contribution to a team.
- **f.** Demonstrate appropriate presentation skills for different occasions.
- **g.** Demonstrate an awareness of personality and emotions within the context of the work environment.
- **h.** Identify strategies to deal with conflict situations that may arise within the workplace.
- **i.** Demonstrate a range of effective computer-based skills when using current software applications to produce word-processed documents, spreadsheets and presentations.

### 2.2 Unit content and structure

**Aim of the Unit**

This unit acknowledges the importance of information technology together with the development of interpersonal and managerial communications within the tourism and hospitality industry. It provides foundation knowledge of communication theories and concepts, whilst providing and developing higher-order skills for improved communication and presentation skills.

### 2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures
- Observation
- Case studies
- Workshops/role play
- Prescribed book of readings
- Tutorial based activities
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose /Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT in-class tests</td>
<td>Weeks 4</td>
<td>20%</td>
<td>D; E; F; J:</td>
</tr>
<tr>
<td>Individual presentation (progressive)</td>
<td>Week 5 – 8</td>
<td>30%</td>
<td>A; B; C; D; E; F:</td>
</tr>
<tr>
<td>Reflective Journal</td>
<td>Week 10</td>
<td>50%</td>
<td>A; D; G; H; I;</td>
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</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**  

**Additional Texts**  

**Journals**  
*Business Communication Quarterly*  
*Business Communication Review*  
*Corporate Communications: An International Journal*  
*Journal of Business Communication*  
*Journal of Communication Management*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

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<tr>
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<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
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<tbody>
<tr>
<td>BBC104: Marketing Fundamentals</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 1</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit
Indicate if the unit is a

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

1.3 Unit weighting

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1.4 Student workload
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* Total time spent per week at lectures, tutorials, clinical and other placements
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1.5 Mode of Delivery
Indicate if this unit is delivered

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

Face to face delivery will consist of lectures, workshops and group discussions.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- [ ] Yes
- [x] No
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. Explain the basic concepts of marketing in relation to the tourism and hospitality industry.
b. Recognise and analyse the difference between a product and a service and how to effectively market a service.
c. Analyse the key characteristics of the marketing of services and the role of the consumer in that process.
d. Identify and analyse the nature of market segmentation and target market strategies.
e. Differentiate and apply the concepts of marketing positioning, branding and services product life cycle.
f. Analyse the need and use of strategic marketing for tourism and hospitality-related businesses.
g. Identify and analyse a company’s external environment that may influence their marketing strategy.
h. Develop skills in accessing and evaluating consumer data to understand the consumer’s preferences, needs and expectations.
i. Recognise the importance of service quality to be applied within the context of the tourism and hospitality industry.
j. Analyse the growth and implementation of internet and online marketing strategies in the industry.

2.2 Unit content and structure

Aim of the Unit

Successful tourism and hospitality managers need to possess an understanding of, and develop the ability to apply, the concepts and functions of marketing within their organisation. This unit will develop the skills and knowledge required within an operating environment to recognise the basic principles and practices of marketing in relation to the importance of the consumer and market trends.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures/discussions
- Workshops/tutorials
- Visiting speakers
- Prescribed textbook
- Guided reading and study
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Essay</td>
<td>Week 6</td>
<td>20%</td>
<td>A; B; C:</td>
</tr>
<tr>
<td>Group presentation</td>
<td>Week 9</td>
<td>30%</td>
<td>D; E; G; I:</td>
</tr>
<tr>
<td>Final examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; F; H; J:</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**
Kotler, P. 2010 *Marketing for Hospitality and Tourism*, 5th ed
Pearson Education.

**Additional Texts**
Kerin, R. et al 2006 *Marketing (with PowerWeb)* 8th edn,
McGraw-Hill.
Raza, I. 2004 *Heads in Beds: Hospitality and Tourism Marketing*
Prentice Hall.
Reid, R. & Bojanic, D. 2005 *Hospitality Marketing Management*
4th edn, John Wiley.
McGraw-Hill.

**Journals**
Asia Pacific Journal of Marketing and Logistics
British Journal of Marketing
Direct Marketing: An International Journal
European Journal of Marketing
International Journal of Wine Marketing
International Marketing Review
Journal of Consumer Marketing
Journal of International Marketing
Journal of Marketing
Journal of Marketing Management
Marketing Management
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
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<tr>
<th>Name of Unit</th>
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</thead>
<tbody>
<tr>
<td>EVT101: Introduction to Event</td>
<td>Bachelor of Business (International Event</td>
<td>1 Term</td>
<td>Year 1</td>
</tr>
<tr>
<td>Management</td>
<td>Management</td>
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1.2 Core or elective unit

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- [ ] elective unit
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1.3 Unit weighting

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1.4 Student workload

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1.5 Mode of Delivery

Indicate if this unit is delivered

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

Delivery will be a combination of lectures/tutorials, practical application of planning an event.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- [ ] Yes
- [x] No
Section 2 – Academic Details

2.1 Student learning outcome

After successfully completing this unit students should be able to:

a. Understand the emerging significance of festivals and special events for the Australian and international community
b. Identify and evaluate specific issues and processes in the organisation of festivals and special events
c. Conduct a critical analysis of a number of special event case studies
d. Demonstrate understanding of the interrelationship between the events industry and the tourism and hospitality industries

2.2 Unit content and structure

Aim of the Unit
This unit aims to provide students with a sound knowledge base of the event industry in order to build knowledge and skills appropriate to the industry. Events play a significant role in the Australian and international economy. Consequently, there is increasing interest in understanding the impact and legacy of festivals and special events to economic and social life. This unit is an introduction to the international event industry and provides an opportunity to build knowledge and skills to progress further in this field of study. A number of case studies are included to assist with the application of theoretical concepts to the realities of the industry.

2.3 Teaching methods/strategies

The teaching methods/strategies include:

- Lectures
- Tutorials
- Book of prescribed readings
- Directed class discussion
- Group work

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event</td>
<td>Week 9</td>
<td>30%</td>
<td>B; C</td>
</tr>
<tr>
<td>Report</td>
<td>Week 10</td>
<td>30%</td>
<td>A; B; C</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>40%</td>
<td>A; B; C; D</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**
Shone, A. & Parry, B. 2010 *Successful event management: a practical handbook*. Thomson, UK

**Additional Texts**
Hoyle, L. 2002 *Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions*, John Wiley
Sonder, M. 2004 *Event Entertainment and Production*, John Wiley

**Journals**
*Event Management*
*Festival Management and Event Tourism*
*Marketing Event*
*International Journal of Contemporary Hospitality Management*
*International Journal of Event Management Research*
*Journal of Convention and Event Tourism*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>TEM101: Corporate Hospitality &amp; Tourism Operations</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 1</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a core unit, elective unit, or other (please specify below):

☐ core unit
☐ elective unit
☐ other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>2</td>
<td>15</td>
</tr>
</tbody>
</table>

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

1.5 Mode of Delivery

Indicate if this unit is delivered

☐ face to face
☐ online
☐ independent learning module/untimetabled study
☐ by a combination of modes (please specify below)
☒ other mode (please specify below)

Hotel Laboratory practicum – Food & Beverage Service

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

☐ Yes
☒ No
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. Recognise the complex nature and the inter-relationships of all the elements of food and beverage service in the context of tourism and event management.

b. Develop and demonstrate the professional knowledge & skills required to advise and serve customers in different food service outlets.

c. Plan and demonstrate the appropriate style and formality of service for a range of food and beverage service situations ranging from banquets and functions to special events.

d. Discuss the importance of hygiene and Occupational Health & Safety legislation with respect to food and beverage operations and demonstrate responsible practices in this area.

e. Demonstrate responsible service of alcohol.

f. Demonstrate the interpersonal skills required to work as a member of a food and beverage service team.

g. Describe and demonstrate the key operational controls and procedures used in food and beverage outlets relating to product, service quality and business profitability.

h. Apply management cost control principles relating to sales, costs and resources for the efficient management of a food and beverage operation in the context of tourism and event management.

2.2 Unit content and structure

Aim of the Unit

This unit introduces students to the theories, concepts and skills required for effective operation and management of corporate food and beverage operations. The unit provides students with a broad understanding of the operational aspects of different food service outlets, whilst giving them the opportunity to develop and apply the required skills in a practical environment. In addition, the unit introduces cost control principles and legal requirements applicable to food and beverage operations found within tourist and event venues.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures/tutorials/Workshops
- Hotel Laboratory practicum
- Guided Readings
- Industry speaker
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Journal</td>
<td>Weeks 10</td>
<td>30%</td>
<td>A; C; E;</td>
</tr>
<tr>
<td>Service Assessment</td>
<td>Week 10</td>
<td>30%</td>
<td>A; B;</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>40%</td>
<td>D; E; F; G;</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**

**Journals**
Cornell Hotel Quarterly
Hotel and Motel Management
Hotels
*International Journal of Contemporary Hospitality Management*
Managing Service Quality
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSM101: Tourism Theories &amp; Practices</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 1</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered

- [ ] face to face
- [ ] online
- [ ] independent learning module/untimetabled study
- [ ] by a combination of modes (please specify below)
- [ ] other mode (please specify below)

The mode of delivery for this unit will be a combination of lectures, seminars, fieldwork and industry speakers.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- [ ] Yes
- [x] No
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. Examine the nature and evolution of tourism as a political, social and economic phenomenon.
b. Identify and discuss the different categories of tourists and the factors which shape their behaviour.
c. Recognise the inter-relationship of places, roles and functions within tourism systems.
d. Through sector analysis examine the structure and sustainability of the tourism product and industry.
e. Interpret the key factors which characterise and impact upon tourism supply and demand.
f. Demonstrate an awareness and curiosity of the recent patterns and trends in tourism globally.
g. Review a range of contemporary tourism professional and academic publications.

2.2 Unit content and structure

Aim of the Unit

This unit provides students with an underpinning knowledge of tourism theories, practices and concepts whilst providing contextual relevance for other units involving management within business organisations related to tourism. The unit aims to develop a student’s knowledge of the key factors and issues that relate to the demand for tourism products, together with analysis of key operational, managerial, environmental, social, political and cultural issues.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures
- Workshops/Tutorials
- Prescribed textbook
- Fieldwork

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Presentation</td>
<td>Week 4 – 7</td>
<td>20%</td>
<td>A; B; C; F; G:</td>
</tr>
<tr>
<td>Group Report</td>
<td>Week 8</td>
<td>30%</td>
<td>A; B; C; D; E; F; G</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; D; E; F;</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**
Biederman, P. 2008 *Travel and Tourism: An Industry Primer*, Prentice Hall.

**Journals**
*Journal of Travel Research*
*Tourism and Hospitality Research*
*Tourism Research Australia Publications*
*Travel Weekly*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE101: Cross Cultural Issues in Tourism &amp; Hospitality</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 1</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
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<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
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1.4 Student workload

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<th>Total workload hours***</th>
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<tbody>
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<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

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

1.5 Mode of Delivery

Indicate if this unit is delivered

☒ face to face
☐ online
☐ independent learning module/untimetabled study
☐ by a combination of modes (please specify below)
☐ other mode (please specify below)

Delivery of this unit will be workshops, tutorials, presentations and group discussions.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

☐ Yes
☒ No
Section 2 – Academic Details

2.1 Student learning outcome

After successfully completing this unit the student should be able to:

a. Acknowledge and describe the complexity and diversity of different cultures
b. Accept the multiplicity of worldviews which exist in the world
c. Demonstrate a deeper understanding of selected features of different cultures
d. Appreciate behaviours as they apply to the tourism industries

2.2 Unit content and structure

Aim of the Unit
This unit introduces students to some of the philosophical, social and cultural traditions which underpin contemporary societies. The unit offers a broad survey of some of the most important issues presently impacting on different cultures, but it focuses specifically on issues relevant to the tourism, hospitality and event industries. An understanding of different cultures is important for all Australian students but particularly significant for tourism and travel, hospitality, event management and leisure graduates who will, perhaps more than other students, be confronted with the challenge of communicating effectively with Asians in Asia and within Australia.

2.3 Teaching methods/strategies

The teaching methods/strategies include:
Lectures
Tutorials
Book of prescribed readings
Directed class discussion
Group work

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Presentation</td>
<td>Weeks 8</td>
<td>20%</td>
<td>A; B:</td>
</tr>
<tr>
<td>Essay</td>
<td>Week 9</td>
<td>30%</td>
<td>A; C:</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; D:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**
Browaeys, M.J., & Price, R. 2008 *Understanding cross cultural management*, Pearson Education Essex UK

**Additional Texts**

**Journals**
Cross Cultural Management
Cultural Trends
Culture & Organization
*International Journal of Contemporary Hospitality Management*
*International Journal of Culture, Tourism and Hospitality Management*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP101: Industry Practicum</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term + 600 Practicum hrs</td>
<td>Year 1</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
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<tbody>
<tr>
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</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2</td>
<td>600 (Note: this must be undertaken in a Food and Beverage Department)</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements
** Total time students are expected to spend per week in studying, completing assignments
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1.5 Mode of Delivery

Indicate if this unit is delivered

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

Employment practicum component within the tourism & hospitality industry. Weekly tutorial activities, group work and personal reflections (PEARLs).
1.6 Pre-requisites
Are students required to have undertaken a prerequisite unit(s) for this unit?
☑ Yes for 600 hours Practicum
☐ No

Successful completion of two units below for each specialisation

<table>
<thead>
<tr>
<th>Unit Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM101</td>
<td>Food &amp; Beverage Operations Management [BBus(IntlHot&amp;ResMgt)]</td>
</tr>
<tr>
<td>HRM102</td>
<td>Food &amp; Beverage Management &amp; Control [BBus(IntlHot&amp;ResMgt)]</td>
</tr>
<tr>
<td>TEM101</td>
<td>Corporate Hospitality &amp; Tourism Operations [BBus(IntlEventMgt)]</td>
</tr>
<tr>
<td>EVT101</td>
<td>Introduction to Event Management (BBus (IntlEventMgt))</td>
</tr>
</tbody>
</table>

☐ 10 Credit points at 100 level including two of the above

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. Meet the requirements of the employment recruitment & selection process
b. Demonstrate to a prescribed acceptable industry level service skills within a tourism/hospitality operation.
c. Demonstrate proficiency in technical, social and communicative skills during the classroom and practicum components of the unit.
d. Establish & implement personal and professional goals incorporating independent career planning.
e. Demonstrate ability to transfer & apply classroom knowledge & experience within an operational environment. Complying with all workplace legal regulations.
f. Provide written evidence of the completion of an additional 600 hours Food & Beverage industry-based learning, over a 24 week period.

2.2 Unit content and structure

Aim of the Unit

The Industry Practicum I unit is a key component of the Diploma program. It is an introduction to the work environment, during which the student can develop their career pathway together whilst expanding and enhancing their skills. This unit provides the opportunity for students to reflect upon the relationship between their academic studies and the workplace environment, whilst being employed at an appropriate level within the international tourism and hospitality industry.
2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures
- Observation
- Problem-based learning
- Workshops/role play
- Interviews
- Visiting Industry Speakers
- Prescribed Reader
- PEARLs – (Personal experience, analytical reflections and lessons)
- Practicum

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Pass/Fail</th>
<th>Purpose / Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparation, development of documentation for the recruitment &amp; selection process (written, practical tutorial activities), Group interviews</td>
<td>Weeks 4 – 8</td>
<td>Pass/Fail</td>
<td>A; C; D:</td>
</tr>
<tr>
<td>Reflective portfolio – 3,000 words +/-10%</td>
<td>Practicum</td>
<td>Pass/Fail</td>
<td>B; C; D; E:</td>
</tr>
<tr>
<td>Minimum of 600 hrs recognised employment within the Tourism &amp; Hospitality industry</td>
<td>Practicum</td>
<td>Pass/Fail</td>
<td>A: B; F; G:</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**

- On-line resources on Student and Staff Information System (SSI – "SharePoint")

**Additional Texts**


**Journals**

- *Australia Career Guide*
- *Training and Development Journal*
# Unit Outline

## Section 1: General Information

### 1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC201: Management Accounting</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

### 1.2 Core or elective unit

Indicate if the unit is a

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

### 1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
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</thead>
<tbody>
<tr>
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<td>56 Credit Points</td>
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</tbody>
</table>

### 1.4 Student workload

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

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

* Total time spent per week at lectures, tutorials, clinical and other placements
** Total time students are expected to spend per week in studying, completing assignments
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### 1.5 Mode of Delivery

Indicate if this unit is delivered

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

Delivery mode will include structured lectures, tutorials and analysis sessions. This will provide students with the opportunity to practice the mechanical skills required for this unit on an on-going basis. Regular submission of assessments will ensure that students are keeping abreast with the concepts and material provided.

### 1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- ☑ Yes
- ☐ No

If **yes**, please provide **details** of the prerequisite **requirements** below:

BBC101: Accounting Principles
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. Demonstrate a range of financial techniques that can be used to effectively monitor the performance of a business.
b. Interpret financial reports for internal management and external users.
c. Analyse and interpret financial profitability and liquidity.
d. Summarise the role of budgeting together with developing, implementing and managing operating and capital budgets.
e. Identify the role and purpose of international benchmarking and analysis tools in evaluating business performance against budgets.
f. Examine different forms of debt and equity financing of a business.
g. Demonstrate the relationship between analyzing financial reports with operational performance.
h. Accurately prepare financial information.

2.2 Unit content and structure

**Aim of the Unit**

Financial analysis is an integral part of strategic management planning, an essential management tool when achieving organisational goals and objectives in order to maximise the operating efficiency of any organisation. This unit builds upon the foundational knowledge and skills gained in BBC101: Accounting Fundamentals and develops further student’s skills and expertise when interpreting financial information. The overall aim of the unit is to provide students with the skills and knowledge relevant to planning, controlling and evaluating accounting information which will enable them to make sound, managerial decisions.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures
- Workshops/Tutorials
- Applied activities
- Prescribed textbooks/Reader, together with guided study

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Report</td>
<td>Week 6</td>
<td>40%</td>
<td>A; B; D; F; G; G:</td>
</tr>
<tr>
<td>Group Report</td>
<td>Week 9</td>
<td>30%</td>
<td>C; D; E; F; G; H:</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>30%</td>
<td>A; B; C; D; E; F; H:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**
On-line Resources on Student and Staff Information System (SSIS – “SharePoint”)
Specialised book of readings produced in-house (Excel workbook) available from the Library

**Additional Texts**
Cote, R. 2007 *Accounting for Hospitality Managers*, 5th edn, EIAHMA.
EIAHMA, 2006 *Uniform System of Accounts for the Lodging Industry*, 10th edn. EIAHMA.
Schmidgall, R. 2006 *Hospitality Industry Managerial Accounting*, 6th edn, EIAHMA.

**Journals**
*Current Issues in Economics and Finance*
*Financial Accountability and Management*
*Financial Management*
*International Journal of Managerial Finance*
*Journal of Applied Finance*
*Journal of International Financial Management and Accounting*
*Qualitative Research in Accounting and Management*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

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<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC202: Economics</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a
- [x] core unit
- [ ] elective unit
- [ ] other (please specify below):

1.3 Unit weighting

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1.4 Student workload

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

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

1.5 Mode of Delivery

Indicate if this unit is delivered
- [x] face to face
- [ ] online
- [ ] independent learning module/untimetabled study
- [ ] by a combination of modes (please specify below)
- [ ] other mode (please specify below)

Delivery will be primarily face-to-face in lectures, workshops, tutorials, seminars and group discussion.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?
- [ ] Yes
- [x] No
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. Discuss the relevance and significance of the study of economics in a complex and dynamic business environment
b. Explain and apply the following principles and concepts: scarcity principle; cost-benefit principle; comparative advantage and opportunity cost.
c. Discuss different economic systems and the ways various resources are allocated.
d. Explain the meaning of 'price elasticity of demand' and relate to practical applications.
e. Use the model of perfect competition in a long-run context.
f. Show how imperfect competition differs from perfect competition and identify examples of monopolistic organisations.
g. Distinguish between Macroeconomics and Microeconomics.
h. Demonstrate an understanding of the operation of key economic policy areas including: Fiscal Policy, Monetary Policy and External Policy.
i. Examine the operation of markets and the principles of international trade.
j. Explain the factors that impact upon economic growth and specifically identify those which affect the tourism and hospitality industries.

2.2 Unit content and structure

Aim of the Unit

BBC202 introduces the core concepts and economic principles necessary to develop effective decision makers. Students will develop an understanding of how decision makers make choices utilising available resources at a specific given time. These effective decision making principles will encourage the development of professionals able to respond to all stakeholders in all areas of efficient and productive management.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures
- Workshops/tutorials
- Visiting speakers
- Case studies
- Current ‘real world’ examples

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual assessment</td>
<td>Week 5</td>
<td>20%</td>
<td>A; B; C:</td>
</tr>
<tr>
<td>Individual Case Study Report</td>
<td>Week 8</td>
<td>30%</td>
<td>C; D; E; F; G; H</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; D; E; F; G; H; I; J:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**

**Journals**
Asia Pacific Business Review
Asian Economic Journal
Australian Economic Review
Business Economics
Economic Development Journal
International Economic Review
International Journal of Business Studies
International Journal of the Economics of Business
Journal of Applied Economics
Journal of Business and Economic Studies
Journal of Economic Studies
Quarterly Journal of Business and Economics
Review of Financial Economics
Studies in Economics and Finance
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC203: Business Law</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a
☑ core unit
☐ elective unit
☐ other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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  
** Total time students are expected to spend per week in studying, completing assignments  
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered
☑ face to face  
☐ online  
☐ independent learning module/untimetabled study  
☐ by a combination of modes (please specify below)  
☐ other mode (please specify below)

Lectures, discussion groups and group work.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?
☐ Yes  
☑ No
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. Examine and demonstrate an understanding of the key elements of Australian business law.

b. Analyse central elements of the Australian legal system.

c. Analyse key elements of contract and agency law.

d. Analyse key elements of tort and bailment law.

e. Demonstrate an acceptable level of knowledge and understanding of the application and operation of consumer law found within the tourism, hospitality and event management industries.

f. Discuss the legal requirements of setting up and operating a business in Australia.

g. Analyse the impacts of gaming and licensing laws within the tourism, hospitality and event industries.

h. Demonstrate the ability to access legal information, including online legal resources.

i. Acknowledge and analyse the legal, social, ethical responsibilities to your peers, the business environment and the community.

j. Analyse the impact of privacy law on the tourism, hospitality and event management industries.

k. Analyse the impact of central elements of employment law and occupational health and safety laws on the tourism, hospitality and event management industries.

2.2 Unit content and structure

Aim of the Unit
This unit has been designed to introduce students to the basic principles of business law and provide fundamental knowledge of the relevant State/Commonwealth Law relating to the tourism, hospitality and event management industries. Students will be introduced to both Common and Statute Law with specific emphasis on the areas of liability affecting the tourism, hospitality and event industries. Students will be provided with sufficient knowledge and understanding of Australian business law to recognise/resolve and/or avoid legal problems within their business environment.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures
- Workshops/tutorials
- Prescribed textbook and guided study
- Case studies
- In-class quizzes
2.4 **Student assessment:**

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term examination</td>
<td>Week 6</td>
<td>25%</td>
<td>A; B; C; D;</td>
</tr>
<tr>
<td>Individual Essay</td>
<td>Week 9</td>
<td>25%</td>
<td>A; B; C; D; E; G; H; I; J; K</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; D; E; F; G; H; I; J; K</td>
</tr>
</tbody>
</table>

2.5 **Prescribed and recommended readings:**

**Prescribed Text**
Vickery, Pendleton, & Flood 2010 *Australian Business Law: Compliance and Practice 7th* edn Pearson Education

**Additional Texts**
Cordato, A. 2006 *Australian Travel and Tourism Law, 4th* edn, LexisNexis Butterworths
Crosling, G. & Murphy, H. 1999 *How to Study Business Law: Reading, Writing and Exams, 3rd* edn, LexisNexis Butterworths
Jefferies, J. & Brown, B. 2001 *Understanding Hospitality Law, 4th* edn, ELAHA.

**Journals**
*Business Law Review*
*International Law Update*
*Journal of Internet Law*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC204: Human Resource</td>
<td>Bachelor of Business (International Event</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
<tr>
<td>Management</td>
<td>Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.2 Core or elective unit
Indicate if the unit is a
- ☒ core unit
- ☐ elective unit
- ☐ other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload
Indicate below, the expected student workload per week for this unit:

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments.
*** That is, * + ** = workload hours.

1.5 Mode of Delivery
Indicate if this unit is delivered
- ☒ face to face
- ☐ online
- ☐ independent learning module/untimetabled study
- ☐ by a combination of modes (please specify below)
- ☐ other mode (please specify below)

A combination of lectures, tutorial workshops, weekly activities, group work and case studies.

1.6 Pre-requisites
Are students required have undertaken a prerequisite unit(s) for this unit?
- ☐ Yes
- ☒ No
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. Define HRM from a variety of perspectives.
b. List and explain current HRM practices.
c. Discuss the role of business ethics in HRM.
d. Discuss applications of legislation (Australian law) to HRM.
e. Explain and discuss the links between human resources and strategic planning.
f. List and explain ways of forecasting demand and supply factors in employment planning.
g. Describe and discuss a range of methods and processes of selecting and recruiting job candidates.
h. Recognise and describe the pros and cons of training and development techniques appropriate to the tourism and hospitality industries.
i. Summarise and discuss different performance appraisals and rewards management strategies.
j. Recognise the nature and impact of employment law, workplace legislation and the role of unions and management within the context of the work environment.
k. Outline the problems and issues defining successful HRM activities within an organisation.
l. Identify and discuss human resource challenges, specifically globalisation within international tourism and hospitality organisations.

2.2 Unit content and structure

Aim of the Unit

This unit provides an introductory overview of the field of human resource management and examines key HRM concepts, processes and practices, whilst building upon the knowledge gained in the unit IP101. It examines the increasingly strategic emphasis of HRM in Australia and globally. Students will explore ways in which the management style of an organisation influences the development of HRM philosophies and processes specifically with reference to tourism and hospitality enterprises.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures/Workshops/tutorials
- Prescribed textbook and guided study
- Presentations
- Visiting Industry Speakers
- Reflective journal

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-class quiz</td>
<td>Week 6</td>
<td>20%</td>
<td>A; B; C; D; E; F; G:</td>
</tr>
<tr>
<td>Tutorial Facilitation</td>
<td>Weeks 4-10</td>
<td>30%</td>
<td>A; B; C; D; E; F; G; H; I; J:</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; D; E; F; G; H; I; J; K; L:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**


**Additional Texts**


Woods, R. 2006 *Managing Hospitality Human Resources* 4th edn, EIAHMA.

**Journals**

*Human Resource Management Journal*

*Human Resource Management Review*

*International Journal of Human Resource Management*

*Journal of Human Resources*

*People Management*

*Personality and Social Psychology Review*

*Supervisory Management*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE201: Services Marketing</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a
- ✗ core unit
- ☐ elective unit
- ☐ other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered
- ✗ face to face
- ☐ online
- ☐ independent learning module/untimetabled study
- ☐ by a combination of modes (please specify below)
- ☐ other mode (please specify below)

Delivery will be lectures, seminars/tutorials and group discussions.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?
- ✗ Yes
- ☐ No

If yes, please provide details of the prerequisite requirements below:

BBC104: Marketing Fundamentals
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. Analyse the distinctive aspects of services marketing.
b. Compare different types of customer involvement within service processes.
c. Examine different customer behaviour in a variety of service settings and processes (future and recovery).
d. Conceptualise the several models of satisfaction and quality and different ways of measuring and monitoring them.
e. Analyse the concept and importance of relationship marketing and management in a service context.
f. Analyse the key strategic issues in services marketing.
g. Analyse the nature, role and significance of marketing communications in a service setting.
h. Analyse the process, determinants, tools and importance of effective service delivery.
i. Analyse current trends in services internationalisation.

2.2 Unit content and structure

Aim of the Unit
The service sector is one of the fastest growing global industry sectors and accounts for a large proportion of GDP and employment within Australia. This unit will provide students with both practical and theoretical approaches of marketing and the management of service businesses. It expands on the previous knowledge gained in BBC104: Marketing Fundamentals. It will explore the major differences between the marketing of services as distinct from the marketing of tangible products; assessing and improving service delivery and provide students with the necessary skills to develop and implement marketing strategies for the tourism and hospitality and other service industries.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures/discussions
- Workshops/tutorials
- Visiting lecturers
- Prescribed textbook, case study
- Guided reading and study

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Essay</td>
<td>Week 6</td>
<td>20%</td>
<td>A; B; C; D:</td>
</tr>
<tr>
<td>Group presentation</td>
<td>Week 9</td>
<td>30%</td>
<td>B; C; D; E:</td>
</tr>
<tr>
<td>Final examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; E; F; G; H; I:</td>
</tr>
</tbody>
</table>
## 2.5 Prescribed and recommended readings:

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Texts</td>
<td>Bruhn, M. 2005 Services Marketing: Managing the Service Value Chain, FT/Prentice Hall</td>
</tr>
<tr>
<td></td>
<td>Fisk, R. 2007 Interactive Services Marketing, 3rd edn, John Wiley</td>
</tr>
<tr>
<td></td>
<td>Wilson, A. et al 2008 Services Marketing, McGraw-Hill</td>
</tr>
<tr>
<td>Journals</td>
<td>Journal of Consumer Behaviour</td>
</tr>
<tr>
<td></td>
<td>Journal of Consumer Marketing</td>
</tr>
<tr>
<td></td>
<td>Journal of Services Marketing</td>
</tr>
<tr>
<td></td>
<td>Journal of Services Research</td>
</tr>
<tr>
<td></td>
<td>Managing Service Quality</td>
</tr>
</tbody>
</table>
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVT201: Meetings &amp; Conventions Management</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered

- [ ] face to face
- [ ] online
- [ ] independent learning module/untimetabled study
- [ ] by a combination of modes (please specify below)
- [ ] other mode (please specify below)

Delivery will be a combination of formal lectures, class discussions, case studies and interviews with guest lecturers within the industry.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- [ ] Yes
- [ ] No

If yes, please provide details of the prerequisite requirements below:

EVT101: Introduction to Event Management
Section 2 – Academic Details

2.1 Student learning outcome

After successfully completing this unit students should be able to:

a. Describe the role and special nature of MICE markets and how they integrate with the Tourism Industry;

b. Distinguish between different types of conventions and their economic impact on the business;

c. Analyse which segments of the market may be sold and serviced successfully;

d. Appraise the processes and steps involved in staging meetings, conventions, and exhibitions;

e. Identify the skills needed to become an effective professional in conventions management;

f. Design and develop convention proposals;

g. Design and develop an operational plan for a convention;

h. Evaluate the development and implementation of convention management systems and procedures.

2.2 Unit content and structure

Aim of the Unit

The Meeting, Incentive, Convention and Exhibition (MICE) business is the fastest growing and one of the most lucrative areas in tourism. Predominantly a business activity, conventions play an important part in a hotel’s overall sales effort. In many cases as much as 70 percent of total sales volume in major hotels is attributed to the influence of convention business.

This unit emphasizes the special importance of the convention business for hotels. Convention Management offers students practical insights into various kinds of meeting and conventions as well as introducing the student to the principles associated with planning, managing and staging a variety of conventions.

2.3 Teaching methods/strategies

The teaching methods/strategies include:

- Lectures
- Tutorials
- Book of prescribed readings
- Directed class discussion
- Group work

2.4 Student assessment:

Provide, in table format as shown below, a schedule of formal assessment tasks and major examinations for the unit.

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Report (group and individual components)</td>
<td>Weeks 3-10</td>
<td>60%</td>
<td>A; B; C; D; E; F; G; H</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>40%</td>
<td>A; B; C; D; E; H</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**
Appleby, P. 2005 *Organising a Conference: How to Plan and Run a Successful and Effective Event*, 3rd edn, How To Books
Davidson, R. & Rogers, T. 2006 *Marketing Destinations and Venues for Conferences, Conventions and Business Events*, Elsevier Butterworth-Heinemann
Hoyle, L. 2002 *Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions*, John Wiley
McCabe, V. et al 2002 *The Business and Management of Conventions*, John Wiley
Professional Event Management Association 2006 *Professional Meeting Management: Comprehensive Strategies for Meetings, Conventions and Events*, 5th edn, Kendall Hunt Publications
Sonder, M. 2004 *Event Entertainment and Production*, John Wiley
Van Der Wagen, L. 2005 *Event Management: For Tourism, Cultural, Business and Sporting Events*, 2nd edn,
Pearson Hospitality Press

**Journals**
*Event Management*
*Festival Management and Event Tourism*
*Marketing Event*
*International Journal of Contemporary Hospitality Management*
*International Journal of Event Management Research*
*Journal of Convention and Event Tourism*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVT 202: Event Management &amp; Logistics</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered

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

Of the 13 hours timetabled: 4 hours per week will be designated face to face, the remaining hours will be used as site visits and inspections regarding the practical application of planning an event.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- [ ] Yes
- [x] No
Section 2 – Academic Details

2.1 Student learning outcome

After successfully completing this unit students should be able to:

- a. Use a framework to identify and discuss each of the major components of logistics in relation to event management;
- b. Explore the processes and steps involved in staging festivals and special events;
- c. Identify the skills needed to become an effective professional in event management;
- d. Design and develop an Event Proposal;
- e. Develop and implement Event Management systems and procedures;
- f. Through the use of examples demonstrate an understanding of the importance of risk management and legal responsibilities to event management;
- g. Appreciate the role of technology in event management, and subsequently demonstrate an awareness of the range of computer packages available for event managers.

2.2 Unit content and structure

Aim of the Unit

This unit follows on from the foundation unit EVT101 to build the students’ knowledge and skill in wide-ranging operational and management issues associated with planning, managing and staging of festivals and events.

Specifically Event Management & Logistics explores a variety of operational issues which are significant for effective event management. The key issues explored are: a framework for event logistics; issues related to risk management such as security, crowd control and legal obligations; the role of technology in events, including products and applications.

2.3 Teaching methods/strategies

The teaching methods/strategies include:
- Lectures
- Tutorials
- Workshops
- Directed class discussion
- Group work
- Examination
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Plan, Practical and Evaluation</td>
<td>Weeks 2-11</td>
<td>100%</td>
<td>A; B; C; D; E; F; G</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**


**Additional Texts**


Hoyle, L. 2002 *Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions*, John Wiley


Silvers, J. 2004 *Professional Event Coordination*, John Wiley

Sonder, M. 2004 *Event Entertainment and Production*, John Wiley


Yeoman, I. et al 2004 *Festival and Events Management: An International Arts and Culture Perspective*, Elsevier

**Journals**

*Event*

*Event Management*

*Festival Management and Event Tourism*

*Marketing Event*

*International Journal of Contemporary Hospitality Management*

*International Journal of Event Management Research*

*Journal of Convention and Event Tourism*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>TSM201: Niche Tourism</td>
<td>Bachelor of Business (International Event Mgmt)</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit
Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload
Indicate below, the expected student workload per week for this unit:

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery
Indicate if this unit is delivered

- [ ] face to face
- [ ] online
- [ ] independent learning module/untimetabled study
- [ ] by a combination of modes (please specify below)
- [ ] other mode (please specify below)

Delivery will be a combination of lecturers, workshops, field-trip and industry speakers.

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

- [x] Yes
- [ ] No

If yes, please provide details of the prerequisite requirements below:

TSM101: Tourism Theories & Practices
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. Identify niche tourism products and their unique characteristics in relation to the broader tourism industry.
b. Summarise current influences on their development.
c. Examine the different motivations, expectations and consumer profiles together with the demand for specific niche tourism products.
d. Discuss and explain the role and responsibilities of different niche tourism stakeholders (public, private, governments, and special interest groups).
e. Develop an understanding of the principles underpinning planning, development and management strategies in relation to specific niche tourism products.
f. Review a range of contemporary tourism professional and academic publications.

2.2 Unit content and structure

Aim of the Unit
The development of specialised tourism niche products to meet the growing market needs of the 'new tourist' will be introduced to students. The unit will examine the relationship between niche tourism and tourism, focusing on the changing interests and demands of consumers. The range and different characteristics of the niche tourism product will be examined together with the different locations. Students will have the opportunity to explore and investigate one specific niche tourism activity and examine all aspects of the product.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures
- Workshops/Tutorials
- Prescribed textbook
- Fieldwork
- Examination

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Case Study</td>
<td>Week 6</td>
<td>40%</td>
<td>A; B; C; D:</td>
</tr>
<tr>
<td>Individual Report</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:

**Prescribed Text**

**Additional Texts**
- Cooper, C. et al 2008 *Tourism: Principles and Practice* 4th edn, FT/Prentice Hall
- Douglas, N. 2001 *Special Interest Tourism*, John Wiley
- Gibson, H. 2007 *Sport Tourism*, Routledge
- Jennings, G. 2006 *Water-based Tourism, Sport, Leisure and Recreation Experiences*, Butterworth-Heinemann
- Weaver, D. 2007 *Ecotourism*, 2nd edn, John Wiley

**Journals**
- *Journal of Travel Research*
- *Tourism and Hospitality Research*
- *Travel Weekly*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP201: Industry Practicum II</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a
☑ core unit
☐ elective unit
☐ other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2</td>
<td>600 (Note: this must be undertaken in a Rooms Division Department)</td>
</tr>
</tbody>
</table>

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

1.5 Mode of Delivery

Indicate if this unit is delivered

☑ face to face
☐ online
☐ independent learning module/untimetabled study
☐ by a combination of modes (please specify below)
☑ other mode (please specify below)

Employment practicum component in the tourism & hospitality industry. Combination of tutorial/workshops with weekly activities, group work and personal reflections (PEARLS).

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

☑ Yes for 600 hours Practicum
☐ No
If yes, please provide details of the prerequisite requirements below:

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP101</td>
<td>Industry Practicum I – Successful completion</td>
</tr>
<tr>
<td>HRM 202</td>
<td>Rooms Division Management (BBus(IHRM))</td>
</tr>
<tr>
<td>EVT 202</td>
<td>Event Management Logistics (BBus(IEM))</td>
</tr>
</tbody>
</table>

20 credit points at 100 level
10 credit points at 200 level

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. Meet the requirements of the employment recruitment & selection process.
b. Formulate appropriate strategies for working with colleagues and customers in a socially diverse environment.
c. Demonstrate attitudes and behaviour which promote positive working relationships with stakeholders.
d. Formulate network channels for career development and on-going learning opportunities. To further develop personal & professional goals.
e. Identify & evaluate different leadership & management skills & techniques, which contribute to successful career pathways within the hospitality & tourism industry.
f. Provide written evidence of the completion of 600 hours industry-based learning over a 24 week period.

2.2 Unit content and structure

Aim of the Unit

This Industry Practicum unit is a key component of the Associate Degree and Bachelor programs as it provides students with the opportunity to develop their career pathways, whilst expanding and enhancing the skills and knowledge necessary to be successful within the tourism industry. This unit provides students with the opportunity to analyse and reflect upon the relationship between their academic studies and the workplace environment, whilst being employed at an appropriate level.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures/tutorials
- Workshops/role play
- PEARLs: (Personal experience, analytical reflections and lessons)
- Visiting speakers
- Practicum
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Pass/Fail</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel interview</td>
<td>Week 7 &amp;8</td>
<td>Pass/Fail</td>
<td>A; B; C; D; F:</td>
</tr>
<tr>
<td>Reflective portfolio – 4,000 words +/-10%</td>
<td>Practicum</td>
<td>Pass/Fail</td>
<td>C; D; E; G; H:</td>
</tr>
<tr>
<td>Minimum of 600 hrs recognised employment within the Tourism &amp; Hospitality industry</td>
<td>Practicum</td>
<td>Pass/Fail</td>
<td>A; B; D; E; H; I:</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

Prescribed Text
On-line resources on Student and Staff Information System (SSIS – “SharePoint”)

Additional Texts
Harris, K. 2006 *Hospitality Management Internship: A Student Workbook*, Prentice Hall.

Journals
*Australia Career Guide*
*Training and Development Journal*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC301: Research Skills &amp; Practices</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 3</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit
Indicate if the unit is a
☒ core unit
☐ elective unit
☐ other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload
Indicate below, the expected student workload per week for this unit:

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery
Indicate if this unit is delivered
☒ face to face
☐ online
☐ independent learning module/untimetabled study
☒ by a combination of modes (please specify below)
☐ other mode (please specify below)

Group tutorials; discussions; self-study and guided research

1.6 Pre-requisites
Are students required to have undertaken a prerequisite unit(s) for this unit?
☒ Yes
☐ No
If yes, please provide details of the prerequisite requirements below:

IP201 Industry Practicum II
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. Demonstrate, undertake and complete a research project involving the formulation of the research problem, outlining the design, constructing a simple research data collection technique, analysing and reporting conclusions.

b. Be familiar with the specific methodologies of quantitative and qualitative research and when to use them.

c. Develop and apply alternative methods of data collection.

d. Undertake a simple literature review, including the use of appropriate source materials, the categorisation of the results and the validity of the material.

e. Demonstrate skills of fundamental statistical and graphical data analysis.

f. Examine the differences between academic and industry/business research approaches.

g. Develop and demonstrate a range of personal study skills including evaluating resources, planning and writing reports and the correct use of references and bibliographies.

h. Demonstrate and apply appropriate presentation skills when presenting the research data and findings.

i. Acknowledge the role of ethics in research practice.

2.2 Unit content and structure

Aim of the Unit

This unit provides students with the necessary skills and practical tools to undertake and complete the research process of collection, analysis, interpretation and presentation of research specifically undertaken and used within the tourism and hospitality industry context. It is therefore vital that students have the ability to retrieve, interpret, select, develop, evaluate and present qualitative and quantitative information and be able to report their findings in a variety of different ways. Successful completion of this unit will provide students wishing to proceed to further academic study with a sound knowledge base.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures
- Workshops/tutorials
- Prescribed textbook and guided study
- Research Project
- Surveys, questionnaires
- Presentations

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report</td>
<td>Week 10</td>
<td>40%</td>
<td>A; B; C; D; E; F; G;</td>
</tr>
<tr>
<td>Individual Presentation</td>
<td>Week 10</td>
<td>20%</td>
<td>A; B; C; D; E; F; G;</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</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 Text**

**Additional Texts**

**Journals**
Journal of Applied Business Research
Journal of Applied Statistics
Journal of Services Research
Tourism and Hospitality Research
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC302: Business Management &amp; Entrepreneurship</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 3</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a
☑ core unit
☐ elective unit
☐ other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered
☑ face to face
☐ online
☐ independent learning module/untimetabled study
☐ by a combination of modes (please specify below)
☐ other mode (please specify below)

Delivery will be a combination of lectures, seminars, group discussions, industry visits, interviews where appropriate.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?
☑ Yes
☐ No

If yes, please provide details of the prerequisite requirements below:

IP201 Industry Practicum II
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. Recognise the key trends and elements of the global tourism and hospitality industries
b. Demonstrate an understanding of the core concepts that underpin entrepreneurship and business establishment and management especially in the services sector
c. Apply the criteria used to evaluate business potential.
d. Summarise the critical aspects of creating a new venture and their inter-relatedness
e. Examine the forces in the regulatory, industry and community environment
f. Prepare all elements of the business plan
g. Describe business ethics and the nature of social entrepreneurship and other contemporary issues affecting business managers
h. Apply relevant theories and strategies to business decisions and problems solving
i. Explore technological opportunities and market imperatives affecting business management
j. Evaluate current literature relevant to the unit.

2.2 Unit content and structure

Aim of the Unit
This unit explores business management and entrepreneurship in the global context especially focusing on the hospitality and tourism industries and the generation of new business opportunities within established enterprises (intrapreneurship) in both large and small to medium sized firms, with a focus on the services sector.
This unit will concentrate on the requirements to launch and manage a new enterprise including the basic tasks associated with the initial stages of starting a new venture. Best practice in innovation in hospitality and tourism services will be examined. A range of successful organisational responses to current technological opportunities and market imperatives will be explored. Trends in the hospitality and tourism industries that could generate new business opportunities will also be reviewed
This unit will also examine the opportunities and challenges faced by entrepreneurs and how these opportunities and threats can be managed. Topics to be covered in seminar discussions will include: entrepreneurial orientation; “entrepreneurs - born or made?”; intrapreneurship; industry analysis; assessment of internal resources and capabilities; customer value creation; and development of a business plan.
This unit will use the preparation of a business plan for a new enterprise as it’s focus. The preparation of this plan and its use in “selling” the entrepreneur’s ideas will be supported by practical examples and illustrations from the real life experiences of the instructor. The business plan preparation process will include techniques to identify and assess a new business opportunity to determine whether it is viable and how to organize, construct and write a sound, clear, concise business plan, one that demonstrates the viability of the concept or enterprise.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
Lectures/Workshops/Tutorials
Industry speakers
Prescribed textbook and guided readings
Case Studies
Discussions
2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Report</td>
<td>Weeks 5</td>
<td>40%</td>
<td>A; B; C; J:</td>
</tr>
<tr>
<td>Individual Report</td>
<td>Week 10</td>
<td>60%</td>
<td>C; D; E; F; G; H; I:</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**
Bygrave, W. 2007 *Entrepreneurship*, John Wiley
Parker, K. 2007 *How to Buy and Run a Small Hotel*, How To Books
Thomas, R. 1998 *The Management of Small Tourism and Hospitality Firms*, Cassell

**Journals**
*American Journal of Small Business*
*International Journal of Entrepreneurial Behaviour and Research*
*Journal of Small Business and Enterprise Development*
*Journal of Small Business Management*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC303: Organisational Development &amp; Change Management</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 3</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a
- core unit
- elective unit
- other (please specify below):

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered
- face to face
- online
- independent learning module/untimetabled study
- by a combination of modes (please specify below)
- other mode (please specify below)

The delivery mode will be lectures, seminars, group work, interviews and presentations.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- Yes
- No

If yes, please provide details of the prerequisite requirements below:

IP201 Industry Practicum II
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. Describe the best designs for organisations to achieve strategic effectiveness
b. Describe the fundamental concept of the change process
c. Develop an awareness of the role of corporate culture
d. Interpret environmental influences that will impact upon change
e. Identify and assess all major sources of organisational change
f. Investigate appropriate change management strategies
g. Recommend the most applicable change methods for a given organisation
h. Evaluate and discuss ODC current literature

2.2 Unit content and structure

Aim of the Unit
This unit examines the complexities of the change process and aims to provide students with a sound knowledge of the literature on organisational change and development together with an understanding of the skills needed to implement change management-related projects. The unit examines organisational change from the point of view of an OD practitioner who through diagnosis and analysis is able to provide appropriate solutions.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures/Workshops/Tutorials
- Visiting lecturers
- Prescribed textbook and guided readings
- Case Studies
- Discussions

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay</td>
<td>Week 6</td>
<td>50%</td>
<td>B; C; D; F; G;</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; D; E; F; G; H;</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**
Brown, D. & Harvey, D. 2006 An Experiential Approach to Organization Development, 7th edn, P & C Business
Carnall, C. 2007 Managing Change in Organizations, 5th edn, FT/Prentice Hall
Graetz et al 2005 Managing Organisational Change, 2nd edn, John Wiley
Newton, R. 2007 Managing Change Step By Step: All You Need to Build a Plan and Make it Happen, FT/Prentice Hall
Spector, B. 2006 Implementing Organizational Change: Theory and Practice, P & C Business

**Journals**
European Journal of Work & Organizational Psychology
International Journal of Organization Theory and Behavior
International Journal of Organizational Analysis
Journal of Change Management
Journal of Organisational Transformation and Social Change
Journal of Organizational Change Management
Journal of Organizational Change Management
Leadership and Organization Development Journal
Organizational Dynamics
Qualitative Research in Organizations and Management: An International Journal
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC304: Strategic Planning &amp; Management</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 3</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
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</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
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</thead>
<tbody>
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<td>12</td>
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</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements
** Total time students are expected to spend per week in studying, completing assignments.
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1.5 Mode of Delivery

Indicate if this unit is delivered

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

Delivery will be through lectures, seminars, group discussions and presentations.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- [x] Yes
- [ ] No

If yes, please provide details of the prerequisite requirements below:

IP201 Industry Practicum II
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. analyse organisational behaviour from a problem-solving perspective.

b. think strategically about an organisation: present business position; long-term direction; resources and competitive capabilities; the calibre of strategy; and opportunities for gaining sustainable competitive advantage.

c. conduct strategic analysis in a variety of industry and competitive situations.

d. evaluate strategic options, and make informed strategic decisions.

e. analyse the managerial tasks associated with implementing and executing organisational strategies.

2.2 Unit content and structure

Aim of the Unit
The focus of this unit is to integrate all of the previous units undertaken including management accounting, services marketing, business law and operations, whilst introducing the student to new strategic management concepts. The unit will examine the total enterprise, the industry and the competitive environment in which it operates. Students will be given every opportunity to develop their theoretical knowledge and analytical skills necessary to formulate strategic planning. The emphasis of this unit is to further develop and fine tune student’s critical thinking and decision making skills using a case study based approach. These skills will enable students to continue their academic study or progress as a manager within the hospitality and tourism industries.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures/Workshops/Tutorials
- Visiting speakers
- Prescribed textbook and guided readings
- Case Studies
- Group Discussions

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report</td>
<td>Week 8</td>
<td>50%</td>
<td>A; B; C; D; E:</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; D; E:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

Prescribed Text

Additional Texts

Journals
*Business Strategy Series*
*International Business: Strategies for the Global Marketplace*
*Journal of Business Strategy*
*Journal of Strategic Marketing*
*Strategic Direction*
*Strategy & Leadership*
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE301: Contemporary Issues in Tourism, Hospitality &amp; Event Management</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 3</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments.
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered

☑ face to face
☐ online
☐ independent learning module/untimetabled study
☐ by a combination of modes (please specify below)
☐ other mode (please specify below)

Delivery will be in the form of group tutorials, discussions, presentations, self-guided & guided research.

1.6 Pre-requisites

Are students required have undertaken a prerequisite unit(s) for this unit?

☑ Yes
☐ No

If yes, please provide details of the prerequisite requirements below:

IP201 Industry Practicum II
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. Summarise the key characteristics of the international tourism, hospitality and event management industries.
b. Investigate and discuss the factors that are influencing change within the industries.
c. Evaluate the current tourism, hospitality and event management products.
d. Analyse the varying impacts and implications of these changes on service delivery and customer expectations.
e. Evaluate appropriate contemporary research and literature from a wide range of sources.

2.2 Unit content and structure

Aim of the Unit
The aim of this unit is to develop an appreciation of the key strategic issues facing the international tourism, hospitality and event management industries. The unit builds upon the foundational knowledge students gained in Years 1 and 2. Students will develop their research skills and knowledge by writing and orally presenting a researched article, which explores one or more of the contemporary issues currently facing the industries.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

1. Lectures/discussions
2. Workshops/tutorials
3. Visiting lecturers
4. Guided reading and study
5. Research article
6. Presentation

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Presentations</td>
<td>Wks 4-10</td>
<td>20%</td>
<td>A; B; C; D; E:</td>
</tr>
<tr>
<td>Group Report</td>
<td>Week 8</td>
<td>30%</td>
<td>A; B; C; D; E:</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>50%</td>
<td>A; B; C; D; E:</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

Prescribed Text  
On-line resources on Student and Staff Information System (SSIS – “SharePoint”)

Additional Texts  
Grbich, C. 2007 Qualitative Data Analysis: An Introduction, Sage Publications
Holliday, A. 2007 Doing & Writing Qualitative Research, 2nd edn, Sage Publications
Jennings, G. 2002 Tourism Research, John Wiley
Leary, M. 2007 Introduction to Behavioral Research Methods, 5th edn, Allyn & Bacon
Robson, C. 2002 Real World Research, 2nd edn, Blackwell Publishing

Journals
Cornell Hotel Quarterly
Hotel and Motel Management
Hotels
International Journal of Contemporary Hospitality Management
International Journal of Culture, Tourism and Hospitality Management
International Journal of Service Industry Management
Journal of Travel Research
Tourism and Hospitality Research
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVT301: Event Facilities Management</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 3</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
<th>No. personal study hours**</th>
<th>Total workload hours***</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
** Total time students are expected to spend per week in studying, completing assignments
*** That is, * + ** = workload hours.

1.5 Mode of Delivery

Indicate if this unit is delivered

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

Delivery will be a combination of lectures, seminars, group work and visiting speakers.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- [x] Yes
- [ ] No
Section 2 – Academic Details

2.1 Student learning outcome

After successfully completing this unit students should be able to:

a. To identify and explain various aspects of event property management including acquisition and maintenance of plant and equipment, contract and purchasing specifications terminology, delivery and installation, and local legislative requirements.

b. Demonstrate a comprehensive knowledge of management operations related to event facilities

c. Systematically identify and analyse problems related to event facility supply and usage

d. To demonstrate an understanding of the importance, principles and common management practices associated with environmental management, incorporating waste management, energy conservation and sustainable development in the event sector.

2.2 Unit content and structure

Aim of the Unit

The aim of this unit is to examine the principles of managing venue and facility operations. Specifically, this unit addresses how routine facilities planning, including maintenance, cleaning, security, refurbishment and capital improvement, are treated as part of the annual event calendar. Additionally this unit explores current trends and case studies that benchmark practices and strategies for improving venue management. A special emphasis is placed upon the requirement of management to preserve and wherever possible, enhance the value of the property and protect the owner’s investment. Additional consideration is given to the importance of responsible environmental management and the related principles and practices of sustainable tourism development in conjunction with event facilities.

2.3 Teaching methods/strategies

The teaching methods/strategies include:

- Lectures
- Tutorials
- Book of prescribed readings
- Site visits
- Group work

2.4 Student assessment

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Report</td>
<td>Week 9</td>
<td>60%</td>
<td>A; B; C; D</td>
</tr>
<tr>
<td>Individual Report</td>
<td>Week 10</td>
<td>40%</td>
<td>A; B; C; D</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**


**Additional Texts**


McDonough, B. et al 2001 *Building Type Basics for Hospitality Facilities*, John Wiley


Silvers, J. 2004 *Professional Event Coordination*, John Wiley

Sonder, M. 2004 *Event Entertainment and Production*, John Wiley

Stipanuk, D. 2006 *Hospitality Facilities Management and Design*, 3rd edn, EIAHMA.


**Journals**

Event Management

Facilities Design & Management

Festival Management and Event Tourism

Hospitality Design

International Journal of Contemporary Hospitality Management

International Journal of Event Management Research

Journal of Convention and Event Tourism

Journal of Facilities Management

Marketing Event
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVT302: Event Sponsorship</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 3</td>
</tr>
</tbody>
</table>

1.2 Core or elective unit

Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
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1.4 Student workload

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<tr>
<th>No. timetabled hours*</th>
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<td>12</td>
</tr>
</tbody>
</table>

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

1.5 Mode of Delivery

Indicate if this unit is delivered

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

4 hours per week will be designated face to face, the remaining hours will be used as site visits, inspections and will provide the opportunity for a practicum component.

1.6 Pre-requisites

Are students required to have undertaken a prerequisite unit(s) for this unit?

- ☒ Yes
- ☐ No

If yes, please provide details of the prerequisite requirements below:

IP201: Industry Practicum II
Section 2 – Academic Details

2.1 Student learning outcome

After successfully completing this unit students should be able to:

a. Demonstrate understanding and cite examples of the emerging significance of sponsorship and fundraising for events.

b. Recognise and articulate the different functions of sponsorship and fundraising.

c. Identify, analyse and evaluate the objectives of sponsorship and fundraising in relation to both the sponsoring organisation and the event.

d. Discuss the issues arising from the various contexts in which event sponsorship and fundraising occurs.

e. Research, develop and present an appropriate and effective sponsorship and fundraising proposal.

2.2 Unit content and structure

Aim of the Unit

Event Sponsorship Management encompasses a wide range of topics and is structured to cover the various aspects of sponsorship and fundraising by identifying:

- The range of contexts, such as sports, the arts and the public sector in which sponsorship occurs
- The preparation, presentation and significance of a sponsorship proposal
- The various types of fundraising processes and issues.

In addition to identifying theoretical concepts associated with sponsorship, a strong emphasis will be placed upon the development and presentation of the sponsorship proposal. This will facilitate the development of communication and presentation of the sponsorship proposal and the acquisition of appropriate professional skills.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures
- Tutorials
- Book of prescribed readings
- Directed class discussion
- Group work

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Proposal</td>
<td>Week 10</td>
<td>60%</td>
<td>B; C; E:</td>
</tr>
<tr>
<td>Individual Report</td>
<td>Week 8</td>
<td>40%</td>
<td>A; B; C; D; E</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hoyle, L. 2002 <em>Event Marketing: How to Successfully Promote Events, Festivals, Conventions and Expositions</em>, John Wiley</td>
</tr>
<tr>
<td></td>
<td>Silvers, J. 2004 <em>Professional Event Coordination</em>, John Wiley</td>
</tr>
<tr>
<td></td>
<td>Sonder, M. 2004 <em>Event Entertainment and Production</em>, John Wiley</td>
</tr>
<tr>
<td></td>
<td>Yeoman, I. et al 2004 <em>Festival and Events Management: An International Arts and Culture Perspective</em>, Elsevier</td>
</tr>
<tr>
<td></td>
<td>Butterworth-Heinemann</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Journals</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Management</td>
<td></td>
</tr>
<tr>
<td>Festival Management and Event Tourism</td>
<td></td>
</tr>
<tr>
<td>Marketing Event</td>
<td></td>
</tr>
<tr>
<td><em>International Journal of Contemporary Hospitality Management</em></td>
<td></td>
</tr>
<tr>
<td><em>International Journal of Event Management Research</em></td>
<td></td>
</tr>
<tr>
<td><em>Journal of Convention and Event Tourism</em></td>
<td></td>
</tr>
</tbody>
</table>
Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE302: Tourism &amp; Hospitality</td>
<td>Bachelor of Business (International Event Management)</td>
<td>1 Term</td>
<td>Year 3</td>
</tr>
<tr>
<td>Business Ethics</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.2 Core or elective unit
Indicate if the unit is a

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

1.3 Unit weighting

<table>
<thead>
<tr>
<th>Unit Weight</th>
<th>Total course points</th>
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</thead>
<tbody>
<tr>
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</table>

1.4 Student workload
Indicate below, the expected student workload per week for this unit:

<table>
<thead>
<tr>
<th>No. timetabled hours*</th>
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<tbody>
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<td>12</td>
</tr>
</tbody>
</table>

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

1.5 Mode of Delivery
Indicate if this unit is delivered

☑ face to face
☐ online
☐ independent learning module/untimetabled study
☐ by a combination of modes (please specify below)
☐ other mode (please specify below)

Lectures, discussions, group work and debate.

1.6 Pre-requisites
Are students required to have undertaken a prerequisite unit(s) for this unit?

☑ Yes
☐ No

If yes, please provide details of the prerequisite requirements below:

IP201 Industry Practicum II
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. Understand the principles of ethical decision-making methodologies.
b. Analyse the ethical, social and moral issues facing the current international tourism and hospitality industry.
c. Contrast the varying impacts and implications of a range of ethical and moral issues upon different tourism and hospitality enterprises and individual industry managers.
d. Evaluate the stance, beliefs and impacts of a range of interest groups (to include stakeholders, government agencies, individuals) upon new developments within the international tourism and hospitality industry.
e. Evaluate contemporary research from a wide range of sources.
f. Demonstrate the ability to formulate clear discussions and arguments, both written and orally.

2.2 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 related to the development, operations of tourism and hospitality enterprises. This unit will consider the governmental, inter-governmental, private business and individual industry manager’s approaches to ethical and social issues especially in the context of the impact and implications of multi-national operations. The issues related to new international tourism and hospitality developments especially in developing countries will also be explored. The overall aim of this unit is for students, through the examination of methodologies, considerations and processes to make more ethical decisions throughout their careers.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
Lectures
Workshops/role play
Tutorials
Visiting lecturers
DVD
Prescribed Reader & Case Studies
Debate

2.4 Student assessment:

<table>
<thead>
<tr>
<th>Assessment Type</th>
<th>When assessed</th>
<th>Weighting</th>
<th>Purpose/Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term examination</td>
<td>Weeks 6</td>
<td>40%</td>
<td>A; B; C; D; E; F:</td>
</tr>
<tr>
<td>Individual Assignment</td>
<td>Week 8</td>
<td>40%</td>
<td>B; C; D; E; F:</td>
</tr>
<tr>
<td>Group Debate</td>
<td>Week 10</td>
<td>20%</td>
<td>A; B; C; D; E; F:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**
Shaw, W. 2009 *Moral issues in business*, Cengage

**Additional Texts**
Goodpaster, K. 2006 *Conscience and Corporate Culture*, Blackwell Publishing
Preston, N. 2007 *Understanding Ethics, 3rd* edn, Federation Press

**Journals**
*Business Ethics: A European Review*
*Business Ethics Quarterly*
*Corporate Governance: The International Journal of Business in Society*
*Critical Perspectives on International Business*
*Journal of Business Ethics*