## Bachelor of Business (International Hotel & Resort Management)

### List of Units

<table>
<thead>
<tr>
<th>Course Description</th>
<th>Code</th>
</tr>
</thead>
<tbody>
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<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>Food &amp; Beverage Operations Management</td>
<td>HRM101</td>
</tr>
<tr>
<td>Food &amp; Beverage Management &amp; Control</td>
<td>HRM102</td>
</tr>
<tr>
<td>Introduction to the International Hospitality Industry</td>
<td>HRM103</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>
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<td>Business Law</td>
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<td>Human Resource Management</td>
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<td>Services Marketing</td>
<td>THE201</td>
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<tr>
<td>Operations &amp; Environment Management</td>
<td>HRM201</td>
</tr>
<tr>
<td>Rooms Division Management</td>
<td>HRM202</td>
</tr>
<tr>
<td>Specialist Resort Facilities Management (Golf &amp; Spa)</td>
<td>HRM203</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>Hotel &amp; Resort Facilities Management &amp; Design</td>
<td>HRM301</td>
</tr>
<tr>
<td>Revenue Management</td>
<td>HRM302</td>
</tr>
<tr>
<td>Tourism &amp; Hospitality Business Ethics</td>
<td>THE302</td>
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Unit Outline

Section 1: General Information

1.1 Unit administrative details:

<table>
<thead>
<tr>
<th>Name of Unit</th>
<th>HE Award(s)</th>
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<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC101: Accounting Fundamentals</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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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<tbody>
<tr>
<td>2 Credit Points</td>
<td>56 Credit Points</td>
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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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<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>
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<tbody>
<tr>
<td>BBC102: Management &amp; Leadership</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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

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

1.4 Student workload

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

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>4</td>
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</tr>
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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 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
- [x] 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>
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<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>
2.5 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:

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<tr>
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<tr>
<td>BBC103: Business Communications &amp; Technology</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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>
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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
- ☒ 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>
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<th>Weighting</th>
<th>Purpose /Learning Outcomes</th>
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</thead>
<tbody>
<tr>
<td>IT in-class tests</td>
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<td>D; E; F; J:</td>
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<tr>
<td>Individual presentation (progressive)</td>
<td>Week 5 – 8</td>
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<td>A; B; C; D; E; F:</td>
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<tr>
<td>Reflective Journal</td>
<td>Week 10</td>
<td>50%</td>
<td>A; D; G; H; I;</td>
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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>
<td>BBC104: Marketing Fundamentals</td>
<td>Bachelor of Business (International Hotel &amp; Resort Management)</td>
<td>1 Term</td>
<td>Year 1</td>
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1.2 Core or elective unit

Indicate if the unit is a

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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)

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**


**Additional Texts**


**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>
<th>HE Award(s)</th>
<th>Duration</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM101: Food &amp; Beverage Operations Management</td>
<td>Bachelor of Business (International Hotel &amp; Resort Management)</td>
<td>1 Term</td>
<td>Year 1</td>
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### 1.2 Core or elective unit

Indicate if the unit is a

- [x] core unit
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### 1.4 Student workload

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<tbody>
<tr>
<td>13</td>
<td>2</td>
<td>15</td>
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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)
- [x] other mode (please specify below)

Hotel Laboratory Practicum – Kitchen and Food Service

### 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. Recognise the complex nature and the inter-relationships of all the elements of food and beverage service in the context of the tourism & hospitality industry.

b. Develop and demonstrate the professional knowledge & skills required to advise and serve customers in a restaurant and other 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 room service.

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. Develop and demonstrate appropriate cookery skills, techniques and methods for producing a variety of food products in an industry environment.

f. Demonstrate the necessary skills for control, billing and accounting procedures for the efficient and effective management of a food service operation.

g. Develop and demonstrate the professional knowledge and skills required to prepare drinks for customers in a bar environment.

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

2.2 Unit content and structure

Aim of the Unit
This unit integrates the ‘back of house’ function (preparation and production of food) with the ‘front of house’ (service of food & beverage) within a simulated commercial food and beverage laboratory. The unit provides students with a broad understanding of the operational aspects of a food and beverage outlet, whilst giving them the opportunity to develop and apply theories, concepts and skills in a practical environment. The overall aim of the unit is to provide students with the basic skills, knowledge and attitude for the effective operation of a food and beverage department.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures/tutorials
- Workshops/role play
- Hotel Laboratory practicum
- Prescribed reader

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>Kitchen Assessment</td>
<td>Weeks 5-10</td>
<td>30%</td>
<td>A; B; C; D, E, F, G; H:</td>
</tr>
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<td>Service Assessment</td>
<td>Weeks 5-10</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>40%</td>
<td>A; C; D; F; G; H:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**
- Foskett, D. & Ceserani, V. 2007 *Ceserani and Kinton’s The Theory of Catering, 11th* edn, Oxford University Press.
- Lillicrap, D. & Cousins, J. 2006 *Food and Beverage Service 7th* edn, Edward Arnold

**Journals**
- *Beverage Industry*
- *Beverage World International*
- *British Food Journal*
- *Caterer and Hotelkeeper*
- *Food Management*
- *Food Service Technology*
- *Foodservice Equipment & Supplies*
- *Journal of Wine Research*
- *Restaurant Business*
- *Restaurant Hospitality*
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>HRM102: Food &amp; Beverage Management and Control</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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

<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

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

Hotel Laboratory Practicum – Kitchen and Food Service

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. Identify the current and emerging market trends found within food and beverage service operations.

b. Design and evaluate menus for specific target markets including ethical, cultural and religious dietary considerations.

c. Identify and evaluate the nature of wines as a complement to food.

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

e. Apply management cost control principles relating to sales, costs and resources for the efficient management of a food and beverage service operation.

f. Identify sustainable solutions for environmental impacts of food and beverage service operations.

g. Discuss and apply the appropriate legal obligations relevant to food and beverage operations.

2.2 Unit content and structure

Aim of the Unit

This unit introduces students to the theories, concepts and skills required for effective control and management of food and beverage operations. It expands further the skills and knowledge introduced in unit HRM101: Food & Beverage Operations Management and introduces the key factors of control together with operational aspects of a successful food and beverage outlet. Students will have the opportunity to gain knowledge of current and emerging food and beverage trends together with legal and operational issues.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures
- Workshops/Tutorials
- Hotel laboratory practicum
- Prescribed textbook and customised reader
- Visiting speakers

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>Quiz</td>
<td>Week 6</td>
<td>20%</td>
<td>A; C; E:</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>Week 9</td>
<td>30%</td>
<td>A; B:</td>
</tr>
<tr>
<td>Final examination</td>
<td>Week 12</td>
<td>50%</td>
<td>D; E; F; G:</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**
- Cichy, R. & Hickey, P. 2005 *Managing Service in Food & Beverage Operations*, 3rd edn. EIAHMA.

**Journals**
- *Beverage Industry*
- *Beverage World International*
- *British Food Journal*
- *Caterer and Hotelkeeper*
- *Food Management*
- *Food Service Technology*
- *Foodservice Equipment & Supplies*
- *Journal of Wine Research*
- *Managing Service Quality*
- *Restaurant Business*
- *Restaurant Hospitality*
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>HRM103: Introduction to the International Hospitality Industry</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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

<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)

Face to face delivery will consist of lectures, workshops and discussion activities.

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. Access and apply information appropriate to the international tourism and hospitality industry.

b. Describe the foundation and history of the hospitality and tourism industry.

c. Recognise the role, economic impact and relative importance of the tourism and hospitality industry in the following contexts:
   * Internationally
   * Nationally (within Australia)
   * Regionally

d. Examine the key major sectors found within the tourism and hospitality industry.

e. Explore and discuss the nature, size and scope of different hospitality enterprises, specifically chains, franchises, ownership and management structures.

f. Identify and describe the major function areas and departments in different types of hotels and lodgings.

g. Examine and identify the different staffing roles and responsibilities within the major function areas of an hotel.

h. List and explain the current trends and forces shaping the international food service industry.

i. Review current worldwide issues that are impacting upon the industry.

2.2 Unit content and structure

**Aim of the Unit**
To develop knowledge and awareness of the nature, size, scope and sectors of the dynamic international tourism and hospitality industry. Students will explore different enterprises including chains, franchising, ownership, management and staffing structures. Specific focus will be given to discussing related issues currently impacting on the worldwide industry in which these enterprises operate.

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 Presentation</td>
<td>Weeks 4-7</td>
<td>20%</td>
<td>A; C; D; E; F; G; H; I;</td>
</tr>
<tr>
<td>Group Report</td>
<td>Week 8</td>
<td>30%</td>
<td>E; F; G;</td>
</tr>
<tr>
<td>Final examination</td>
<td>Week 12</td>
<td>50%</td>
<td>B; C; D; E; F; G; H;</td>
</tr>
<tr>
<td>Assessment Type</td>
<td>When assessed</td>
<td>Weighting</td>
<td>Purpose/Learning Outcomes</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------------</td>
<td>-----------</td>
<td>---------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>I:</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**

**Journals**
- *Caterer and Hotelkeeper*
- *Cornell Hospitality 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*
- *Service Industries 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>THE101: Cross Cultural Issues in Tourism &amp; Hospitality</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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

- [x] 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
- [x] 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 Hotel &amp; Resort 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

- ☒ 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 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
*** 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 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>Course Code</th>
<th>Course Title</th>
<th>Specialisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HRM101</td>
<td>Food &amp; Beverage Operations Management</td>
<td>[BBus(IntlHot&amp;ResMgt)]</td>
</tr>
<tr>
<td>HRM102</td>
<td>Food &amp; Beverage Management &amp; Control</td>
<td>[BBus(IntlHot&amp;ResMgt)]</td>
</tr>
<tr>
<td>TEM101</td>
<td>Corporate Hospitality &amp; Tourism Operations</td>
<td>[BBus(IntlEventMgt)]</td>
</tr>
<tr>
<td>EVT101</td>
<td>Introduction to Event Management</td>
<td>(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</td>
<td>Bachelor of Business (International</td>
<td>1 Term</td>
<td>Year 2</td>
</tr>
<tr>
<td>Accounting</td>
<td>Hotel &amp; Resort 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 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;</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:

<table>
<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 Hotel &amp; Resort 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>
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<tbody>
<tr>
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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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</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 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
☒ 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 Hotel &amp; Resort 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  

**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 Management</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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)

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>HRM201: Operations &amp; Environment Management</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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)

Combination of lectures, seminars, presentations and guest lectures.

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. Articulate a multi-dimensional definition of the concept of environment as applied to tourism/hospitality facilities management.
b. Identify the links between operational or facility design and increased sales and profitability.
c. Identify the elements of effective design within the range of the design decision-making process.
d. Recognise the long-term advantages of adopting sustainable development principles.
e. Demonstrate knowledge of environmental benchmarking accreditation and legislation, including ISO14001.
f. Identify and explain the current waste, water and energy management initiatives and practices relevant to the hospitality and tourism industry.
g. Evaluate the changing nature of operations and environment management trends, specific to a hospitality and tourism facility through emerging literature.

2.2 Unit content and structure

Aim of the Unit
The effective management of tourism and hospitality facilities is a key element in the successful provision of service quality, but with the growing awareness of environmental issues and challenges creating additional operational costs, the international tourism/hospitality manager needs to have a fundamental understanding of these issues and their impact. This unit aims to develop a student’s knowledge of the key elements of contemporary facilities and operational practices. Whilst investigating the broad range of critical design decisions available to ensure close alignment with sound environmental practices and long-term sustainability of tourism/hospitality properties.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
- Lectures
- Workshops/role play
- Tutorials
- Visiting speakers
- Industry site visits

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 5</td>
<td>30%</td>
<td>A; B; D; E;</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>Assessment Type</td>
<td>When assessed</td>
<td>Weighting</td>
<td>Purpose/Learning Outcomes</td>
</tr>
<tr>
<td>--------------------------</td>
<td>---------------</td>
<td>-----------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>40%</td>
<td>A; B; C; D; E; F; G;</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**
- Brown, G. 2006 *Environmental Audit Guidebook*, CPD Thomson
- Brown, G. 2005 *Waste Management & Minimisation Guidebook*, CPD Thomson
- Brown, G. 2001 *Environmental Management Systems Guidebook*, CPD Thomson
- ISO 2007 *ISO 14001 Environmental Management Standard*
- Stipanuk, D. 2006 *Hospitality Facilities Management and Design*, 3rd edn, EIAHMA.

**Journals**
- *Energy Journal*
- *Environmental Design and Construction*
- *Facilities*
- *Facilities Design & Management*
- *Hospitality Design*
- *Journal of Environmental Engineering*
- *Journal of Environmental Planning and Management*
- *Journal of Facilities Management*
- *Water and Environment International*
- *Water Engineering and 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>HRM202: Rooms Division Management</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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>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)

Laboratory practicum component which includes practical computer examples using Property Management System

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:
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 discuss the role of front office and housekeeping departments within a variety of different tourism and hospitality enterprises.
b. Demonstrate an understanding of Occupational Health and Safety legislation, risk management strategies and security procedures within the housekeeping department.
c. Apply the basic skills of providing accommodation services.
d. Examine the key success factors and the importance in relation to guest satisfaction in the provision of accommodation services.
e. Recognise the need to manage, maintain and monitor all aspects of the physical facilities and assets used in the inventory management of an accommodation facility.
f. Explain the operational importance of the effective management of laundry services (in-house & contract), linen supplies, uniforms and guest amenities.
g. Understand and interpret Front Office financial reports, including budgets, forecasts and room rates through yield management techniques.
h. Formulate and set yield management strategies in relation to marketing and operational management issues.
i. Evaluate the nature of accommodation management systems (AMS) and the effective use of such systems in the management of facilities.
j. Investigate through research literature, the changing nature and emerging technology trends found within the rooms division department.

2.2 Unit content and structure

Aim of the Unit
Rooms division is one of the key revenue generating areas within a hospitality operation. This unit therefore provides students with practical management skills together with the theoretical knowledge to operate accommodation services successfully. The overall aim of the unit is to ensure that the student has a sound knowledge of the financial responsibilities of running a room division department.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
Lectures
Workshops/role play
Tutorials
Visiting speakers
Practicum
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>Rooms Division Practicum – Front Office</td>
<td>Week 2-11</td>
<td>30%</td>
<td>A; B; C; D; E; G</td>
</tr>
<tr>
<td>Rooms Division Practicum - Housekeeping</td>
<td>Week 2–10</td>
<td>30%</td>
<td>A; B; C; D; E; F;</td>
</tr>
<tr>
<td>Final Examination:</td>
<td>Week 12</td>
<td>40%</td>
<td>D; E; F; H; I; J;</td>
</tr>
</tbody>
</table>

2.5 Prescribed and recommended readings:

**Prescribed Text**

O’Shannesy, V. 2009 *Front office skills: a practical approach*

**Additional Texts**

Comen, T. 2003 *Case Studies in Front Office Management*, EIAHMA.
Ismail, A. 2002 *Front Office Operations and Management*, Thomson Delmar

**Journals**

*Facilities*

*International Journal of Contemporary Hospitality Management*

*Lodging Hospitality*
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>HRM203: Specialist Resort Facilities Management (Golf/Spa)</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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)
- [x] other mode (please specify below)

4 hours per week will be designated face-to-face, the remaining hours will be used for personal study as well as for field trip visits and site inspections.

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. Identify the importance of spa/golf management within the specialised recreational activities offered as part of the tourism and hospitality industry.

b. Explain the management theories and concepts necessary to successfully operate a specialist resort facility, specifically in the areas of finance, human resources, marketing, risk management and strategic planning.

c. Identify the economic contribution that spa/golf retailing may have on a resort facility.

d. Identify the inter-relationship between the specialist facilities and the resort, specifically within the areas of food and beverage and the rooms’ division management.

e. Demonstrate awareness of the legislation, together with Occupational Health & Safety regulations and risk management strategies appropriate when operating a specialist resort facility.

f. Analyse the trends in consumer demands and expectations of spa/golf provision, together with the growing development of resorts worldwide.

g. Explain the concept of sustainability in relation to the planning and development of specialised resort facilities.

2.2 Unit content and structure

Aim of the Unit
The growth of international tourism has created an increase in the number of specialised resort facilities, such as golf and spa, being developed. This unit provides students with the management skills and theoretical knowledge required for the effective operation and management of a specialist resort which specifically has spa and/or golf as its main recreational activity. The key concepts introduced will build on the following units from the Year 1 program: HRM101: Food & Beverage Operations Management; HRM102: Food & Beverage Management & Control and IP101: Industry Practicum I.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

Lectures
Workshops/tutorials
Prescribed textbook and guided study
Research Project
Presentations
Field trips and site visits
Industry speakers
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>Group Report</td>
<td>Week 6</td>
<td>30%</td>
<td>A; B; C; F:</td>
</tr>
<tr>
<td>Individual Presentation</td>
<td>Week 6</td>
<td>20%</td>
<td>A; B; C; D; E; F; G:</td>
</tr>
<tr>
<td>Individual Report</td>
<td>Week 9</td>
<td>50%</td>
<td>A; B; C; D; E; F; G</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

European Tourism University Partnership 2001 *Resort Management in Europe: Case Studies and Learning Materials*, Continuum International Publishing Group
Milady & Salon Training International 2007 *Salon and Spa Management Tools*, 2nd edn, Salon Training International
Murphy, P. 2007 *The Business of Resort Management*, Butterworth-Heinemann
Williams, S. 2003 *The Reluctant Spa Director*, Infinity Publishing

Journals

*Cornell Hotel Quarterly*
*Hotel and Motel Management*
*Hotels*
*Facilities Design & Management*
*International Journal of Contemporary Hospitality Management*
*International Journal of Culture, Tourism and Hospitality Management*
*International Journal of Service Industry Management*
*Journal of Facilities 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 Hotel &amp; Resort 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)

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?

- [x] 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:

**Prescribed Text**  

**Additional Texts**
- Bruhn, M. 2005 *Services Marketing: Managing the Service Value Chain*, FT/Prentice Hall

**Journals**
- *Journal of Consumer Behaviour*
- *Journal of Consumer Marketing*
- *Journal of Services Marketing*
- *Journal of Services Research*
- *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>IP201: Industry Practicum II</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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:

IP101: Industry Practicum I – Successful completion
HRM 202: Rooms Division Management (BBus(IHRM))
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</td>
<td>Practicum</td>
<td>Pass/Fail</td>
<td>A; B; D; E; H; I:</td>
</tr>
<tr>
<td>Assessment Type</td>
<td>When assessed</td>
<td>Pass/Fail</td>
<td>Purpose/Learning Outcomes</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------------</td>
<td>----------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>employment within the Tourism &amp; Hospitality industry</td>
<td></td>
<td></td>
<td></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 Hotel &amp; Resort 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
- [x] 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?
- [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. 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 Hotel &amp; Resort 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**
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 Hotel &amp; Resort 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**
Waddell, D., Cummings, T. and Worley, C. 2011 *Organisational Change & Development* 4th edn. Asia Pacific, Cengage

**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
Newton, R. 2007 *Managing Change Step By Step: All You Need to Build a Plan and Make it Happen*, FT/Prentice Hall

**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*
*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>
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</thead>
<tbody>
<tr>
<td>BBC304: Strategic Planning &amp; Management</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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 through lectures, seminars, group discussions 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. 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>HRM301: Hotel &amp; Resort Facilities Management &amp; Design</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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 mode will be a combination of lectures, workshops, site visits – where possible, industry speakers 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:

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 the relationship between changing patterns of use by guests of resorts, hotels, spas and golf facilities and the implications of these changes to the design, development, marketing and management of such facilities.

b. Appreciate the complex and multi-disciplinary nature of developing resorts, hotels and other hospitality properties.

c. Evaluate the key issues and stages in managing the design and development of hospitality and related recreational facilities.

d. Evaluate the current challenges of new concept development and related land use planning.

e. Comment on the internal and external factors in design development that affect a property’s market position and its ability to contribute to the brands of its destination and management.

f. Summarise the key factors that are expected to affect future resort design trends.

2.2 Unit content and structure

**Aim of the Unit**
Successful resort and hotel development depends upon understanding a wide range of inter-related factors. This unit examines these complexities: trends in international travel and tourism; changing corporate goals and strategies; asset management; the roles of stakeholders; and environmental issues and challenges, together with the architecture, site planning and landscaping. These factors are aligned with the key elements of contemporary facilities and operational practices introduced in unit HRM201: Operations and Environment Management or HMG203: Hotel Operations & Environment Management.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:

- Lectures/Workshops/Tutorials
- Visiting 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; D:</td>
</tr>
<tr>
<td>Group report:</td>
<td>Week 9</td>
<td>40%</td>
<td>A; B; C; D; E; F:</td>
</tr>
<tr>
<td>Individual presentation:</td>
<td>Week 9</td>
<td>20%</td>
<td>A; B; C; D; E; F:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

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

**Additional Texts**
McDonough, B. et al 2001 *Building Type Basics for Hospitality Facilities*, John Wiley
Murphy, P. 2007 *The Business of Resort Management*, Butterworth-Heinemann
Tong, W. 2008 *Designing the World’s Best Resorts*, Images Publishing

**Journals**
Facilities
Facilities Design & Management
Hospitality Design
*International Journal of Contemporary Hospitality Management*
*Journal of Facilities 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>HRM302: Revenue Management</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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 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) Explain the functioning of revenue management as a process.
b) Discuss the role and functioning of automated revenue management systems.
c) Summarise the operational requirements and effectiveness of the various components of revenue management.
d) Recognise areas of hospitality operations where revenue management should be applied.
e) Analyse the contribution to and role of revenue management in a hotel’s marketing strategy.
f) Integrate revenue management into a hotel’s distribution and pricing strategies, especially across multiple channels of distribution.
g) Distinguish between revenue management, distribution channel management and the role and application of other sales and marketing techniques.

2.2 Unit content and structure

Aim of the Unit

To obtain a comprehensive understanding of:
• The origins, functioning, role and importance of contemporary revenue management processes.
• The role of revenue management in modern hotel marketing and management including inventory control and management of the distribution function.
• The impact of revenue management on levels of guest service and satisfaction.
• The ethical dimensions of revenue management and how to best handle ethics related issues.

2.3 Teaching methods/strategies

The teaching and learning methods/strategies include:
Lectures/Workshops/Tutorials
Visiting 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>Week 7</td>
<td>40%</td>
<td>B; C; D; F; G:</td>
</tr>
<tr>
<td>Final Examination</td>
<td>Week 12</td>
<td>60%</td>
<td>A; B; C; D; E; F; G:</td>
</tr>
</tbody>
</table>
2.5 Prescribed and recommended readings:

**Prescribed Text**

**Additional Texts**
Baker, R. 2006 *Pricing on Purpose: Creating and Capturing Value*, John Wiley
Cross, R. 1997 *Revenue Management*, Broadway

**Journals**
Cornell Hotel Quarterly
Harvard Business Review
International Journal of Contemporary Hospitality Management
International Journal of Market Research
International Journal of Operations and Production Management
International Journal of Service Industry Management
Journal of Business Forecasting Methods and Systems
Journal of Business Strategy
Journal of Marketing Management
Journal of Services Research
Service Industries Journal
## 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 Hotel &amp; Resort 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 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?
- [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. 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>THE302: Tourism &amp; Hospitality</td>
<td>Bachelor of Business (International Hotel &amp; Resort 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

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

1.3 Unit weighting

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

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

<table>
<thead>
<tr>
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</thead>
<tbody>
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<td>12</td>
</tr>
</tbody>
</table>

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

Lectures, discussions, group work and debate.

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. 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 multinational 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;</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

Fisher, W. 2002 Executive Decisions: Hospitality Case Studies in Leadership, Ethics, Employee Relations and External Relations. EIAHMA
Goodpaster, K. 2006 Conscience and Corporate Culture, Blackwell Publishing
Mendonca, M. & Kanungo, R. 2007 Ethical Leadership, Open University Press
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