Subject Outlines
Master of International Hotel Management

**Core Subjects**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting and Finance for Managers</td>
<td>MHC601</td>
</tr>
<tr>
<td>Introduction to the Hospitality Industry</td>
<td>MHC602</td>
</tr>
<tr>
<td>Hotel Operations Management</td>
<td>MHC603</td>
</tr>
<tr>
<td>Revenue Management</td>
<td>MHC604</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>MHC605</td>
</tr>
<tr>
<td>Business Law</td>
<td>MHC606</td>
</tr>
<tr>
<td>Business Research Methods</td>
<td>MHC607</td>
</tr>
<tr>
<td>Business Ethics for Hospitality</td>
<td>MHC608</td>
</tr>
<tr>
<td>Management Practicum</td>
<td>MHC609</td>
</tr>
<tr>
<td>Strategic Hotel Management</td>
<td>MHC610</td>
</tr>
<tr>
<td>Independent Research Project</td>
<td>MHC611</td>
</tr>
</tbody>
</table>

**Elective Subjects**

<table>
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<tr>
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<tbody>
<tr>
<td>Business Events in a Global Context</td>
<td>MHE612</td>
</tr>
<tr>
<td>Conventions Management</td>
<td>MHE613</td>
</tr>
<tr>
<td>Sustainability and the Environment</td>
<td>MHE614</td>
</tr>
<tr>
<td>E-Marketing</td>
<td>MHE615</td>
</tr>
<tr>
<td>New Product and Service Development</td>
<td>MHE616</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>MHE617</td>
</tr>
<tr>
<td>Special Topic in Hotel Management</td>
<td>MHE618</td>
</tr>
<tr>
<td>Minor Research Project</td>
<td>MHE619</td>
</tr>
</tbody>
</table>
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
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<tbody>
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<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</td>
<td>Dr Zelko Livaic</td>
</tr>
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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

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1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

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<th>No. timetabled hours per week*</th>
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* Total time spent per week at lectures, tutorials, clinical and other placements etc.

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If **YES**, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [ ] Yes  [x] No

If **YES**, provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject.</th>
<th>Assessment tasks</th>
</tr>
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<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td>Type * (see examples noted below this table)</td>
</tr>
<tr>
<td>a. Generate, analyse and interpret financial information for business purposes;</td>
<td>When assessed – year, session and week (for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>b. Formulate cost volume profit concepts to aid decision making;</td>
<td></td>
</tr>
<tr>
<td>c. Assess current and non-current assets to explain how they affect accounting outcomes;</td>
<td></td>
</tr>
<tr>
<td>d. Employ spreadsheets in planning and budget development;</td>
<td></td>
</tr>
<tr>
<td>e. Evaluate and justify the return on investments of long-term assets;</td>
<td></td>
</tr>
<tr>
<td>f. Measure the risk and return of capital instruments and projects;</td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e, f.</td>
<td>Learning Portfolio Including financial analysis, problem solving, and budgeting exercises. Report Style 4,000 words</td>
</tr>
<tr>
<td></td>
<td>Progressive Week 4-6-10</td>
</tr>
<tr>
<td></td>
<td>60%</td>
</tr>
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</table>

| Any of the following: | Exam | Week 12 | 40% |
| a, b, c, d, e, f. | | |

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.
2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following journals:
- Global Finance Journal
- International Business Review
- Journal of World Business
- Cornell Hotel and Restaurant Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- International Journal of Contemporary Hospitality Management
- Sloan Management Review
SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

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

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

Delivery is a combination of face-to-face lectures and workshops of (4 hours) per week. Students also undertake a total of 90 hours of applied learning in a food and beverage environment; including attendance at a Responsible Service of Alcohol seminar.

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  
- [x] No

**If YES,** provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [x] Yes  
- [ ] No

**If YES,** provide details of specialist facilities and/or equipment below.

This subject has a large practical component delivered in a combination of workshops and ‘hands on’ classes undertaken within the practicum laboratories or simulated environment i.e. the on campus commercial kitchen and food and beverage outlets.
SECTION 2 – ACADEMIC DETAILS

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<td>On completing this subject, students will be able to:</td>
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<tr>
<td>a. Undertake and reflect critically upon food and beverage management functions;</td>
<td></td>
</tr>
<tr>
<td>b. Appraise the key characteristics and complexities of the hospitality industry;</td>
<td></td>
</tr>
<tr>
<td>c. Assess the interdependencies between the hospitality, event, tourism and travel sectors;</td>
<td></td>
</tr>
<tr>
<td>d. Critically reflect upon the key skills and resources needed and applied in hotel food and beverage operations;</td>
<td></td>
</tr>
<tr>
<td>e. Critically analyse and utilise the various ownership/management models of the international accommodation sector;</td>
<td></td>
</tr>
<tr>
<td>f. Evaluate a hotel with regard to its markets, service levels and staffing;</td>
<td></td>
</tr>
<tr>
<td>g. Evaluate the changing nature of environmental, social, technological; and legal trends, influencing hotel operations;</td>
<td></td>
</tr>
<tr>
<td>h. Apply the principles of sustainability to food and beverage operations.</td>
<td></td>
</tr>
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<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
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<tr>
<td>(see examples noted below this table)</td>
<td>(for example, year 1, semester 1, week 1)</td>
<td></td>
</tr>
<tr>
<td>Learning Portfolio Report Style</td>
<td>Weeks 3-11</td>
<td>60%</td>
</tr>
<tr>
<td>Including Case analysis, literature critique, reflections on industry visits. 4,000 words</td>
<td></td>
<td></td>
</tr>
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| a, b, d, e, h. | Food & Beverage Applied Learning | 40% |
| | Including coffee making, wine service, food service and kitchen operations. | |
| | During practical classes | |

| d | RSA certificate | Satisfactory completion |
| | Week 1-2 | |

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.
2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following journals:
- Cornell Hotel and Restaurant Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- International Journal of Contemporary Hospitality Management
- Tourism Review
- Australian Hotelier
- Sloan Management Review
- Hospitality
- Hotel
- WorldWide Hotels & Motels Industry Report
- Journal of Hospitality & Tourism Management
- Hotels and Resorts
- Hotel Management
- Hotel Business
- Australian Hotelier
Hotel Operations Management (MHC603)

SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

Indicate if the subject is a

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

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

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

Delivery is a combination of face-to-face lectures and 4 hours of workshops per week. Additionally, students will have a total of 90 hours of applied learning in a front office and housekeeping environment.

1.6 **Pre-requisites and co-requisites**

Are students required to have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [x] Yes  [ ] No

If YES, provide details of specialist facilities and/or equipment below.

This subject has a large practical component delivered in a combination of workshops and ‘hands on’ classes undertaken within the practicum laboratories or simulated front office, reception and housekeeping areas.
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<td>a. Undertake and reflect critically upon the rooms division supervisory functions;</td>
<td>Learning Portfolio</td>
<td>Weeks 3-11</td>
<td>60%</td>
</tr>
<tr>
<td>b. Assess a hotel business using management theories, concepts and business performance tools to measure, review and evaluate the essential issues in hotel service delivery;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Critically reflect upon the importance of facilities management in a hotel;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Evaluate the principles of cost control and the necessary resources for service delivery;</td>
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<td></td>
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</tr>
<tr>
<td>e. Critically reflect upon the security measures practiced in hotels, including risk assessment and external threats;</td>
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<td>f. Assess the importance of technology in operating a hotel.</td>
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<td>a, b, c, d, e, f</td>
<td>Applied Learning</td>
<td>Weeks 5 - 8</td>
<td>40%</td>
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2.1 Prescribed and recommended readings

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

Recommended:

Casado M, 2011, Housekeeping Management, John Wiley


Vallen G & Vallen J. 2013, Check-in, Check-out, 8th edn, Pearson Prentice Hall.


Together with a collection of relevant readings from the following journals:
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management.
- International Journal of Contemporary Hospitality Management
- Lodging Hospitality
- Facilities Management
- WorldWide Hotels & Motels Industry Report
- Journal of Hospitality & Tourism Management
- Hotels and Resorts
- Hotel Management
- Hotel Business
- Australian Hotelier
Revenue Management (MHC604)

SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

Indicate if the subject is a

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

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For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- [x] Face to face on site
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- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

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

- [ ] Yes  [x] No

If YES, provide details of specialist facilities and/or equipment below.
### Learning outcomes for subject

On completing this subject, students will be able to:

a. Analyse and apply the process of revenue management;

b. Critically reflect upon the role and function of automated revenue management systems;

c. Make judgments upon the operational requirements and effectiveness of the various components of revenue management;

d. Create a hotel forecast report for accommodation;

e. Interpret reports and compose recommendations to achieve revenue management targets;

f. Assess and argue the merits of group business based on displacement analysis;

g. Prepare and manage a revenue management team meeting.

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<tr>
<td>Learning Portfolio</td>
<td>Including case studies, revenue management critique, situational forecasting and a revenue management meeting. 3,000 words</td>
<td>Week 6</td>
<td>40%</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>Situational Forecasting Report</td>
<td>Week 9</td>
<td>20%</td>
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<td>Exam</td>
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<td>40%</td>
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*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*
2.1 Prescribed and recommended readings

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**Prescribed:**

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Together with a collection of relevant readings from the following journals:
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of Management Studies
- Worldwide Hotels & Motels Industry Report
- Global Finance Journals
- Journal of World Business
Human Resource Management (MHC605)

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<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2 credit points</td>
<td>32 credit points</td>
</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

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

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

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required to have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

**If YES,** provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [ ] Yes  [x] No

**If YES,** provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>a. Critically reflect upon the role and responsibility of Human Resource Managers in hotels;</td>
<td></td>
</tr>
<tr>
<td>b. Critically analyse and explore human resource models, theories and practices and their application to hotels;</td>
<td></td>
</tr>
<tr>
<td>c. Assess the challenges facing Human Resource Managers to ensure that policies, procedures and activities are consistent with the principles of ethics, good corporate governance and sustainability;</td>
<td></td>
</tr>
<tr>
<td>d. Make judgements upon the factors impacting the strategic role of HRM and its contribution to the achievement of organisational goals and objectives;</td>
<td></td>
</tr>
<tr>
<td>e. Analyse the employment relationship and critically evaluate the shared responsibilities between employers, management, human resource specialists, and employees;</td>
<td></td>
</tr>
<tr>
<td>f. Examine, justify and formulate HR strategies and plans required in the establishment of an international hotel.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, c.</td>
<td>Essay Role of HRM in strategy 2,000 words</td>
<td>Week 5 20%</td>
</tr>
<tr>
<td>d, e, f,</td>
<td>Human Resource Plan (group) Report 3,000 words</td>
<td>Week 9 40%</td>
</tr>
<tr>
<td>Any of the following: a, b, c, d, e, f.</td>
<td>Exam</td>
<td>Week 12 40%</td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.
2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following journals:
- Journal of Human Resources in Hospitality & Tourism
- Journal of Management and Organization
- Management International Review
- Asia Pacific Journal of Human Resources
- The International Journal of Human Resource Management
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</td>
<td>Dr Scott Richardson</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
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<tr>
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</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
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<tbody>
<tr>
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</tr>
</tbody>
</table>

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

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**
Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**
Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  
- [x] No

**If YES**, provide details of the prerequisite or co-requisite requirements below.

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

- [ ] Yes  
- [x] No

**If YES**, provide details of specialist facilities and/or equipment below.
## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>a. Analyse central elements of relevant national legal systems, and how they developed;</td>
<td></td>
</tr>
<tr>
<td>b. Assess the impact of the current legal system on the business environment;</td>
<td></td>
</tr>
<tr>
<td>c. Analyse, critically reflect upon and apply key elements of business law;</td>
<td></td>
</tr>
<tr>
<td>d. Evaluate the influence of international law on transnational business operations;</td>
<td></td>
</tr>
<tr>
<td>e. Critically reflect upon the social and ethical responsibilities of a business;</td>
<td></td>
</tr>
<tr>
<td>f. Demonstrate the ability to access legal information, including online legal resources;</td>
<td></td>
</tr>
<tr>
<td>g. Critically analyse and present an argument on a legal business matter.</td>
<td></td>
</tr>
<tr>
<td>a, b, e., f</td>
<td>Research Essay</td>
</tr>
<tr>
<td></td>
<td>2,000 words</td>
</tr>
<tr>
<td>f, g.</td>
<td>Moot Court</td>
</tr>
<tr>
<td></td>
<td>30mins</td>
</tr>
<tr>
<td>Any of the following:</td>
<td>Final Exam</td>
</tr>
<tr>
<td>a, b, c, d</td>
<td>(open book)</td>
</tr>
<tr>
<td></td>
<td>Week 7</td>
</tr>
<tr>
<td></td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>Week 9</td>
</tr>
<tr>
<td></td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>Week 12</td>
</tr>
<tr>
<td></td>
<td>50%</td>
</tr>
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*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*
2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**


Together with a collection of relevant readings from the following journals:

- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of Management Studies
- Hotel Business
- Hotel Management
- Tourism and Hospitality Management
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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1.2 Core or elective subject

Indicate if the subject is a

- ☑ core subject
- □ elective subject
- □ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

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</tr>
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1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

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

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

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**
Tick all applicable delivery modes for the subject:
- Face to face on site
- E-learning (online)
- Intensive (provide details)

- Block release (provide details)

- Work-integrated learning activity
- Mixed/blended
- Distance/independent learning (untimetabled)
- Full-time
- Part-time
- External
- Fast track (provide details)
- Other (please specify)

1.6 **Pre-requisites and co-requisites**
Are students required have undertaken a prerequisite or co-requisite subject for this subject?
- Yes  ☒ No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?
- Yes  ☒ No

If YES, provide details of specialist facilities and/or equipment below.
**SECTION 2 – ACADEMIC DETAILS**

<table>
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<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td><strong>Type * (see examples noted below this table)</strong></td>
<td><strong>year, session and week</strong> (for example, year 1, semester 1, week 1)</td>
<td>(% of total marks for subject)</td>
</tr>
<tr>
<td>a. Critically reflect upon the role of research within a hotel operating internationally;</td>
<td>Learning Portfolio Including a literature review, analysis of research methodologies, exercises on qualitative and quantitative analysis, and a research draft proposal. Report Style 5,000 words</td>
<td>Weeks 3 - 11</td>
<td>100%</td>
</tr>
<tr>
<td>b. Analyse the various approaches to business and social research;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Investigate the difference between primary and secondary research;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Justify the use of quantitative and qualitative data collection and analysis;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Investigate a range of data collection methods and tools;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Critically analyse research enquiry designs appropriate to international hotel business research;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Evaluate the ways management research may be written and disseminated.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e, f, g.</td>
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*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*
2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Neuman, WL, 2011, *Social Research Methods: Qualitative and Quantitative Approaches*, Allyn and Bacon, Boston, MA.


Zikmund, WG 2013, *Business Research Methods*, South-Western Cengage Learning, Mason, OH.

Together with a collection of relevant readings from the following journals:
- Annals of Tourism Research
- Journal of Travel Research
- International Journal of Contemporary Hospitality Management
- Tourism Review
- Tourism and Hospitality Research
- The Cornell Hotel and Restaurant Administration Quarterly
- Journal of Tourism and Hospitality Research
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management.
Business Ethics for Hospitality (MHC608)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<thead>
<tr>
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</tbody>
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1.2 Core or elective subject

Indicate if the subject is a

- ✔ core subject
- ☐ elective subject
- ☐ other (please specify below):

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

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1.4 Student workload

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</table>

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

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes   [x] No

If **YES**, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [ ] Yes   [x] No

If **YES**, provide details of specialist facilities and/or equipment below.
SECTION 2 – ACADEMIC DETAILS

Learning outcomes for subject
On completing this subject, students will be able to:

a. Reflect critically upon the impact and implications of ethical and moral issues facing an international hotel;
b. Critically analyse and interpret the principles of ethical decision making methodologies and their application to hotel operations and management;
c. Evaluate and justify ways in which ethical practices can be improved within hotels;
d. Assess the ethical dilemma between shareholders’ financial expectations and international business practice;
e. Critically reflect upon a hotel manager’s actions, from an ethical viewpoint;
f. Examine the ethics of environmental sustainability and its implications for the hospitality industry;
g. Articulate and present an argument on business ethics.

Assessment tasks

<table>
<thead>
<tr>
<th>Type * (see examples noted below this table)</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Report Case analysis applying theory of ethics 5,000 words</td>
<td>Week 10</td>
<td>50%</td>
</tr>
<tr>
<td>Group Presentation on Case findings and recommendations 30 min.</td>
<td>Week 11</td>
<td>50%</td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.
2.1 Prescribed and recommended readings

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

**Prescribed:**
Carroll, AB, & Buchholtz, AK, 2015, *Business and Society, Ethics, Sustainability, and Stakeholder Management*, 9th edn, South-Western, Cengage Learning, Mason, OH.

**Recommended:**


Together with a collection of relevant readings from the following journals:
- Business & Society
- Business & Society Review
- Ethical Corporation (magazine style)
- Ethical Investor
- Journal of Business Ethics
- Journal of Corporate Citizenship
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>2 terms</td>
<td>Postgraduate</td>
<td>Dr Scott Richardson Janette Illingsworth Head of Career Development and Industry Relations</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

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1.4 Student workload

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<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 hours during MHC609a to prepare for industry placement 760 hours in industry</td>
<td>8 hours during MHC609a to prepare for industry placement</td>
<td>10 A minimum of 760 hours over 24 weeks of the industry placement</td>
</tr>
</tbody>
</table>

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:
- [ ] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

☐ Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [ ] Full-time
- [ ] Part-time
- [ ] External
- [ ] Fast track (provide details)

☐ Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?
- [ ] Yes
- [ ] No

If YES, provide details of the prerequisite or co-requisite requirements below.

MHC602 Introduction to the Hospitality Industry
MHC603 Hotel Operations Management

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?
- [ ] Yes
- [ ] No

If YES, provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th><strong>Learning outcomes for subject</strong></th>
<th><strong>Assessment tasks</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>a. Demonstrate understanding of international hotel industry requirements for employment and selection;</td>
<td>Learning/Reflection Portfolio</td>
</tr>
<tr>
<td>b. Evaluate and implement strategies for personal and professional action planning;</td>
<td>Including resume, LinkedIn profile, application letter, reflection on work placement. 5,000 words</td>
</tr>
<tr>
<td>c. Assess and compare employability trends in an international hotel context;</td>
<td>Progressive Week 2-10</td>
</tr>
<tr>
<td>d. Identify and illustrate key performance competencies in an international hotel context;</td>
<td>Final Submission Week 10 of MHC609a</td>
</tr>
<tr>
<td>e. Critically evaluate the operations of a international hotel from a management perspective;</td>
<td>100%</td>
</tr>
<tr>
<td>f. Establish a professional network for career development and advancement;</td>
<td></td>
</tr>
<tr>
<td>g. Analyse the value of interrelationships between various internal and external stakeholders to achieve strategic business objectives.</td>
<td></td>
</tr>
</tbody>
</table>

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<th><strong>Type * (see examples noted below this table)</strong></th>
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<tr>
<td>a, b, c.</td>
<td>Learning/Reflection Portfolio Including resume, LinkedIn profile, application letter, reflection on work placement. 5,000 words</td>
<td></td>
</tr>
<tr>
<td>d, e, f, g.</td>
<td>Placement (Hotel workplace) End of Placement (Evidence of satisfactory completion of 760 hours in placement).</td>
<td></td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*
### 2.1 Prescribed and recommended readings

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

**Recommended:**


Together with a collection of relevant readings from the following journals:

- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- Australian Hoteler
- Sloan Management Review
Strategic Hotel Management (MHC610)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<td>Dr Scott Richardson</td>
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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

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1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

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<tr>
<th>No. timetabled hours per week*</th>
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<td>12</td>
</tr>
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* Total time spent per week at lectures, tutorials, clinical and other placements etc.

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [ ] Yes  [x] No

If YES, provide details of specialist facilities and/or equipment below.
**SECTION 2 – ACADEMIC DETAILS**

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<tr>
<th>Learning outcomes for subject</th>
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<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td>Type *</td>
</tr>
<tr>
<td>a. Critically review the theories, concepts and practices relating to strategic management;</td>
<td><em>(see examples noted below this table)</em></td>
</tr>
<tr>
<td>b. Determine the optimal pathway for a hotel organisation to achieve competitive advantage using theoretical frameworks;</td>
<td>When assessed – year, session and week (for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>c. Critique strategy as it relates to an organisation's capacity to realise its objectives;</td>
<td></td>
</tr>
<tr>
<td>d. Analyse the internal and external forces that impact on the creation and justification of an organisation's strategy;</td>
<td></td>
</tr>
<tr>
<td>e. Critically reflect upon and justify strategies that support sustainability with specific reference to hotels.</td>
<td></td>
</tr>
</tbody>
</table>

| | | Weighting |
| | | (% of total marks for subject) |
| a, b, c, d, e. | Group Business Strategy Analysis Report 5,000 words | Week 10 | 50% |
| Any of the following: a, b, c, d, e. | Exam Case Study | Week 12 | 50% |

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.
2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following journals:
- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- Global Networks
- International Business Review
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of World Business
Independent Research Project (MHC611)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [x] Other (please specify)

A schedule of meetings will be agreed upon by student and supervisor. It is the role of the academic supervisor to guide the student through the research process.

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [x] Yes  
- [ ] No

If **YES**, provide details of the prerequisite or co-requisite requirements below.

MHC607 Business Research Methods

1.7 **Other resource requirements**

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

- [ ] Yes  
- [x] No

If **YES**, provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

<table>
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<th>Learning outcomes for subject</th>
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</table>
| On completing this subject, students will be able to: | **Type** *  
(see examples noted below this table)  
**When assessed – year, session and week**  
(for example, year 1, semester 1, week 1)  
**Weighting** (% of total marks for subject) |
| a. Critically reflect upon and apply disciplinary methods and approaches in the design of a research question; | Independent Research Report  
Min. 5,000 words  
Progressive Weeks 2 - 11  
100% |
| b. Review critically the literature as it applies to the research question; |  |
| c. Collect and synthesise data using appropriate research tools; |  |
| d. Critically reflect upon and interpret information to reach meaningful conclusions, make recommendations and answer a chosen research question; |  |
| e. Communicate the findings of a chosen research study in appropriate academic language and structure. |  |

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*
2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Neuman, WL, 2011, *Social Research Methods: Qualitative and Quantitative Approaches*, Allyn and Bacon, Boston, MA.


Together with a collection of relevant readings from the following journals:
- Annals of Tourism Research
- Journal of Travel Research
- International Journal of Contemporary Hospitality Management
- Tourism Review
- Tourism and Hospitality Research
- The Cornell Hotel and Restaurant Administration Quarterly
- Journal of Tourism and Hospitality Research
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management.
Business Events in a Global Context (MHE612)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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1.2 Core or elective subject

Indicate if the subject is a

- [ ] core subject
- [x] elective subject
- [ ] other (please specify below):
  
1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

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

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

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For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

**If YES,** provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [ ] Yes  [x] No

**If YES,** provide details of specialist facilities and/or equipment below.
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<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>a. Critically reflect upon the impact of business events on local, national and international economies;</td>
<td></td>
</tr>
<tr>
<td>b. Evaluate the role of key business event bodies and associations locally, nationally, and internationally;</td>
<td></td>
</tr>
<tr>
<td>c. Assess the value of different types of business events and justify hosting these events;</td>
<td></td>
</tr>
<tr>
<td>d. Critically reflect upon the obligations, rights, and remedies applicable to various stakeholders of a business event;</td>
<td></td>
</tr>
<tr>
<td>e. For host destinations generate and justify leverage opportunities that may be realised through business events.</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Type *</th>
</tr>
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<td>(% of total marks for subject)</td>
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</table>

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<th>a, b, c, d, e.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Portfolio</td>
</tr>
<tr>
<td>Including a competitive analysis, case studies, literature critique.</td>
</tr>
<tr>
<td>Report style</td>
</tr>
<tr>
<td>5,000 words</td>
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<th>Progression Week</th>
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<td>4-8-10</td>
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| 100% |

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2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**


Together with a collection of relevant readings from the following journals:

- Cornell Hospitality Quarterly
- International Journal of Hospitality Management.
- Journal of Convention and Event Tourism
- International Journal of Event and Festival Management
- International Journal of Event Management Research
- CIM
- MiceNet
- SPICE
- Meetings and Conventions (M&C)
Conventions Management (MHE613)

SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

Indicate if the subject is a

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

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For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [ ] Yes  [x] No

If YES, provide details of specialist facilities and/or equipment below.
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<tr>
<td>On completing this subject, students will be able to:</td>
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<td></td>
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<td>a. Critically evaluate the role and special nature of conventions and how they integrate with the broader event/tourism industry;</td>
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<td></td>
<td></td>
</tr>
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<td>b. Distinguish between different types of conventions and justify why hotels would seek such business;</td>
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<td></td>
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</tr>
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<td>c. Reflect critically upon which segments of the market may be serviced successfully by hotels and convention centres;</td>
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<td></td>
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<tr>
<td>d. Critique and implement the management systems, procedures and steps involved in staging meetings, conventions, and exhibitions;</td>
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<td></td>
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<tr>
<td>e. Critically analyse the broad and specific skills needed to become an effective professional in convention management.</td>
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<td>a, b, c, d, e</td>
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<td>Weeks 3 - 11</td>
<td>100%</td>
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For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- [x] Face to face on site
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- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
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- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 **Pre-requisites and co-requisites**

Are students required to have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 **Other resource requirements**

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

- [ ] Yes  [x] No

If YES, provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

#### Learning outcomes for subject

On completing this subject, students will be able to:

- a. Make judgements on the nature of environmental, social and economic trends that impact on the management of an international hotel business;
- b. Reflect critically on the environmental, social and financial factors required to develop business resilience in the hotel sector;
- c. Critically analyse theories and concepts as they relate to sustainable development;
- d. Evaluate the long and short term advantages and disadvantages of adopting sustainable development principles for hotels;
- e. Reflect critically upon the knowledge, skills, and abilities needed by managers of resilient and sustainable hotel companies;
- f. Generate and justify strategies and plans necessary for a sustainable hotel development.

#### Assessment tasks

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<tr>
<th>Type *</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, c.</td>
<td>Literature Review Sustainable development 2,000 words</td>
<td>Week 6 40%</td>
</tr>
<tr>
<td>a, b, c, d, e, f.</td>
<td>Group Project Sustainable development plan for a new hotel 4,000 words</td>
<td>Week 10 40%</td>
</tr>
<tr>
<td>d, e, f.</td>
<td>Group Presentation of recommendations from the sustainable development plan 30 mins</td>
<td>Week 11 20%</td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.
2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following journals:

- Business & Society
- Business & Society Review
- Ethical Investor
- Journal of Business Ethics
- Journal of Corporate Citizenship
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management.
- 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
E- Marketing (MHE615)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
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<tbody>
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<td>Dr Scott Richardson</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points</th>
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</tr>
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<tbody>
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<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2 credit points</td>
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</tr>
</tbody>
</table>

1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

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

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

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

☑ Face to face on site
☐ E-learning (online)
☐ Intensive (provide details)

☐ Block release (provide details)

☐ Work-integrated learning activity
☐ Mixed/blended
☐ Distance/independent learning (untimetabled)
☑ Full-time
☑ Part-time
☐ External
☐ Fast track (provide details)

☐ Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required to have undertaken a prerequisite or co-requisite subject for this subject?
☐ Yes ☒ No

If YES, provide details of the prerequisite or co-requisite requirements below.

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

☐ Yes ☒ No

If YES, provide details of specialist facilities and/or equipment below.
SECTION 2 – ACADEMIC DETAILS

Learning outcomes for subject
On completing this subject, students will be able to:

a. Critically reflect upon the value of e-marketing in relation to strategic marketing plans;
b. Evaluate the technological, legal, ethical, global and social networking aspects of the e-business marketing environment;
c. Critically review how the internet impacts consumer behaviour, and make judgements on how a hotel can use this information for marketing purposes;
d. Analyse online distribution and supply dynamics and identify opportunities and threats for hotel organisations;
e. Generate and justify e-marketing ideas, concepts, and solutions, through case analysis.

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type * (see examples noted below this table)</td>
<td>Individual Report (3,000 words)</td>
<td>Week 7 40%</td>
</tr>
<tr>
<td></td>
<td>Case Analysis Group Report (5,000 words)</td>
<td>Week 10 60%</td>
</tr>
</tbody>
</table>

* Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

2.1 Prescribed and recommended readings

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

Prescribed:
Roberts, M & Zahay, D, 2013, Internet Marketing: Integrating Online and Offline Strategies, 3rd edn, South Western Cengage Learning, Mason, OH.

Recommended:
Butow, E & Bollwitt, R 2012, Blogging to Create Business: Create and Maintain Valuable Customer Connections, Que Publishing.

Chaffey, D, 2012, Total E-mail Marketing, Routledge.

Parker, K, 2010, 301 Ways to Use Social Media To Boost Your Marketing, McGraw Hill.


Together with a collection of relevant readings from the following journals:
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of World Business
New Product and Service Development (MHE616)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration (for example, one semester, full year)</th>
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</thead>
<tbody>
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<td>Dr Scott Richardson</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

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<thead>
<tr>
<th>Subject credit points</th>
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<tr>
<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2 credit points</td>
<td>32 credit points</td>
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1.4 Student workload

Using the table below, indicate the expected student workload per week for this subject.

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

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**
Tick all applicable delivery modes for the subject:

☑ Face to face on site  
☐ E-learning (online)  
☐ Intensive (provide details)

☐ Block release (provide details)

☐ Work-integrated learning activity  
☐ Mixed/blended  
☐ Distance/independent learning (untimetabled)  
☑ Full-time  
☑ Part-time  
☐ External  
☐ Fast track (provide details)

☐ Other (please specify)

1.6 **Pre-requisites and co-requisites**
Are students required have undertaken a prerequisite or co-requisite subject for this subject?  
☐ Yes  ☑ No

If **YES**, provide details of the prerequisite or co-requisite requirements below.

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

☐ Yes  ☑ No

If **YES**, provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

**Learning outcomes for subject**
On completing this subject, students will be able to:

- a. Critically review the concepts and theories related to innovation and new product and service development;
- b. Critique an aligned brand and product strategy and how it delivers value to the organisation and the user;
- c. Evaluate the factors that influence the success or failure of a new product or service;
- d. Analyse, forecast and explore market opportunities for a new product or service;
- e. Assess research methodologies, processes and tools in evaluating new products or services;
- f. Generate and justify a new product or service development plan for a hotel.

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, d, Market Consumer Analysis 2,000 words</td>
<td>Week 5</td>
<td>30%</td>
</tr>
<tr>
<td>b, c, e, f Group Product Development Plan Report Style 5,000 words</td>
<td>Week 10</td>
<td>40%</td>
</tr>
<tr>
<td>f Group Product Development Presentation 30 mins</td>
<td>Week 11</td>
<td>30%</td>
</tr>
</tbody>
</table>

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*
2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following journals:

- Journal of Brand Management
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Management
- Journal of Product and Brand Management
- Marketing Science
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of World Business
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
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<td>Dr Scott Richardson</td>
</tr>
</tbody>
</table>

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

1.3 Subject weighting
Using the table below, indicate the credit point weighting of this subject and the credit point total for the course of study (for example, 10 credit points for the subject and 320 credit points for the course of study).

<table>
<thead>
<tr>
<th>Subject credit points Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 credit points</td>
<td>32 credit points</td>
</tr>
</tbody>
</table>

1.4 Student workload
Using the table below, indicate the expected student workload per week for this subject.

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
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</tr>
</tbody>
</table>

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:

- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)

- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

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

- [ ] Yes  [x] No

If YES, provide details of specialist facilities and/or equipment below.
### SECTION 2 – ACADEMIC DETAILS

**Learning outcomes for subject**

On completing this subject, students will be able to:

a. Critically review theoretical marketing management concepts, principles, and practices and apply these to marketing decision making;

b. Critically reflect upon the processes of analysis, planning, implementation and control of the marketing function in organisations;

c. Articulate key outcomes of the value cycle;

d. Evaluate segmentation analysis for estimating the expected impact of marketing decisions;

e. Collaborate in the design and implementation of a marketing strategy using components of a marketing mix for a hotel.

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>Type * (see examples noted below this table)</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, c, d</td>
<td>Individual Report 2,000 words</td>
<td>40% Week 7</td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e</td>
<td>Group Marketing Plan</td>
<td>60% Week 11</td>
<td></td>
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2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**


Together with a collection of relevant readings from the following journals:

- International Business Review
- Journal of World Business
- Journal of Marketing
- Journal of European Marketing
- Journal of Public Policy and Marketing
- Journal of Business Research
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

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1.4 Student workload

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* Total time spent per week at lectures, tutorials, clinical and other placements etc.
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For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:
- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)

- [ ] Block release (provide details)
- [ ] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)

- [ ] Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?
- [ ] Yes  [x] No

If YES, provide details of the prerequisite or co-requisite requirements below.

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?
- [ ] Yes  [x] No

If YES, provide details of specialist facilities and/or equipment below.
**SECTION 2 – ACADEMIC DETAILS**

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td><strong>Type</strong> <em>(see examples noted below this table)</em></td>
</tr>
<tr>
<td>a. Critically reflect upon the challenges a hotel manager may face;</td>
<td><strong>When assessed</strong> – year, session and week <em>(for example, year 1, semester 1, week 1)</em></td>
</tr>
<tr>
<td>b. Prepare and present a literature review for an applied research project;</td>
<td><strong>Weighting</strong> (% of total marks for subject)</td>
</tr>
<tr>
<td>c. Collect and synthesise data using appropriate research tools;</td>
<td></td>
</tr>
<tr>
<td>d. Critically reflect upon and interpret information to reach meaningful conclusions;</td>
<td></td>
</tr>
<tr>
<td>e. Communicate the findings in appropriate academic language and structure.</td>
<td></td>
</tr>
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</table>

| a, b, c, d, e. | Applied Research Project Report Style 5,000 words | Week 10 | 100% |

*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*
### 2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**


Neuman, WL, 2011, *Social Research Methods: Qualitative and Quantitative Approaches*, Allyn And Bacon, Boston, MA.


Zikmund, WG 2013, *Business Research Methods*, South-Western Cengage Learning, Mason, OH.

Together with a collection of relevant readings from the following journals:

- Annals of Tourism Research
- Journal of Travel Research
- International Journal of Contemporary Hospitality Management
- Tourism Review
- Tourism and Hospitality Research
- The Cornell Hotel and Restaurant Administration Quarterly
- Journal of Tourism and Hospitality Research
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management.
Minor Research Project (MHE619)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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1.2 Core or elective subject

Indicate if the subject is a

☐ core subject
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☐ other (please specify below):

1.3 Subject weighting

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1.4 Student workload

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

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 6 hours per week
1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

- ☒ Face to face on site
- ☐ E-learning (online)
- ☐ Intensive (provide details)

- ☐ Block release (provide details)

- ☐ Work-integrated learning activity
- ☐ Mixed/blended
- ☐ Distance/independent learning (untimetabled)
- ☒ Full-time
- ☒ Part-time
- ☐ External
- ☐ Fast track (provide details)

- ☒ Other (please specify)

A schedule of meetings will be agreed upon by student and supervisor. It is the role of the academic supervisor to guide the student through the research process.

1.6 **Pre-requisites and co-requisites**

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

- ☒ Yes   ☐ No

**If YES**, provide details of the prerequisite or co-requisite requirements below.

MHC607 Business Research Methods

1.7 **Other resource requirements**

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

- ☐ Yes   ☒ No

**If YES**, provide details of specialist facilities and/or equipment below.

## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Type * (see examples noted below this table)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>When assessed – year, session and week (for example, year 1, semester 1, week 1)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Weighting (% of total marks for subject)</strong></td>
</tr>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>a. Critically reflect upon and apply disciplinary methods and approaches in the design of a research question;</td>
<td>Research Project Thesis 10,000 words Week 10 100%</td>
</tr>
<tr>
<td>b. Review critically the literature as it applies to the research question;</td>
<td></td>
</tr>
<tr>
<td>c. Collect and synthesise data using appropriate research tools;</td>
<td></td>
</tr>
<tr>
<td>d. Critically reflect upon and interpret information to reach meaningful conclusions, make recommendations and answer a chosen research question;</td>
<td></td>
</tr>
<tr>
<td>e. Communicate the findings of a chosen research study in appropriate academic language and structure.</td>
<td></td>
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**Recommended:**


Neuman, WL, 2011, *Social Research Methods: Qualitative and Quantitative Approaches*, Allyn And Bacon, Boston, MA.


Zikmund, WG 2013, *Business Research Methods*, South-Western Cengage Learning, Mason, OH.

Together with a collection of relevant readings from the following journals:

- Annals of Tourism Research
- Journal of Travel Research
- International Journal of Contemporary Hospitality Management
- Tourism Review
- Tourism and Hospitality Research
- The Cornell Hotel and Restaurant Administration Quarterly
- Journal of Tourism and Hospitality Research
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management.