Subject Outlines

International Event Management

Accounting Fundamentals
Management and Leadership
Communication in a Digital Age
Sales and Marketing
Cross Cultural Studies
Food and Beverage Operations Management
Events Banqueting and Conferences
International Events Industry
Industry Practicum I
Management Accounting
Economics
Business Law
Human Resource Management
Research Skills and Practices
Operations and Environment Management
Event Planning & Implementation
The Professional Event Organiser
Industry Practicum II
Services Marketing
Business Management and Entrepreneurship
Organisational Development and Change
Strategic Planning and Management
Ethical Business Management
Managing Event Facilities
Event Revenue and Yield
Event Evaluation

BUS101
BUS102
BUS103
BUS104
BUS105
HOS101
EVE101
EVE102
IPE101
BUS201
BUS202
BUS203
BUS204
BUS205
HOS201
EVE201
EVE202
IPE201
BUS301
BUS302
BUS303
BUS304
BUS305
EVE301
EVE302
EVE303
Accounting Fundamentals (BUS101)

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>Diploma of Business (IEM)</td>
<td>1 year</td>
<td>Level 1</td>
<td>Dr Zelko Livaic</td>
</tr>
<tr>
<td>Associate Degree of Business (IEM)</td>
<td>2 years</td>
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<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 1</td>
<td>Dr Zelko Livaic</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</th>
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<tr>
<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
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<td>24 credit points for Diploma of Business (IEM)</td>
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</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>
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<tbody>
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<td>4</td>
<td>8</td>
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</tr>
</tbody>
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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: 4 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  ☒ 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>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On completing this subject, students will be able to:</strong></td>
<td><strong>Type * (see examples noted below this table)</strong></td>
</tr>
<tr>
<td>a. Assess accounting terminology used globally.</td>
<td><strong>When assessed – year, session and week (for example, year 1, semester 1, week 1)</strong></td>
</tr>
<tr>
<td>b. Appraise the role of accounting information within tourism and hospitality operations (planning, operating and evaluating activities).</td>
<td><strong>Weighting (% of total marks for subject)</strong></td>
</tr>
<tr>
<td>c. Outline the accounting/business activities/transactions relating to cost control, cash, credit, revenues and expenses applicable to a hospitality or tourism organisation.</td>
<td></td>
</tr>
<tr>
<td>d. Evaluate the need for business planning within an organisation.</td>
<td></td>
</tr>
<tr>
<td>e. Evaluate the accounting cycle.</td>
<td></td>
</tr>
<tr>
<td>f. Compare and contrast a series of source data and make accounting transactions.</td>
<td></td>
</tr>
<tr>
<td>g. Evaluate financial statements (income statement, balance sheet, cash flow statement) and preliminary analysis thereof.</td>
<td></td>
</tr>
<tr>
<td>h. Present financial information in a format to facilitate management decisions.</td>
<td></td>
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| a, b, c, d, e, f, g, h | Learning Portfolio Financial analysis, Problem solving and budgeting exercise. (3,000 words) | Week 3 - 11 | 50% |
| a, b, c, d, e, f | Exam | Exam week | 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:

- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of Management Studies
- Worldwide Hotels & Motels Industry Report
Management and Leadership (BUS102)

SECTION 1 – GENERAL INFORMATION

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☑ core subject
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☐ other (please specify below):

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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: 4 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  ☒ 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. Evaluate the political, social and global trends affecting hospitality firms and how these trends impact on managers.
- b. Compare and contrast the array of leadership skills intrinsic to supervisory positions in the Hospitality Industry.
- c. Discuss the role of the manager in improving organisational performance.
- d. Critically review the core skills and functions of a manager.
- e. Examine the changing nature of organisational structures and evaluate how these influence organisations behaviour.
- f. Critically review the challenges of managing and leading people in international hospitality firms.

#### Assessment tasks

<table>
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<tr>
<th>Type *</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b</td>
<td>Case Study Role of Hospitality Supervisor (2,000 words)</td>
<td>Week 5</td>
</tr>
<tr>
<td>c, d</td>
<td>Presentation Management Styles Group (30 minutes)</td>
<td>Week 8</td>
</tr>
<tr>
<td>e, f,</td>
<td>Exam</td>
<td>Exam week</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:

- MITSloan
- International Journal of Hospitality Management.
- Harvard Business Review
- Cornell Hospitality Quarterly
- Journal of Management and Organization
- Journal of Management Studies
- Lodging Hospitality
- International Journal of Hospitality Management.
- Hotel Management
Communication in a Digital Age (BUS103)

SECTION 1 – GENERAL INFORMATION

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<td>Edmund Goh</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

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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: 4 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.


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<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 *&lt;br&gt;(see examples noted below this table)</td>
</tr>
<tr>
<td>a. Recognise and reflect critically on the importance of group communication.</td>
<td>When assessed – year, session and week&lt;br&gt;(for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>b. Critically review and make judgement upon constructing and disseminating good news and bad news messages in a business context.</td>
<td>Weighting (% of total marks for subject)</td>
</tr>
<tr>
<td>c. Discuss the effective use of digital, voice, written message technologies in business communication.</td>
<td></td>
</tr>
<tr>
<td>d. Analyse the use of interpersonal communication in business.</td>
<td></td>
</tr>
<tr>
<td>e. Evaluate how legal and ethical constrains, diversity challenges, team environment and changing technologies influence the process of business communication.</td>
<td></td>
</tr>
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| a, b, c, d, e | Learning Portfolio<br>Communication exercises, case studies, oral presentation. Individual (5,000 words) | Weeks 3-11 | 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.

<table>
<thead>
<tr>
<th>Prescribed:</th>
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<tbody>
<tr>
<td>Lehman, CM &amp; DuFrene, DD, Cameron-Dow, J, Barret, M &amp; Murphy, W 2013, BCOM, Asia-Pacific edn, Cengage Learning, South Melbourne, Vic.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recommended:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beebe, SA, Beebe, SJ &amp; Ivy, DK 2010, Communication: principles for a lifetime, Allyn and Bacon, Boston, MA.</td>
</tr>
<tr>
<td>Engleber, IN &amp; Wynn, DR 2010, Working in groups: communication principles and strategies, Allyn and Bacon, Boston, Massachusetts.</td>
</tr>
<tr>
<td>Goodall, HL 2010, Business and professional communication in the global workplace, Wadsworth/Cengage Learning, Australia.</td>
</tr>
<tr>
<td>Lane, SD 2010, Interpersonal communication: competence and contexts, Allyn and Bacon, Boston, MA.</td>
</tr>
</tbody>
</table>

Together with a collection of relevant readings from the following journals:
- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of Hospitality Marketing & Management
- Journal of Hospitality & Tourism Management
- Tourism & Hospitality Management
- Cornell Hospitality Quarterly
**Sales and Marketing (BUS104)**

**SECTION 1 – GENERAL INFORMATION**

1.1 **Administrative details**

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<tr>
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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):

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>
<th>Total course credit points</th>
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<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
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2 credit points

- 24 credit points for Diploma of Business (IEM)
- 48 credit points for Associate Degree of Business (IEM)
- 64 credit points for Bachelor of Business (IEM)
1.4 Student workload

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

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<thead>
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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: 4 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. Outline the principles of sales and marketing in relation to the Hospitality Industry.
b. Analyse the key characteristics of sales and marketing and the role of the consumer in that process.
c. Compare and contrast sales promotion tools suitable for application in hospitality firms.
d. Apply judgement to the need and use of pricing strategies.
e. Appraise the nature of market segmentation and target market strategies.
f. Evaluate how the external environment may influence a firm’s marketing strategy.
g. Assess and interpret consumer needs, expectations and preferences.

Assessment tasks

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<tr>
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<tbody>
<tr>
<td>Essay</td>
<td>(see examples noted below this table)</td>
<td></td>
</tr>
<tr>
<td>a, b</td>
<td>Week 6</td>
<td>20%</td>
</tr>
<tr>
<td>e, f, g,</td>
<td>Presentation of marketing segmentation research.</td>
<td>30%</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:
- Journal of Hospitality Marketing & Management
- Journal of Leisure research
- Journal of Hospitality and tourism Management
- Asia Pacific Journal of tourism research
- Cornell Hospitality Quarterly
Cross Cultural Studies (BUS105)

SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

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- [ ] elective subject
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1.3 Subject weighting

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<td>64 credit points for Bachelor of Business (IEM)</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: 4 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  ☒ 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>
<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 review the complexity and diversity of different cultures.</td>
<td>Essay</td>
</tr>
<tr>
<td>b. Evaluate the multiplicity of world views on cross culture.</td>
<td>Cultural theories</td>
</tr>
<tr>
<td>c. Analyse and evaluate the characteristics of different cultures.</td>
<td>Individual</td>
</tr>
<tr>
<td>d. Review the marketing perspectives of different cultures and reflect how culture may influence marketing strategies.</td>
<td>(2,000 words)</td>
</tr>
<tr>
<td>e. Recognise and critically reflect upon the challenges of working in a global context</td>
<td></td>
</tr>
<tr>
<td>f. Appraise cross culture and how it applies to organisational culture.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session and week</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(see examples noted below this table)</td>
<td>(for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>a, b, c</td>
<td>Week 6</td>
<td>30%</td>
</tr>
<tr>
<td>d, f</td>
<td>Presentation</td>
<td>Week 9 - 10</td>
</tr>
<tr>
<td>e and any of a, b, c</td>
<td>Exam</td>
<td>Exam week</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:

- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of Hospitality Marketing & Management
- Journal of Hospitality & Tourism Management
- Tourism & Hospitality Management
- Cornell Hospitality Quarterly
# Food and Beverage Operations Management (HOS101)

## 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>Diploma of Business (IEM)</td>
<td>1 year</td>
<td>Level 1</td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Associate Degree of Business (IEM)</td>
<td>2 years</td>
<td>Level 1</td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 1</td>
<td>Dr Rajka Presbury</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</th>
<th>Total course credit points</th>
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</thead>
<tbody>
<tr>
<td><strong>Example: 10 credit points</strong></td>
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</tr>
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</tbody>
</table>
1.4 Student workload

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

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<tr>
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<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 + 9 = 13</td>
<td>4</td>
<td>17</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: 4 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.

This subject has a practical component and thus the applied learning will be delivered in a combination of workshops and ‘hands on’ classes which will be undertaken within the practicum laboratories or simulated environment. Specifically a Commercial kitchen, and a variety of food and beverage outlets.
**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. Appraise the professional knowledge and skills required to advise and serve customers in food service outlets.</td>
<td>Type *</td>
</tr>
<tr>
<td>b. Compare and contrast the differing styles and formality of service for a range of food and beverage service situations.</td>
<td>(see examples noted below this table)</td>
</tr>
<tr>
<td>c. Discuss the importance of hygiene and occupational health and safety legislation with respect to food and beverage operations.</td>
<td>When assessed – year, session and week</td>
</tr>
<tr>
<td>d. Evaluate the requirements for professional beverage outlet management</td>
<td>(for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>e. Evaluate the array of interpersonal skills required to work as a member of a food and beverage service team.</td>
<td>Weighting ( % of total marks for subject)</td>
</tr>
<tr>
<td>f. Differentiate various skills, techniques and methods for food production in a commercial culinary environment.</td>
<td></td>
</tr>
<tr>
<td>g. Analyse the complex nature and the inter relationships of food, wine and beverage service.</td>
<td></td>
</tr>
<tr>
<td>h. Assess the necessary skills for control, billing and accounting procedures in food service operations.</td>
<td></td>
</tr>
</tbody>
</table>

| a, b, c, d, e, f | Applied skills Assessment | Weeks 5-10 | 40% |
| a, e | Reflective Report | Weeks 5 & 9 | 20% |
| g, h and any of b, c, e | Exam | Exam week | 40% |

*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:
- Asia Pacific Journal of Tourism Research
- Australian Hotelier
- Cornell Hospitality Quarterly
- Harvard Business Review
- Hospitality
- Hotel Management
- International Journal of Hospitality Management.
- Journal of Hospitality & Tourism Management
- Lodging Hospitality
- Tourism & Hospitality Management
- Worldwide Hotels & Motels Industry Report
## Events Banqueting and Conferences (EVE101)

### 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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</tr>
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<tbody>
<tr>
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<td>1 year</td>
<td>Level 1</td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Associate Degree of Business (IEM)</td>
<td>2 years</td>
<td>Level 1</td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 1</td>
<td>Dr Rajka Presbury</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</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
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<tr>
<td>2 credit points</td>
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<td></td>
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<tr>
<td></td>
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</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 + 9 = 13</td>
<td>4</td>
<td>17</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: 4 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  ☒ 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.

This subject has a practical component and thus the applied learning will be delivered in a combination of workshops and ‘hands on’ classes which will be undertaken within the practicum laboratories or simulated environment. Specifically a Commercial kitchen, and a variety of food and beverage outlets. Additionally students will go off-campus to visit event sites and may participate in a range of community based events.
### SECTION 2 – ACADEMIC DETAILS

#### Learning outcomes for subject

On completing this subject, students will be able to:

- **a.** Evaluate the role and special nature of event banqueting and conferences and how they integrate with the international event industry.
- **b.** Distinguish between different types of event banqueting and conferences and evaluate their economic impact for domestic and international destinations.
- **c.** Analyse the specific market segments of event banqueting and conferences.
- **d.** Design and develop an event banqueting and conference proposal.
- **e.** Design and implement an operational plan for an event banqueting and conference.
- **f.** Evaluate the development and implementation of event banqueting and conference management systems and procedures.
- **g.** Practice the skills, knowledge and attributes needed to become an effective professional in event banqueting and conferences.

#### 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><strong>a, b, c, d</strong> Event Banqueting and Conference Proposal Group (2,500 words)</td>
<td>Week 5</td>
<td>30%</td>
</tr>
<tr>
<td><strong>e, f</strong> Event Banqueting and Conference Operational Plan Group (2,500 words)</td>
<td>Week 9</td>
<td>30%</td>
</tr>
<tr>
<td><strong>g</strong> Applied Learning Evaluation</td>
<td>Week 2-10</td>
<td>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:**


Fenich, GG 2012, *Meetings, Exhibitions, Events, and Conventions: an introduction to the industry*, 3rd edn, Pearson Prentice Hall, Boston, MA


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

- Conferences and Incentive Travel
- Journal of Convention & Event Tourism
- The International Journal of Contemporary Hospitality Management
- Meetings and Conventions
- Entertainment Close-up
- Expo Magazine
- Micenet Asia
- Special events magazine
- Spice
- Event
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<thead>
<tr>
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<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Diploma of Business (IEM)</td>
<td>1 year</td>
<td>Level 1</td>
<td>Lis Bastian</td>
</tr>
<tr>
<td>Associate Degree of Business (IEM)</td>
<td>2 years</td>
<td>Level 1</td>
<td>Lis Bastian</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 1</td>
<td>Lis Bastian</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>
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<tbody>
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<tr>
<td></td>
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<tr>
<td></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>
<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: 4 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
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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  ☒ 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. Appraise the nature, extent, significance and history of events.
- b. Interpret the factors affecting demand and supply of events markets.
- c. Critically examine the dynamic and changing nature of the global event marketplace.
- d. Appraise the challenges associated with the management of differing event experiences.
- e. Distinguish between the main stakeholders of events.
- f. Analyse the attributes and knowledge requirements of an international event manager.

**Assessment tasks**

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(see examples noted below this table)</td>
<td>(for example, year 1, semester 1, week 1)</td>
<td></td>
</tr>
<tr>
<td>Comparative Research Report</td>
<td>Week 8</td>
<td>50%</td>
</tr>
<tr>
<td>Destinations and Events Individual (3,000 words)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exam (Case study analysis)</td>
<td>Exam week</td>
<td>50%</td>
</tr>
</tbody>
</table>

*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:

- International Journal of Event and Festival Management
- International Journal of Event Management Research
- Journal of Convention & Event Tourism
- The International Journal of Contemporary Hospitality Management
- Micenet Asia
- Special events magazine
- Spice
- Event
Industry Practicum I (IPE101)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Diploma of Business (IEM)</td>
<td>1 year</td>
<td>Level 1</td>
<td>Janette Illingsworth</td>
</tr>
<tr>
<td>Associate Degree of Business (IEM)</td>
<td>2 years</td>
<td>Level 1</td>
<td>Janette Illingsworth</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 1</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

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<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 hour (contact) (average)</td>
<td>4</td>
<td>30</td>
</tr>
<tr>
<td>25 hours (in industry) (average)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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: 4 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)
The aim of industry practicum is to introduce students to the work environment external from the school. Students are first prepared for Industry Practicum by attending workshops on the preparation of recruitment and selection documentation and practice their interview skills. Whilst on placement students are provided with opportunities to develop their career pathway and enhance their operational skills and knowledge. This subject further provides the opportunity for students to reflect upon the relationship between their academic studies and the workplace environment. Employment for event students is to be undertaken in a food and beverage outlet in any venue that caters to events.

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.

HTL101 Food and Beverage Operations Management
EVE101 Event Banqueting and Conferences

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.

[Blank space]
### SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Investigate industry processes and requirements for employment and selection.</td>
<td><strong>Type</strong> <em>(see examples noted below this table)</em></td>
<td><em>(for example, year 1, semester 1, week 1)</em></td>
<td></td>
</tr>
<tr>
<td>b. Analyse employability trends.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Evaluate and secure opportunities for industry practicum.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Apply knowledge, skill, and abilities developed at the school to the work environment.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Contribute to the organisational workplace through appropriate responses to projects and/or tasks as a constructive member of a team.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Critically reflect upon experiences within a hotel &amp; resort employment context.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Critically reflect upon and apply key performance competencies for success in a hotel &amp; resort employment environment.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. Critically reflect upon the organisational culture and interpersonal workplace dynamics.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Evaluate the operations of food and beverage within an event context from a management perspective.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Learning Portfolio</strong> - Employment Profile, Employment goals, Reflections of Work Experience. <em>(5,000 words)</em></td>
<td><strong>Progressive</strong></td>
<td><strong>100%</strong></td>
</tr>
<tr>
<td>a, b, c, f, g, h, i</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Proof of hours documentation:</strong> Completion of a minimum of 600 hours focused on F&amp;B outlet in an event venue; fulfilment of contractual obligations to employer; officially signed by employer</td>
<td><strong>End of Placement</strong></td>
<td></td>
</tr>
<tr>
<td>d, e,</td>
<td></td>
<td></td>
<td></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:**


Stebleton, M & Henle, M 2011, *Hired!: the job hunting and career planning guide*, Pearson/Allyn & Bacon, Boston, MA.


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

- The Career Development Quarterly
- The Journal of cooperative Education and Internship
- International journal of Contemporary Hospitality Management
- Cornell Hospitality Quarterly
- Hospitality
- Australian Hotelier
Management Accounting (BUS201)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
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</tr>
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</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>
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<tr>
<th>Subject credit points</th>
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<td>Example: 10 credit points</td>
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<tr>
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<td></td>
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</tbody>
</table>
1.4 Student workload

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

<table>
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<tr>
<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: 4 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  ☐ No

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

Accounting Fundamentals (BUS101)

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**

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<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
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<tr>
<td>a. Apply critical judgement to a range of financial techniques used to effectively monitor the performance of a business.</td>
<td></td>
</tr>
<tr>
<td>b. Interpret financial reports for internal management and external users.</td>
<td></td>
</tr>
<tr>
<td>c. Analyse and interpret financial profitability and liquidity.</td>
<td></td>
</tr>
<tr>
<td>d. Evaluate the role of budgeting together with developing, implementing and managing operating and capital budgets.</td>
<td></td>
</tr>
<tr>
<td>e. Appraise the role and purpose of international benchmarking and analysis tools in evaluating business performance against budgets.</td>
<td></td>
</tr>
<tr>
<td>f. Examine different forms of debt and equity financing of a business.</td>
<td></td>
</tr>
<tr>
<td>g. Analyse the relationship of financial reports and operational performance.</td>
<td></td>
</tr>
<tr>
<td>h. Compile a set of financial information.</td>
<td></td>
</tr>
<tr>
<td>Learning Portfolio: Financial analysis, Problem solving and Budgeting Exercise. (3,000 words)</td>
<td>Week 3-11</td>
</tr>
<tr>
<td>Any of the following: a, b, c, d, e, f, g, h,</td>
<td>Exam</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
- Hotel Management
- International Journal of Hospitality Management
- Journal of Management Studies
- Tourism & Hospitality Management
Economics (BUS202)

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: 4 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**

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<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
</tr>
<tr>
<td>a. Evaluate the relevance and significance of the study of economics in a complex and dynamic business environment.</td>
<td></td>
</tr>
<tr>
<td>b. Appraise the following principles and concepts: scarcity principle, cost-benefit principle, comparative advantage, opportunity cost, demand and supply.</td>
<td></td>
</tr>
<tr>
<td>c. Evaluate the meaning of “price elasticity of demand” and relate to practical applications including optimizing revenue maximization choices.</td>
<td></td>
</tr>
<tr>
<td>d. Analyse how economies are linked to the rest of the world through exchange rates and the balance of payments.</td>
<td></td>
</tr>
<tr>
<td>e. Exercise judgement on how the main macroeconomic policy issues of the 21st century can be used to more effectively manage company resources.</td>
<td></td>
</tr>
<tr>
<td>f. Explain the behaviour of the macroeconomy and the relationships between macroeconomic variables such as inflation, aggregate demand, aggregate supply, the labour market, and economic growth.</td>
<td></td>
</tr>
<tr>
<td>g. Apply critical judgement on the operation of key economic policy areas including: Fiscal Policy, Monetary Policy and economic growth.</td>
<td></td>
</tr>
<tr>
<td>h. Critically review the impact of economic growth and evaluate global perspectives which affect Tourism and Hotel Industries.</td>
<td></td>
</tr>
</tbody>
</table>

<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>Learning Portfolio Weekly Quizes and reflections on readings (3,000 words)</td>
<td>Week 3-11</td>
<td>50%</td>
</tr>
<tr>
<td>Any of the following: a, b, c, d, e, f, g, h.</td>
<td>Exam</td>
<td>Exam week</td>
</tr>
</tbody>
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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:**
Sloman, J, Norris, K & Garratt, D 2010, *Principles of economics*, Pearson Education Australia, Frenchs Forest, NSW.


Together with a collection of relevant readings from the following journals:
- Cornell Hospitality Quarterly
- Harvard Business Review
- Hotel Management
- International Journal of Hospitality Management.
- Journal of Management Studies
- Tourism & Hospitality Management
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<tbody>
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<td>Level 2</td>
<td>Edmund Goh</td>
</tr>
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<td>2.5 years</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

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- 2 credit points
  - 48 credit points for Associate Degree of Business (IEM)
  - 64 credit points for Bachelor of Business (IEM)
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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</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: 4 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
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- [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  ☒ 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.


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</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.</td>
<td>Learning Portfolio (Including: legal debates, courtroom simulation, negotiation and conflict resolution exercise) (2,000 words)</td>
</tr>
<tr>
<td>b. Analyse the legal requirements of setting up and operating a business.</td>
<td></td>
</tr>
<tr>
<td>c. Analyse and critically reflect upon the 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 legal, social, ethical responsibilities to your peers, the business environment and the community</td>
<td></td>
</tr>
<tr>
<td>f. Demonstrate the ability to access legal information, including online legal resources</td>
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<tr>
<td>a, b, c, d, e, f</td>
<td>Learning Portfolio (Including: legal debates, courtroom simulation, negotiation and conflict resolution exercise) (2,000 words)</td>
<td>Week 2-11 40%</td>
</tr>
<tr>
<td>a, c, e, f</td>
<td>Essay Legal Systems Individual (2,000 words)</td>
<td>Week 10 30%</td>
</tr>
<tr>
<td>a, b, c, d, e, f</td>
<td>Final Exam</td>
<td>Exam Week 30%</td>
</tr>
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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:**

OR

Local version approved by the Director of Academic Affairs

**Recommended:**


Clarke, BR, Sweeney, BJ & Bender, M 2011, *Marketing & the law*, LexisNexis Butterworths, Chatswood, NSW.


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

- International Journal of Hospitality Management
- Journal of Hospitality & Tourism Management
- Cornell Hospitality Quarterly
- Australian Hotelier
- Harvard Business Review
- MIT Sloan
- Hotel Management
Human Resource Management (BUS204)

SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

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- ❏ 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: 4 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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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.


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### SECTION 2 – ACADEMIC DETAILS

#### Learning outcomes for subject

On completing this subject, students will be able to:

- a. Analyse the employment relationship, and evaluate the shared responsibilities between employers, management, human resource specialists, and employees.
- b. Evaluate the procedures and practices used for recruiting, selecting and remunerating employees.
- c. Evaluate how HRM is responding to current business trends, opportunities and challenges whilst meeting the needs of an organisation or a department.
- d. Assess the training requirements and design a training and orientation program.
- e. Critically review the knowledge, skill and concepts needed to resolve actual human resource problems and issues.
- f. Appraise the legal, ethical, and legislative requirements in relation to the management of human resources in hospitality and event firms.
- g. Evaluate the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionised and non-unionised environment.

<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</td>
<td>Mid Term Exam</td>
<td>Week 6</td>
<td>30%</td>
</tr>
<tr>
<td>d,</td>
<td>Case study, report (3,000 words) and presentation (30 min) Training Needs Analysis (Group)</td>
<td>Week 8-10</td>
<td>30%</td>
</tr>
<tr>
<td>c, e, f, g</td>
<td>Exam</td>
<td>Exam week</td>
<td>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
- Journal of Management Studies
- Asia Pacific Journal of Tourism Research
- Cornell Hospitality Quarterly
- Harvard Business Review
- MIT Sloan
- Hotel Management
- International Journal of Hospitality Management
- Journal of Hospitality & Tourism 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>Associate Degree of Business (IEM)</td>
<td>2 years</td>
<td>Level 2</td>
<td>Edmund Goh</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 2</td>
<td>Edmund Goh</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>48 credit points for Associate Degree of Business (IEM)</td>
</tr>
</tbody>
</table>
<pre><code>                                        | 64 credit points for Bachelor of Business (IEM)     |
</code></pre>
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: 4 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>
<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. Compare and contrast quantitative and qualitative research methodologies.</td>
<td>Type * (see examples noted below this table)</td>
</tr>
<tr>
<td>b. Evaluate data collection methods typically used in social research.</td>
<td>When assessed – year, session and week (for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>c. Undertake a literature review using a range of source materials, and exercise critical thinking and judgement in the categorisation of the results, and giving justice to the validity of the material.</td>
<td></td>
</tr>
<tr>
<td>d. Present clear and coherent statistical and graphical data analysis.</td>
<td></td>
</tr>
<tr>
<td>e. Evaluate scholarly and professional resources, research proposals and reports.</td>
<td></td>
</tr>
<tr>
<td>f. Examine the differences between academic and industry/business research approaches.</td>
<td></td>
</tr>
<tr>
<td>g. Appraise the role of ethics in research practice.</td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e, f, g</td>
<td>Learning Portfolio (including an applied project) (5,000 words)</td>
</tr>
<tr>
<td></td>
<td>Weeks 3-11</td>
</tr>
<tr>
<td></td>
<td>100%</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:**

Hyde, K F, Ryan, C & Woodside, A G 2012, *Field guide to case study research in tourism, hospitality and leisure*, Emerald, Bingley, UK.


Together with a collection of relevant readings from the following journals:
- Annals of Leisure Research
- Asia Pacific Journal of Tourism Research
- International Journal of Hospitality Management.
- Journal of Hospitality & Tourism Management
- Journal of Travel Research
Operations and Environment Management (HOS201)

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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<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Associate Degree of Business (IEM)</td>
<td>2 years</td>
<td>Level 2</td>
<td>Simon Pawson</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 2</td>
<td>Simon Pawson</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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<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>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
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<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

* Total time spent per week at lectures, tutorials, clinical and other placements 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: 4 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.


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SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session and week</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td>Type * <em>(see examples noted below this table)</em></td>
<td>(for example, year 1, semester 1, week 1)</td>
<td></td>
</tr>
<tr>
<td>a. Critically evaluate the links between operational or facility design and increased sales and profitability.</td>
<td>Essay Sustainable Development principles</td>
<td>Week 6</td>
<td>30%</td>
</tr>
<tr>
<td>b. Critique the advantages and disadvantages of adopting sustainable development principles.</td>
<td>(2,000 words)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Critically reflect upon the elements of effective design within the range of the design decision-making process.</td>
<td>EMS Plan, Presentation and Defence Group</td>
<td>Week 8</td>
<td>30%</td>
</tr>
<tr>
<td>d. Critically analyse environmental benchmarking accreditation and legislation, including ISO14001.</td>
<td>(30 min)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Analyse and critically reflect upon the current waste, water and energy management initiatives and practices relevant to the hospitality and tourism industry.</td>
<td>Exam</td>
<td>Exam week</td>
<td>40%</td>
</tr>
<tr>
<td>f. Critically evaluate the changing nature of operations and environment management trends, specific to a hospitality and tourism facility through emerging literature</td>
<td></td>
<td></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.

<table>
<thead>
<tr>
<th>Recommended:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eweje, G &amp; Perry, M 2011, <em>Business and Sustainability concepts, Strategies and Changes</em>, Emerald, Bingley, UK.</td>
</tr>
</tbody>
</table>

Together with a collection of relevant readings from the following 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
Event Planning and Implementation (EVE201)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
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</tr>
</thead>
<tbody>
<tr>
<td>Associate Degree of Business (IEM)</td>
<td>2 years</td>
<td>Level 2</td>
<td>Lis Bastian</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 2</td>
<td>Lis Bastian</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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<tr>
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<tbody>
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</tr>
<tr>
<td></td>
<td>64 credit points for Bachelor of Business (IEM)</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 + 9 = 13</td>
<td>4</td>
<td>17</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: 4 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.

This subject has a practical component and thus the applied learning will be delivered in a combination of workshops and ‘hands on’ classes which will be undertaken within the practicum laboratories or simulated environment. Students will go off-campus to visit event sites and may participate in a range of community based events.
## SECTION 2 – ACADEMIC DETAILS

<table>
<thead>
<tr>
<th>Learning outcomes for subject</th>
<th>Assessment tasks</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Examine critically and apply the process and steps involved in staging of events.</td>
<td>Staging a Fundraising Event Practical Assessment</td>
<td>Week 2 - 10</td>
<td>60%</td>
</tr>
<tr>
<td>b. Develop and implement event management systems and procedures.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Appraise the role of technology in staging events.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Evaluate the importance of risk management and legal compliance and apply to staging events.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Identify, analyse and evaluate the objectives of sponsorship and fundraising in relation to both the sponsoring organisation and the event.</td>
<td>Sponsorship Plan (3,000 words)</td>
<td>Week 7</td>
<td>40%</td>
</tr>
<tr>
<td>f. Analyse the issues arising from the various contexts in which event sponsorship and fundraising occurs.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Research, secure, and implement a sponsorship plan for an event.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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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.

<table>
<thead>
<tr>
<th>Prescribed:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Recommended:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allen, J 2009, <em>Event planning: the ultimate guide to successful meetings, corporate events, fundraising galas, conferences, conventions, incentives and other special events</em>, Judy Allen.</td>
</tr>
</tbody>
</table>

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

- International Journal of Event and Festival Management
- International Journal of Event Management Research
- The International Journal of Contemporary Hospitality Management
- Micenet Asia
- Special events magazine
- Spice
- Event
## The Professional Event Organiser (EVE202)

### SECTION 1 – GENERAL INFORMATION

#### 1.1 Administrative details

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Associate Degree of Business (IEM)</td>
<td>2 years</td>
<td>Level 2</td>
<td>Dr Rajka Presbury</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 2</td>
<td>Dr Rajka Presbury</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).

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<thead>
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<tbody>
<tr>
<td><em>Example: 10 credit points</em></td>
<td><em>Example: 320 credit points</em></td>
</tr>
<tr>
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</tr>
<tr>
<td></td>
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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>
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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>
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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: 4 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.


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## SECTION 2 – ACADEMIC DETAILS

### Learning outcomes for subject

On completing this subject, students will be able to:

- **a.** Critically examine the full event planning process, using a broad range of tools and strategies to procure, organise, implement and monitor the products and services that bring an event to life for a range of clients.

- **b.** Create an event concept plan for a specific event incorporating design features, project management principles, appropriate site selection and the development of infrastructure services of entertainment in food and beverage.

- **c.** Appraise the unique attributes, knowledge and abilities of the professional event organiser: including communication, project management, negotiation, conflict management and problem solving.

| Assessment tasks | 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) |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, c</td>
<td>Event Concept Plan Group (5,000 words)</td>
<td>Week 9</td>
<td>50%</td>
</tr>
<tr>
<td>a, c</td>
<td>Exam</td>
<td>Exam week</td>
<td>50%</td>
</tr>
</tbody>
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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:
- International Journal of Event and Festival Management
- International Journal of Event Management Research
- Journal of Convention & Event Tourism
- The International Journal of Contemporary Hospitality Management
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- Event
Industry Practicum II (IPE201)

SECTION 1 – GENERAL INFORMATION

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<td>Associate Degree of Business (IEM)</td>
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<td>Level 2</td>
<td>Janette Illingsworth</td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 2</td>
<td>Janette Illingsworth</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- [x] 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>8 credit points</td>
<td>48 credit points for Associate Degree of Business (IEM) 64 credit points for Bachelor of Business (IEM)</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>1 hour (contact) (average)</td>
<td>4</td>
<td>30</td>
</tr>
<tr>
<td>25 hours (in industry) (average)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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: 4 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)
- [x] Work-integrated learning activity
- [ ] Mixed/blended
- [ ] Distance/independent learning (untimetabled)
- [x] Full-time
- [x] Part-time
- [ ] External
- [ ] Fast track (provide details)
Other (please specify)

The aim of industry practicum is to introduce students to the work environment external from the school. Students are first prepared for Industry Practicum by attending workshops on the preparation of recruitment and selection documentation and practice their interview skills. Whilst on placement students are provided with opportunities to develop their career pathway and enhance their operational skills and knowledge. This subject further provides the opportunity for students to reflect upon the relationship between their academic studies and the workplace environment. Employment for event students is to be undertaken with any event, or convention area OR students can be engaged in a community event project.

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.

EVE201 Event Planning and Implementation

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>On completing this subject, students will be able to:</td>
<td><strong>Type * (see examples noted below this table)</strong></td>
</tr>
<tr>
<td>a. Investigate industry processes and requirements for employment and selection.</td>
<td><strong>When assessed – year, session and week</strong> (for example, year 1, semester 1, week 1)**</td>
</tr>
<tr>
<td>b. Analyse employability trends.</td>
<td><strong>Weighting (% of total marks for subject)</strong></td>
</tr>
<tr>
<td>c. Evaluate and secure opportunities for industry practicum.</td>
<td>Progressive</td>
</tr>
<tr>
<td>d. Apply knowledge, skill, and abilities developed at the school to the work environment.</td>
<td>100%</td>
</tr>
<tr>
<td>e. Contribute to the organisational workplace through appropriate responses to projects and/or tasks as a constructive member of a team.</td>
<td></td>
</tr>
<tr>
<td>f. Critically reflect upon experiences within a hotel &amp; resort employment context.</td>
<td></td>
</tr>
<tr>
<td>g. Critically reflect upon and apply key performance competencies for success in a hotel &amp; resort employment environment.</td>
<td></td>
</tr>
<tr>
<td>h. Critically reflect upon the organisational culture and interpersonal workplace dynamics.</td>
<td></td>
</tr>
<tr>
<td>i. Evaluate the operations of events management from a management perspective.</td>
<td></td>
</tr>
<tr>
<td>a, b, c, f, g, h, i</td>
<td>Learning Portfolio-Employment Profile, Employment goals, reflections of work experience. (5,000 words)</td>
</tr>
<tr>
<td>d, e,</td>
<td>Proof of hours documentation: Completion of a minimum of 600 hours focused on events management; fulfilment of contractual obligations to employer; officially signed by employer</td>
</tr>
<tr>
<td></td>
<td>End of Placement</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:**


Stebleton, M & Henle, M 2011, *Hired!: the job hunting and career planning guide*, Pearson/Allyn & Bacon, Boston, MA.


Together with a collection of relevant readings from the following journals:
- The Career Development Quarterly
- The Journal of cooperative Education and Internship
- International journal of Contemporary Hospitality Management
- Cornell Hospitality Quarterly
- Hospitality
- Australian Hotelier
Services Marketing (BUS301)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration</th>
<th>Level</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>(for example, Bachelor, Diploma)</td>
<td>(for example, one semester, full year)</td>
<td>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</td>
<td></td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 3</td>
<td>Edmund Goh</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- [x] 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</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2 credit points</td>
<td>64 credit points for Bachelor of Business (IEM)</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: 4 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  ☒ 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. 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.
d. Critically review models of satisfaction and quality, and evaluate ways of measuring and monitoring satisfaction and quality.
e. Analyse the nature of service scapes in a tourism and hospitality context.
f. Appraise the key strategic issues in services marketing.
g. Evaluate the nature, role, and significance of marketing communication in a service setting.
h. Interpret the processes, determinants and tools of service delivery.
i. Appraise ways of balancing capacity and demand in tourism and hospitality services.

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>Essay Service Quality and Satisfaction Individual (2,000 words)</td>
<td>Week 6</td>
<td>30%</td>
</tr>
<tr>
<td>Presentation Group Marketing Idea and Plan (30 minutes)</td>
<td>Week 9</td>
<td>30%</td>
</tr>
<tr>
<td>Exam</td>
<td>Exam week</td>
<td>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 Hospitality Marketing & Management
- Tourism & Hospitality Research
- Journal of Management Studies
- Journal of Travel Research
- Harvard Business Review
- MIT Sloan
**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>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 3</td>
<td>Simon Pawson</td>
</tr>
</tbody>
</table>

### 1.2 Core or elective subject

Indicate if the subject is a
- [x] 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</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2 credit points</td>
<td>64 credit points for Bachelor of Business (IHRM)</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: 4 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

<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> * (see examples noted below this table)</td>
</tr>
<tr>
<td>a. Analyse the key trends and elements of global tourism and hospitality industries.</td>
<td></td>
</tr>
<tr>
<td>b. Critically reflect on the underpinnings of entrepreneurship</td>
<td></td>
</tr>
<tr>
<td>c. Critically review the criteria used to evaluate business potential.</td>
<td></td>
</tr>
<tr>
<td>d. Appraise the nature of social entrepreneurship.</td>
<td></td>
</tr>
<tr>
<td>e. Evaluate the critical aspects of creating a new venture.</td>
<td></td>
</tr>
<tr>
<td>f. Critically review theories and strategies used in business decision making and problem solving.</td>
<td></td>
</tr>
<tr>
<td><strong>c, e, f</strong></td>
<td>The Entrepreneur’s Business Plan Group (5,000 words)</td>
</tr>
<tr>
<td><strong>a, b, d</strong></td>
<td>Final Exam</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:**

Lumpkin, GT & Katz, JA 2009, *Entrepreneurial strategic content*, Emerald, Bingley, UK.


Together with a collection of relevant readings from the following journals:
- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
### Organisational Development and Change (BUS303)

#### 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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<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 3</td>
<td>Simon Pawson</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>
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</tr>
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</table>

1.4 **Student workload**

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

* Total time spent per week at lectures, tutorials, clinical and other placements 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: 4 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>
<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. Evaluate the fundamental concepts of the change process.</td>
<td></td>
</tr>
<tr>
<td>b. Appraise corporate culture within tourism and hospitality organisations.</td>
<td></td>
</tr>
<tr>
<td>c. Assess the major sources of change and their impact.</td>
<td></td>
</tr>
<tr>
<td>d. Investigate and evaluate change management strategies.</td>
<td></td>
</tr>
<tr>
<td>e. Make judgement upon change methods for a given organisation.</td>
<td></td>
</tr>
<tr>
<td>f. Evaluate and discuss current ODC literature.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay Change Process and Impacts Individual (3,000 words)</td>
<td>Week 7</td>
<td>50%</td>
</tr>
<tr>
<td>Exam</td>
<td>Exam week</td>
<td>50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Any of the following: a, b, c, d, e, f,</th>
<th></th>
</tr>
</thead>
</table>

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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:

- Harvard Business Review
- Cornell Hospitality Quarterly
- Journal of Human Resources in Hospitality & Tourism
- Journal of Management and Organization
- Journal of Management Studies
- MIT Sloan
Strategic Planning and Management (BUS304)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<tr>
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<tbody>
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<td>2.5 years</td>
<td>Level 3</td>
<td>Simon Pawson</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>
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<tbody>
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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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</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: 4 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

<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 review and apply strategy formulation, implementation, and evaluation to a hospitality organisation</td>
<td>Business Strategy Analysis Report Group (5,000 words)</td>
</tr>
<tr>
<td>b. Apply analytical tools to identify strategic options</td>
<td></td>
</tr>
<tr>
<td>c. Generate and justify strategies required for new business ventures</td>
<td></td>
</tr>
<tr>
<td>d. Evaluate and justify resources, capabilities, competencies and competitive advantage for a new hospitality organisation</td>
<td></td>
</tr>
<tr>
<td>e. Analyse the managerial tasks associated with implementing and executing organisational strategies</td>
<td>Mid-term test</td>
</tr>
<tr>
<td>f. Assess the intra-organisational activities of hospitality firms that influence the planning process</td>
<td></td>
</tr>
</tbody>
</table>

<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>a, b, c, d</td>
<td>Week 10</td>
<td>70%</td>
</tr>
<tr>
<td>e, f</td>
<td>Week 7</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:
- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- International Business Review
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
Ethical Business Management (BUS305)

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>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 3</td>
<td>Edmund Goh</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</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example: 10 credit points</td>
<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2 credit points</td>
<td>64 credit points for Bachelor of Business (IEM)</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>
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<tbody>
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<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: 4 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. Formulate a practical framework for ethical decision making.
b. Critically reflect upon the ethical issues inherent in changing business environments.
c. Apply ethical principles to particular cases or practices in business.
d. Evaluate the major approaches and issues related to business ethics, corporate social responsibility, and environmental sustainability.
e. Analyse the presuppositions of business from a moral point of view.
f. Appraise the techniques of moral reasoning and argumentation that are needed to analyse moral issues in business and thus encourage and maintain ethical corporate climates.

## Assessment tasks

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session and week</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>(see examples noted below this table)</td>
<td>(for example, year 1, semester 1, week 1)</td>
<td>( % of total marks for subject)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>a, b, c</th>
<th>Case Study Report Principles of Ethics (2,000 words)</th>
<th>Week 8</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>d, e, f</td>
<td>Group Debate Ethical Issues in Business</td>
<td>Week 10</td>
<td>20%</td>
</tr>
<tr>
<td>Any of the following:</td>
<td>Exam</td>
<td>Exam week</td>
<td>40%</td>
</tr>
<tr>
<td>b, d, e, f.</td>
<td></td>
<td></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.

**Prescribed:**

**Recommended:**
Carroll, AB & Buchholtz, AK 2012, *Business & society: ethics, sustainability, and stakeholder management* South-Western Cengage Learning, Mason, OH.


Together with a collection of relevant readings from the following journals:
- Academy of Management Journal
- Academy of Management Review
- Business & Society
- Business & Society Review
- Ethical Investor
- Journal of Business Ethics
- Journal of Corporate Citizenship
- Harvard Business Review
- MIT Sloan
Managing Event Facilities (EVE301)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration</th>
<th>Level</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>(for example, Bachelor, Diploma)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 3</td>
<td>Philip Maw</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>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>
<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: 4 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)

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 analyse and apply the concept of sustainable development with respect to event facilities.

b. Evaluate and apply the strategies and practical responses that event facilities can employ in their efforts to become more sustainable.

c. Identify a variety of venues and evaluate their suitability for specific events.

d. Reflect critically upon the key principles and challenges that impact the effective management of event facilities.

e. Critically reflect upon legal and regulatory compliance and the application to event facilities.

f. Interpret a range of risks specific to event facilities and develop risk mitigation strategies.

### Assessment tasks

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b,</td>
<td>Week 6</td>
<td>40%</td>
</tr>
<tr>
<td>c, d, e, f</td>
<td>Week 10</td>
<td>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:**

**Recommended:**


Together with a collection of relevant readings from the following journals:
- International Journal of Event Management Research
- Journal of Convention & Event Tourism
- Journal of Leisure Property
- The International Journal of Contemporary Hospitality Management
- Entertainment Close-up
- Hospitality Construction
- Micenet Asia
- Special events magazine
- Spice
- Event
Event Revenue and Yield (EVE302)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business (IEM)</td>
<td>2.5 years</td>
<td>Level 3</td>
<td>Dr Zelko Livaic</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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<th>Subject credit points Example: 10 credit points</th>
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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.

** 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: 4 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 will be a combination of face-to-face (traditional classroom delivery including lectures, seminars, group discussions, presentations, industry guest speakers).

- [ ] 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  ☒ 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>
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</table>
| Upon successful completion of 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 review the evolution of yield and revenue management with specific reference to events. | Learning Portfolio: case studies, pricing analysis, calculations, forecasting, comparative analysis | Weeks 3 - 11 | 100% |
| b. Apply principles of revenue management to events. | | | |
| c. Articulate potential problems and issues in event revenue management. | | | |
| d. Analyse the effectiveness of the pricing and revenue management strategies of selected events. | | | |
| e. Appraise the use software to support revenue management decisions. | | | |
| f. Evaluate a variety of qualitative and quantitative data to make revenue management decisions. | | | |

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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:
- Conferences and Incentive Travel
- Journal of Convention & Event Tourism
- The International Journal of Contemporary Hospitality Management
- International Journal of Event and Festival Management
- International Journal of Event Management Research
Event Evaluation (EVE303)

SECTION 1 – GENERAL INFORMATION

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<td>Lis Bastian</td>
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1.2 Core or elective subject

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Additional English language support: 4 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  ☒ No

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


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<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>Type * (see examples noted below this table)</td>
</tr>
<tr>
<td>a. Measure the effectiveness of a specific event.</td>
<td>When assessed – year, session and week (for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>b. Assess the success of marketing strategies for a specific event.</td>
<td></td>
</tr>
<tr>
<td>c. Critically explore how event holders can satisfy requirements of sponsors and major stakeholders.</td>
<td></td>
</tr>
<tr>
<td>d. Substantiate the importance of events as a contributor to economic development for a destination.</td>
<td></td>
</tr>
<tr>
<td>e. Evaluate the benefits of events to the host community.</td>
<td></td>
</tr>
<tr>
<td>f. Appraise the mechanisms for continuous improvement of events.</td>
<td></td>
</tr>
<tr>
<td><strong>b, c, d, e</strong></td>
<td>Individual Case Study (2,500 words)</td>
</tr>
<tr>
<td><strong>a, b, c, d, e, f</strong></td>
<td>Group Evaluation Report (5,000 words)</td>
</tr>
</tbody>
</table>

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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:**


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

- Event Management
- International Journal of Contemporary Hospitality Management
- International Journal of Event and Festival Management
- Marketing Event
- MICEBTN
- MicenetAsia
- Special Events Magazine
- Spice