MASTER OF INTERNATIONAL HOTEL MANAGEMENT
LIST OF SUBJECTS

Core Subjects
Accounting and Finance for Managers MHC601
Introduction to the Hospitality Industry MHC602
Hotel Operations Management MHC603
Revenue Management MHC604
Human Resource Management MHC605
Business Law MHC606
Business Research Methods MHC607
Business Ethics for Hospitality MHC608
Management Practicum MHC609
Strategic Hotel Management MHC610
Independent Research Project MHC611

Elective Subjects
Business Events in a Global Context MHE612
Conventions Management MHE613
Sustainability and the Environment MHE614
E-Marketing MHE615
New Product and Service Development MHE616
Marketing Management MHE617
Special Topic in Hotel Management MHE618
Minor Research Project MHE619
ATTACHMENT 1 – SUBJECT OUTLINE

SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
Accounting and Finance for Managers (MHC601)

(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</td>
<td>Dr 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 Example: 10 credit points</th>
<th>Total course credit points Example: 320 credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>32 credit points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

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

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

☑ Face to face on site
☐ E-learning (online)
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.
### Learning outcomes for subject.
On completing this subject, students will be able to:

- a. Generate, analyse and interpret financial information for business purposes;
- b. Formulate cost volume profit concepts to aid decision making;
- c. Assess current and non-current assets to explain how they affect accounting outcomes;
- d. Employ spreadsheets in planning and budget development;
- e. Evaluate and justify the return on investments of long-term assets;
- f. Measure the risk and return of capital instruments and projects;

### Assessment tasks

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning Portfolio Including financial analysis, problem solving, and budgeting exercises. Report Style 4,000 words</td>
<td>Progressive Week 4-6-10</td>
<td>60%</td>
</tr>
<tr>
<td>Exam</td>
<td></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:**
Global Finance Journal
International Business Review
Journal of World Business
Cornel Hotel and Restaurant Quarterly
Harvard Business Review
International Journal of Hospitality Management.
International Journal of Contemporary Hospitality Management
Sloan Management Review
SUBJECT OUTLINE

**Name of Subject 1 (Subject Code 1)**
Introduction to the Hospitality Industry (MHC602)

*(Use a separate outline template for each subject in the course)*

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<td>Dr Rajka Presbury</td>
</tr>
</tbody>
</table>

Master of International Hotel Management 1 term Postgraduate Dr Rajka Presbury

1.2 Core or elective subject

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

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

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

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

- Face to face on site
- E-learning (online)
- Intensive (provide details)
Block release (provide details)

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

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

Other (please specify)

1.6  Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?
  ☐ Yes  ☒ 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 large practical component delivered in a combination of workshops and ‘hands on’ classes undertaken within the practicum laboratories or simulated environment i.e. the on campus commercial kitchen and food and beverage outlets.
## SECTION 2 – ACADEMIC DETAILS

**Learning outcomes for subject**

On completing this subject, students will be able to:

a. Undertake and reflect critically upon food and beverage management functions;

b. Appraise the key characteristics and complexities of the hospitality industry;

c. Assess the interdependencies between the hospitality, event, tourism and travel sectors;

d. Critically reflect upon the key skills and resources needed and applied in hotel food and beverage operations;

e. Critically analyse and utilise the various ownership/management models of the international accommodation sector;

f. Evaluate a hotel with regard to its markets, service levels and staffing;

g. Evaluate the changing nature of environmental, social, technological; and legal trends, influencing hotel operations;

h. Apply the principles of sustainability to food and beverage operations.

### Assessment tasks

<table>
<thead>
<tr>
<th>Type *</th>
<th>When assessed</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>Assessment tasks</th>
<th>Type *</th>
<th>When assessed</th>
<th>Weighting</th>
</tr>
</thead>
</table>
| **Learning Portfolio**
  Report Style
  Including Case analysis, literature critique, reflections on industry visits.
  4,000 words | b, c, e, f, g, h. |
| Progressive Week 4-6-10 | 60% |

<table>
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<th>Weighting</th>
</tr>
</thead>
</table>
| **Food & Beverage**
  Applied Learning
  Including coffee making, wine service, food service and kitchen operations. | a, b, d, e, h. |
| Week 5 and 10 | 40% |

<table>
<thead>
<tr>
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<th>Type *</th>
<th>When assessed</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RSA certificate</strong></td>
<td>d</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 1-2</td>
<td>Satisfactory completion</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.

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

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

- Cornell Hotel and Restaurant Quarterly
- Harvard Business Review
- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management
- Tourism Review
- Australian Hotelier
- Sloan Management Review
- Hospitality
- Hotel
- WorldWide Hotels & Motels Industry Report
- Journal of Hospitality & Tourism Management
- Hotels and Resorts
- Hotel Management
- Hotel Business
- Australian Hotelier
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
Hotel Operations Management (MHC603)
(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<td></td>
</tr>
<tr>
<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</td>
<td>Ariane Lellman</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

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

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1.4 Student workload

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

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<tr>
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<td></td>
<td></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: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

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

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

Other (please specify)

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

1.6 Pre-requisites and co-requisites
Are students required 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 large practical component delivered in a combination of workshops and ‘hands on’ classes undertaken within the practicum laboratories or simulated front office, reception and housekeeping areas.
Learning outcomes for subject
On completing this subject, students will be able to:

a. Undertake and reflect critically upon the rooms division supervisory functions;
b. Assess a hotel business using management theories, concepts and business performance tools to measure, review and evaluate the essential issues in hotel service delivery;
c. Critically reflect upon the importance of facilities management in a hotel;
d. Evaluate the principles of cost control and the necessary resources for service delivery;
e. Critically reflect upon the security measures practiced in hotels, including risk assessment and external threats;
f. Assess the importance of technology in operating a hotel.

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>Type * (see examples noted below this table)</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Rooms Division Applied Learning Including PMS operations, housekeeping and front office operations</td>
<td>Week 5 and 10</td>
<td>40%</td>
</tr>
<tr>
<td>b, d, f.</td>
<td>A costed labour budget Report 3,000 words</td>
<td>Week 8</td>
<td>30%</td>
</tr>
<tr>
<td>b, c, e, f.</td>
<td>Exam Essay style</td>
<td>Week 12</td>
<td>30%</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.

Recommended:


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

Cornell Hospitality Quarterly
<table>
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<th>International Journal of Hospitality Management.</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Lodging Hospitality</td>
</tr>
<tr>
<td>Facilities Management</td>
</tr>
<tr>
<td>WorldWide Hotels &amp; Motels Industry Report</td>
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<tr>
<td>Journal of Hospitality &amp; Tourism Management</td>
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</tr>
<tr>
<td>Hotel Business</td>
</tr>
<tr>
<td>Australian Hotelier</td>
</tr>
</tbody>
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SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
Revenue Management (MHC604)
(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration (for example, one semester, full year)</th>
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<tbody>
<tr>
<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</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

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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: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:
☑ Face to face on site
☐ E-learning (online)
☐ Intensive (provide details)
Block release (provide details)

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

Other (please specify)

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

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

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

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

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

a. Analyse and apply the process of revenue management;
b. Critically reflect upon the role and function of automated revenue management systems;
c. Make judgments upon the operational requirements and effectiveness of the various components of revenue management;
d. Create a hotel forecast report for accommodation;
e. Interpret reports and compose recommendations to achieve revenue management targets;
f. Assess and argue the merits of group business based on displacement analysis;
g. Prepare and manage a revenue management team meeting.

<table>
<thead>
<tr>
<th>Assessment tasks</th>
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<tbody>
<tr>
<td>Type * (see examples noted below this table)</td>
</tr>
<tr>
<td>Learning Portfolio Including case studies, revenue management critique, situational forecasting and a revenue management meeting. 3,000 words</td>
</tr>
<tr>
<td>Group Presentation Situational Forecasting Report</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:
Cornell Hospitality Quarterly
Harvard Business Review
International Journal of Hospitality Management.
Journal of Management Studies
Worldwide Hotels & Motels Industry Report
Global Finance Journals
Journal of World Business
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)

Human Resource Management (MHC605)

(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

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<td>Dr Scott Richardson</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

☑ core subject

☐ elective subject

☐ other (please specify below):

1.3 Subject weighting

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

☑ Face to face on site

☐ E-learning (online)

☐ Intensive (provide details)
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<thead>
<tr>
<th>Block release (provide details)</th>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Work-integrated learning activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed/blended</td>
</tr>
<tr>
<td>Distance/independent learning (untimetabled)</td>
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</table>

<table>
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</thead>
<tbody>
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<table>
<thead>
<tr>
<th>Fast track (provide details)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Other (please specify)</th>
</tr>
</thead>
</table>

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.

## Learning outcomes for subject

On completing this subject, students will be able to:

a. Critically reflect upon the role and responsibility of Human Resource Managers in hotels;

b. Critically analyse and explore human resource models, theories and practices and their application to hotels;

c. Assess the challenges facing Human Resource Managers to ensure that policies, procedures and activities are consistent with the principles of ethics, good corporate governance and sustainability;

d. Make judgements upon the factors impacting the strategic role of HRM and its contribution to the achievement of organisational goals and objectives;

e. Analyse the employment relationship and critically evaluate the shared responsibilities between employers, management, human resource specialists, and employees;

f. Examine, justify and formulate HR strategies and plans required in the establishment of an international hotel.

### Assessment tasks

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

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

### 2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**


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

- Journal of Human Resources in Hospitality & Tourism
- Journal of Management and Organization
- Management International Review
- Asia Pacific Journal of Human Resources
- The International Journal of Human Resource Management
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)

Business Law (MHC606)

(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
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<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</td>
<td>Dr Scott Richardson</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

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

1.3 Subject weighting

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

<table>
<thead>
<tr>
<th>Subject credit points</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</td>
<td>32 credit points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

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

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

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

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:
- Face to face on site
- E-learning (online)
- Intensive (provide details)
☐ Block release (provide details)

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

☐ Other (please specify)

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

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

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

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

<table>
<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>When assessed – year, session and week (for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>a. Analyse central elements of relevant national legal systems, and how they developed;</td>
<td></td>
</tr>
<tr>
<td>b. Assess the impact of the current legal system on the business environment;</td>
<td></td>
</tr>
<tr>
<td>c. Analyse, critically reflect upon and apply key elements of business law;</td>
<td></td>
</tr>
<tr>
<td>d. Evaluate the influence of international law on transnational business operations;</td>
<td></td>
</tr>
<tr>
<td>e. Critically reflect upon the social and ethical responsibilities of a business;</td>
<td></td>
</tr>
<tr>
<td>f. Demonstrate the ability to access legal information, including online legal resources;</td>
<td></td>
</tr>
<tr>
<td>g. Critically analyse and present an argument on a legal business matter.</td>
<td></td>
</tr>
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</table>

| a, b, e., f | Research Essay 2,000 words | Week 7 | 30% |
| f, g. | Moot Court 30mins | Week 9 | 20% |
| Any of the following: a, b, c, d | Final Exam (open book) | Week 12 | 50% |

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

2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**

Cordato, A. 2006 *Australian Travel and Tourism Law*, 4th edn, LexisNexis Butterworths


Vickery, R & Flood, M 2012 *Australian Business Law: Compliance and Practice*, Pearson Australia, Frenchs Forest, NSW.

Together with a collection of relevant readings from the following journals:
Cornell Hospitality Quarterly
Harvard Business Review
International Journal of Hospitality Management.
Journal of Management Studies
Hotel Business
Hotel Management
Tourism and Hospitality Management
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)

Business Research Methods (MHC607)

(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
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1.2 Core or elective subject

Indicate if the subject is a

☒ core subject

☐ elective subject

☐ other (please specify below):

1.3 Subject weighting

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

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1.4 Student workload

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

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</table>

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

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

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

☒ Face to face on site

☐ E-learning (online)

☐ Intensive (provide details)
☐ Block release (provide details)

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

☐ Other (please specify)

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

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

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

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

On completing this subject, students will be able to:

- a. Critically reflect upon the role of research within a hotel operating internationally;
- b. Analyse the various approaches to business and social research;
- c. Investigate the difference between primary and secondary research;
- d. Justify the use of quantitative and qualitative data collection and analysis;
- e. Investigate a range of data collection methods and tools;
- f. Critically analyse research enquiry designs appropriate to international hotel business research;
- g. Evaluate the ways management research may be written and disseminated.

### Assessment tasks

<table>
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<tr>
<th>Type * (see examples noted below this table)</th>
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</thead>
<tbody>
<tr>
<td>Learning Portfolio</td>
<td>Progressive Week 4-8-10</td>
<td>100%</td>
</tr>
<tr>
<td>Including a literature review, analysis of research methodologies, exercises on qualitative and quantitative analysis, and a research draft proposal. Report Style 5,000 words</td>
<td></td>
<td></td>
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### 2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**


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

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

**Name of Subject 1 (Subject Code 1)**

Business Ethics for Hospitality (MHC608)

*(Use a separate outline template for each subject in the course)*

### SECTION 1 – GENERAL INFORMATION

#### 1.1 Administrative details

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</tbody>
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#### 1.2 Core or elective subject

Indicate if the subject is a

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

#### 1.3 Subject weighting

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

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</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: 6 hours per week

#### 1.5 Delivery mode

Tick all applicable delivery modes for the subject:

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

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

☐ Other (please specify)

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

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

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

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

#### Learning outcomes for subject

On completing this subject, students will be able to:

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

#### Assessment tasks

<table>
<thead>
<tr>
<th>Type * (see examples noted below this table)</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Report</td>
<td>Week 10</td>
<td>50%</td>
</tr>
<tr>
<td>Case analysis applying theory of ethics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5,000 words</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e, f.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Presentation on Case findings and recommendations</td>
<td>Week 11</td>
<td>50%</td>
</tr>
<tr>
<td>30 min.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e, f, g.</td>
<td></td>
<td></td>
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*Examples of types of assessment tasks include: assignments; examinations; group projects; online quiz/test; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.*

#### 2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**


Sons Hoboken, NJ.

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

Business & Society
Business & Society Review
Ethical Corporation (magazine style)
Ethical Investor
Journal of Business Ethics
Journal of Corporate Citizenship
Cornell Hospitality Quarterly
Harvard Business Review
International Journal of Hospitality Management.
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
Management Practicum (MHC609)

(Use a separate outline template for each subject in the course)

SECTION 1 — GENERAL INFORMATION

1.1 Administrative details

<table>
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<td>Dr Scott Richardson Janette Illingworth Head of Career Development and Industry Relations</td>
</tr>
<tr>
<td>Master of International Hotel Management</td>
<td>2 terms</td>
<td>Postgraduate</td>
<td></td>
</tr>
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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

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</table>

1.4 Student workload

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

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

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

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

Additional English language support: hours per week
1.5 Delivery mode
Tick all applicable delivery modes for the subject:
☑ Face to face on site
☐ E-learning (online)
☐ Intensive (provide details)
☐ Block release (provide details)
☐ Work-integrated learning activity
☐ Mixed/blended
☐ Distance/independent learning (untimetabled)
☑ Full-time
☑ Part-time
☐ External
☐ Fast track (provide details)
☐ Other (please specify)

1.6 Pre-requisites and co-requisites
Are students required have undertaken a prerequisite or co-requisite subject for this subject?
☑ Yes   ☐ No
If YES, provide details of the prerequisite or co-requisite requirements below.
MHC602 Introduction to the Hospitality Industry
MHC603 Hotel Operations Management

1.7 Other resource requirements
Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?
☐ Yes   ☑ No
If YES, provide details of specialist facilities and/or equipment below.
SECTION 2 – ACADEMIC DETAILS

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

a. Demonstrate understanding of international hotel industry requirements for employment and selection;
b. Evaluate and implement strategies for personal and professional action planning;
c. Assess and compare employability trends in an international hotel context;
d. Identify and illustrate key performance competencies in an international hotel context;
e. Critically evaluate the operations of an international hotel from a management perspective;
f. Establish a professional network for career development and advancement;
g. Analyse the value of interrelationships between various internal and external stakeholders to achieve strategic business objectives.

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>Type *</th>
<th>When assessed – year, session and week</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning/Reflection Portfolio</td>
<td>Progressive Week 2-10 Final Submission Week 10 of MHC609a</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td>a, b, c.</td>
<td>Learning/Reflection Portfolio Including resume, LinkedIn profile, application letter, reflection on work placement. 5,000 words</td>
<td></td>
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</tr>
<tr>
<td>d, e, f, g.</td>
<td>Placement (Hotel workplace)</td>
<td>End of Placement (Evidence of satisfactory completion of 760 hours in placement).</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:

Cornell Hospitality Quarterly
Harvard Business Review
International Journal of Hospitality Management.
Australian Hotelier
Sloan Management Review
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
Strategic Hotel Management (MHC610)

(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

- 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.
Learning outcomes for subject

On completing this subject, students will be able to:

a. Critically review the theories, concepts and practices relating to strategic management;

b. Determine the optimal pathway for a hotel organisation to achieve competitive advantage using theoretical frameworks;

c. Critique strategy as it relates to an organisation's capacity to realise its objectives;

d. Analyse the internal and external forces that impact on the creation and justification of an organisation's strategy;

e. Critically reflect upon and justify strategies that support sustainability with specific reference to hotels.

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, c, d, e.</td>
<td>Group Business Strategy Analysis Report 5,000 words</td>
<td>Week 10 50%</td>
</tr>
<tr>
<td>Any of the following: a, b, c, d, e.</td>
<td>Exam Case Study</td>
<td>Week 12 50%</td>
</tr>
</tbody>
</table>

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

2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**


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

Competitiveness Review (incorporating Journal of Global Competitiveness)

Global Business and Organizational Excellence

Global Networks
SUBJECT OUTLINE

**Name of Subject 1 (Subject Code 1)**
Independent Research Project (MHC611)

*(Use a separate outline template for each subject in the course)*

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
<th>Duration</th>
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<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
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<td><em>(for example, one semester, full year)</em></td>
<td><em>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</em></td>
<td>Dr Scott Richardson</td>
</tr>
<tr>
<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</td>
<td></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</td>
<td>32 credit points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
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<tbody>
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<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

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

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

☐ Other (please specify)

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

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

If YES, provide details of the prerequisite or corequisite requirements below.

MHC607 Business Research Methods

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

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

## Learning outcomes for subject

On completing this subject, students will be able to:

a. Critically reflect upon and apply disciplinary methods and approaches in the design of a research question;

b. Review critically the literature as it applies to the research question;

c. Collect and synthesise data using appropriate research tools;

d. Critically reflect upon and interpret information to reach meaningful conclusions, make recommendations and answer a chosen research question;

e. Communicate the findings of a chosen research study in appropriate academic language and structure.

## 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, c, d, e.</td>
<td>Independent Research Report Min. 5,000 words</td>
<td>100%</td>
</tr>
<tr>
<td>Progressive Week 2 - 10</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:**


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

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

Name of Subject 1 (Subject Code 1)
Business Events in a Global Context (MHE612)
(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
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<td>1 term</td>
<td>Postgraduate</td>
<td>Dr Scott Richardson</td>
</tr>
</tbody>
</table>

1.2 Core or elective subject

Indicate if the subject is a

- [ ] core subject
- [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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<td>Example: 320 credit points</td>
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<td>32 credit points</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>
<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>8</td>
<td>12</td>
</tr>
</tbody>
</table>

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

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

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

☐ Other (please specify)

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

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

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

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

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

- a. Critically reflect upon the impact of business events on local, national and international economies;
- b. Evaluate the role of key business event bodies and associations locally, nationally, and internationally;
- c. Assess the value of different types of business events and justify hosting these events;
- d. Critically reflect upon the obligations, rights, and remedies applicable to various stakeholders of a business event;
- e. For host destinations generate and justify leverage opportunities that may be realised through business events.

### 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>Learning Portfolio Including a competitive analysis, case studies, literature critique. Report style 5,000 words</td>
<td>Progressive Week 4-8-10</td>
<td>100%</td>
</tr>
</tbody>
</table>

*a 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

International Journal of Hospitality Management.

Journal of Convention and Event Tourism

International Journal of Event and Festival Management
<table>
<thead>
<tr>
<th>International Journal of Event Management Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIM</td>
</tr>
<tr>
<td>MiceNet</td>
</tr>
<tr>
<td>SPICE</td>
</tr>
<tr>
<td>Meetings and Conventions (M&amp;C)</td>
</tr>
</tbody>
</table>
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
Convention Management (MHE613)
(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
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</tr>
<tr>
<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</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).

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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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</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: 6 hours per week

1.5 Delivery mode
Tick all applicable delivery modes for the subject:
☒ Face to face on site
☐ E-learning (online)
☐ Intensive (provide details)
Block release (provide details)

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

Other (please specify)

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

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

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

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

<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 evaluate the role and special nature of conventions and how they integrate with the broader event/tourism industry;</td>
<td>Learning Portfolio Including reflections of interviews, literature critique, case studies, marketing strategy formulation. 5,000 words.</td>
</tr>
<tr>
<td>b. Distinguish between different types of conventions and justify why hotels would seek such business;</td>
<td>Progressive Week 5-8-10</td>
</tr>
<tr>
<td>c. Reflect critically upon which segments of the market may be serviced successfully by hotels and convention centres;</td>
<td>100%</td>
</tr>
<tr>
<td>d. Critique and implement the management systems, procedures and steps involved in staging meetings, conventions, and exhibitions;</td>
<td></td>
</tr>
<tr>
<td>e. Critically analyse the broad and specific skills needed to become an effective professional in convention management;</td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e</td>
<td></td>
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</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:**


Silvers, J. 2004 *Professional Event Coordination*, John Wiley & Sons
Together with a collection of relevant readings from the following journals:
Cornell Hospitality Quarterly
International Journal of Hospitality Management.
Journal of Convention and Event Tourism
International Journal of Event and Festival Management
International Journal of Event Management Research
CIM
MiceNet
SPICE
Meetings and Conventions (M&C)
**SUBJECT OUTLINE**

**Name of Subject 1 (Subject Code 1)**

Sustainability and the Environment (MHE614)

*(Use a separate outline template for each subject in the course)*

**SECTION 1 – GENERAL INFORMATION**

1.1 **Administrative details**

<table>
<thead>
<tr>
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<tr>
<td>Master of International Hotel Management</td>
<td>1 term</td>
<td>Postgraduate</td>
<td>Dr Scott Richardson</td>
</tr>
</tbody>
</table>

1.2 **Core or elective subject**

Indicate if the subject is a

- [ ] core subject
- [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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</tbody>
</table>

1.4 **Student workload**

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

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

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

Additional English language support: 6 hours per week

1.5 **Delivery mode**

Tick all applicable delivery modes for the subject:

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

Work-integrated learning activity
   □ Mixed/blended
   □ Distance/independent learning (untimetabled)
   □ 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.
### Learning outcomes for subject

On completing this subject, students will be able to:

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

### 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>Literature Review Sustainable development 2,000 words</td>
<td>Week 6</td>
<td>40%</td>
</tr>
<tr>
<td>Group Project Sustainable development plan for a new hotel 4,000 words</td>
<td>Week 10</td>
<td>40%</td>
</tr>
<tr>
<td>Group Presentation of recommendations from the sustainable development plan 30 mins</td>
<td>Week 11</td>
<td>20%</td>
</tr>
</tbody>
</table>

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

### 2.1 Prescribed and recommended readings

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

**Prescribed:**


**Recommended:**


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

- Business & Society
- Business & Society Review
- Ethical Investor
- Journal of Business Ethics
- Journal of Corporate Citizenship
- Cornell Hospitality Quarterly
- International Journal of Hospitality Management.
- Energy Journal
- Environmental Design and Construction
- Facilities
- Facilities Design & Management
- Hospitality Design
- Journal of Environmental Engineering
- Journal of Environmental Planning and Management
- Journal of Facilities Management
- Water and Environment International
- Water Engineering and Management
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
E-Marketing (MHE615)

(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards</th>
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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 | 32 credit points |

1.4 Student workload

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

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

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

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

☐ Other (please specify)

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 reflect upon the value of e-marketing in relation to strategic marketing plans;

b. Evaluate the technological, legal, ethical, global and social networking aspects of the e-business marketing environment;

c. Critically review how the internet impacts consumer behaviour, and make judgements on how a hotel can use this information for marketing purposes;

d. Analyse online distribution and supply dynamics and identify opportunities and threats for hotel organisations;

e. Generate and justify e-marketing ideas, concepts, and solutions, through case analysis.

Assessment tasks

<table>
<thead>
<tr>
<th>Type * (see examples noted below this table)</th>
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</thead>
<tbody>
<tr>
<td>a, b. Literature Review 2,000 words</td>
<td>Week 5</td>
<td>40%</td>
</tr>
<tr>
<td>c, e Case Analysis 2 Report style 2,000 words</td>
<td>Week 7</td>
<td>30%</td>
</tr>
<tr>
<td>d, e Case Analysis 3 Report style 2,000 words</td>
<td>Week 9</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:**
Parker K, 2010, *301 Ways to Use Social Media To Boost Your Marketing*, McGraw Hill,

**Together with a collection of relevant readings from the following journals:**
Cornell Hospitality Quarterly
Harvard Business Review
International Journal of Hospitality Management.
Journal of World Business
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
New Product and Service Development (MHE616)
(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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

1.2 Core or elective subject

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

1.3 Subject weighting

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

<table>
<thead>
<tr>
<th>Subject credit points</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</td>
<td>32 credit points</td>
</tr>
</tbody>
</table>

1.4 Student workload

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

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

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:
- ☒ Face to face on site
- ☐ E-learning (online)
- ☐ Intensive (provide details)
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>
<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>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Critically review the concepts and theories related to innovation and new product and service development;</td>
<td>Market Consumer Analysis 2,000 words</td>
<td>Week 5</td>
<td>30%</td>
</tr>
<tr>
<td>b. Critique an aligned brand and product strategy and how it delivers value to the organisation and the user;</td>
<td>Group Product Development Plan Report Style 5,000 words</td>
<td>Week 10</td>
<td>40%</td>
</tr>
<tr>
<td>c. Evaluate the factors that influence the success or failure of a new product or service;</td>
<td>Group Product Development Presentation 30 mins</td>
<td>Week 11</td>
<td>30%</td>
</tr>
<tr>
<td>d. Analyse, forecast and explore market opportunities for a new product or service;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Assess research methodologies, processes and tools in evaluating new products or services;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Generate and justify a new product or service development plan for a hotel.</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:**


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

- Journal of Brand Management
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Management
- Journal of Product and Brand Management
- Marketing Science
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of World Business
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
Marketing Management (MHE617)
(Use a separate outline template for each subject in the course)

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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<td>Dr Scott Richardson</td>
</tr>
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1.2 Core or elective subject
Indicate if the subject is a

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

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

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<tr>
<th>Subject credit points</th>
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</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
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</tbody>
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* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

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

Additional English language support: 6 hours per week

1.5 Delivery mode
Tick all applicable delivery modes for the subject:

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

Work-integrated learning activity
- Mixed/blended
- Distance/independent learning (untimetabled)
  - 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>
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</thead>
<tbody>
<tr>
<td><strong>On completing this subject, students will be able to:</strong></td>
<td><strong>Type</strong> <em>(see examples noted below this table)</em></td>
</tr>
<tr>
<td>a. Critically review theoretical marketing management concepts, principles, and practices and apply these to marketing decision making;</td>
<td>Group Marketing Plan</td>
</tr>
<tr>
<td>b. Critically reflect upon the processes of analysis, planning, implementation and control of the marketing function in organisations;</td>
<td>Report Style 5,000 words</td>
</tr>
<tr>
<td>c. Articulate key outcomes of the value cycle;</td>
<td>Exam Case study analysis</td>
</tr>
<tr>
<td>d. Evaluate segmentation analysis for estimating the expected impact of marketing decisions;</td>
<td></td>
</tr>
<tr>
<td>e. Collaborate in the design and implementation of a marketing strategy using components of a marketing mix for a hotel.</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:**


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

- International Business Review
- Journal of World Business
- Journal of Marketing
- Journal of European Marketing
- Journal of Public Policy and Marketing
- Journal of Business Research
- Cornell Hospitality Quarterly
- Harvard Business Review
- International Journal of Hospitality Management.
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)
Special Topics in Hotel Management (MHE618)
(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
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1.2 Core or elective subject

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

1.3 Subject weighting

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

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<td>32</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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* Total time spent per week at lectures, tutorials, clinical and other placements etc.
** Total time students are expected to spend per week in studying, completing assignments, etc.
*** That is, * + ** = workload hours.

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:
- [x] Face to face on site
- [ ] E-learning (online)
- [ ] Intensive (provide details)
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 reflect upon the challenges a hotel manager may face;
b. Prepare and present a literature review for an applied research project;
c. Collect and synthesise data using appropriate research tools;
d. Critically reflect upon and interpret information to reach meaningful conclusions;
e. Communicate the findings in appropriate academic language and structure.

**Assessment tasks**

<table>
<thead>
<tr>
<th>Type * (see examples noted below this table)</th>
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<tr>
<td>Applied Research Project Report Style</td>
<td>Week 10</td>
<td>100%</td>
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<td>5,000 words</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:**


Business Research Methods, South-Western Cengage Learning, Mason, OH.

Together with a collection of relevant readings from the following journals:
Annals of Tourism Research
Journal of Travel Research
International Journal of Contemporary Hospitality Management
Tourism Review
Tourism and Hospitality Research
The Cornell Hotel and Restaurant Administration Quarterly
Journal of Tourism and Hospitality Research
Cornell Hospitality Quarterly
International Journal of Hospitality Management.
SUBJECT OUTLINE

Name of Subject 1 (Subject Code 1)

Minor Research Project (MHE619)

(Use a separate outline template for each subject in the course)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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1.2 Core or elective subject

Indicate if the subject is a

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

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

Additional English language support: 6 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

☒ Face to face on site
☐ E-learning (online)
☐ Intensive (provide details)
A schedule of meetings will be agreed upon by student and supervisor. It is the role of the academic supervisor to guide the student through the research process.

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

If YES, provide details of the prerequisite or co-requisite requirements below.
MHC607 Business Research Methods

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

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

### Learning outcomes for subject

On completing this subject, students will be able to:

a. Critically reflect upon and apply disciplinary methods and approaches in the design of a research question;

b. Review critically the literature as it applies to the research question;

c. Collect and synthesise data using appropriate research tools;

d. Critically reflect upon and interpret information to reach meaningful conclusions, make recommendations and answer a chosen research question;

e. Communicate the findings of a chosen research study in appropriate academic language and structure.

### Assessment tasks

<table>
<thead>
<tr>
<th>Type *</th>
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<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, c, d, e.</td>
<td>Research Project Thesis 10,000 words</td>
<td>100%</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.

#### Prescribed:


#### Recommended:


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

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