## Subject Outlines

**International Hotel and Resort Management**

CRICOS Numbers:
- Diploma of Business (IHRM): 089927F
- Associate Degree of Business (IHRM): 089926G
- Bachelor of Business (IHRM): 089925G
- Torrens University Australia: 03389E

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting Fundamentals</td>
<td>BUS101</td>
</tr>
<tr>
<td>Management and Leadership</td>
<td>BUS102</td>
</tr>
<tr>
<td>Research and Academic Skills</td>
<td>BUS103</td>
</tr>
<tr>
<td>Sales and Marketing</td>
<td>BUS104</td>
</tr>
<tr>
<td>Cross Cultural Studies</td>
<td>BUS105</td>
</tr>
<tr>
<td>Food and Beverage Operations Management</td>
<td>HOS101</td>
</tr>
<tr>
<td>Food and Beverage Management and Control</td>
<td>HTL101</td>
</tr>
<tr>
<td>The International Hospitality Industry</td>
<td>HTL102</td>
</tr>
<tr>
<td>Industry Practicum I</td>
<td>IP101</td>
</tr>
<tr>
<td>Management Accounting</td>
<td>BUS201</td>
</tr>
<tr>
<td>Economics</td>
<td>BUS202</td>
</tr>
<tr>
<td>Business Law</td>
<td>BUS203</td>
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<tr>
<td>Human Resource Management</td>
<td>BUS204</td>
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<td>Research Skills and Practices</td>
<td>BUS205</td>
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<td>Operations and Environment Management</td>
<td>HOS201</td>
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<td>Rooms Division Management</td>
<td>HTL201</td>
</tr>
<tr>
<td>Hotel and Resort Planning and Design</td>
<td>HTL202</td>
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<tr>
<td>Industry Practicum II</td>
<td>IP201</td>
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<tr>
<td>Services Marketing</td>
<td>BUS301</td>
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<tr>
<td>Business Management and Entrepreneurship</td>
<td>BUS302</td>
</tr>
<tr>
<td>Organisational Development and Change</td>
<td>BUS303</td>
</tr>
<tr>
<td>Strategic Hotel Management and H.O.T.S.</td>
<td>BUS304</td>
</tr>
<tr>
<td>Ethical Business Management</td>
<td>BUS305</td>
</tr>
<tr>
<td>Managing Hotel and Resort Facilities</td>
<td>HTL301</td>
</tr>
<tr>
<td>Revenue Management</td>
<td>HTL302</td>
</tr>
<tr>
<td>The Leadership Experience</td>
<td>HTL303</td>
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Accounting Fundamentals (BUS101)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
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<tbody>
<tr>
<td>Diploma of Business (IHRM)</td>
<td>1 year</td>
<td>Level 1</td>
<td>Dr Zelko Livaic</td>
</tr>
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<td>Associate Degree of Business (IHRM)</td>
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<td>Level 1</td>
<td>Dr Zelko Livaic</td>
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<tr>
<td>Bachelor of Business (IHRM)</td>
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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

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

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1.4 Student workload

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

<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:

- [ ] 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>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
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<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Assess and apply accounting terminology used globally.</td>
<td>Type *&lt;br&gt;(see examples noted below this table)</td>
<td>When assessed – year, session and week&lt;br&gt;(for example, year 1, semester 1, week 1)</td>
<td></td>
</tr>
<tr>
<td>b. Appraise the role of accounting information within tourism and hospitality operations (planning, operating and evaluating activities).</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>c. Outline and demonstrate the use of the accounting/business activities/transactions relating to cost control, cash, credit, revenues and expenses applicable to a hospitality or tourism organisation.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Evaluate the need for business planning within an organisation.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>e. Evaluate the accounting cycle.</td>
<td></td>
<td></td>
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<td>f. Compare and contrast a series of source data and make accounting transactions.</td>
<td></td>
<td></td>
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<tr>
<td>g. Evaluate financial statements (income statement, balance sheet, cash flow statement) and preliminary analysis thereof.</td>
<td></td>
<td></td>
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<tr>
<td>h. Present financial information in a format to facilitate management decisions.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>a, b, c, d, e, f, g, h</td>
<td>Learning Portfolio&lt;br&gt;Financial analysis, problem solving and budgeting exercises.&lt;br&gt;(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</td>
<td>Exam</td>
<td>Exam week</td>
<td>50%</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:


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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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).

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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
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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.
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<tr>
<td>On completing this subject, students will be able to:</td>
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</tr>
<tr>
<td>a. Evaluate the political, social and global trends affecting hospitality firms and how these trends impact on managers and leaders.</td>
<td></td>
</tr>
<tr>
<td>b. Compare and contrast the array of management and leadership skills intrinsic to supervisory positions in the hospitality industry.</td>
<td></td>
</tr>
<tr>
<td>c. Discuss the role of the manager in improving organisational performance.</td>
<td></td>
</tr>
<tr>
<td>d. Critically review and present the core skills and functions of a manager.</td>
<td></td>
</tr>
<tr>
<td>e. Examine the changing nature of organisational structures and evaluate how these influence organisations behaviour.</td>
<td></td>
</tr>
<tr>
<td>f. Critically review the challenges of managing and leading people in international hospitality firms.</td>
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<th>Type *</th>
<th>When assessed – year, session and week</th>
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<td>(of total marks for subject)</td>
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<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>
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<td>e, f</td>
<td>Exam</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:
- MIT Sloan
- Harvard Business Review
- Cornell Hospitality Quarterly
- Journal of Management and Organization
- Journal of Management Studies
- Lodging Hospitality
- International Journal of Hospitality Management
- Hotel Management
Research and Academic Skills (BUS103)

SECTION 1 – GENERAL INFORMATION

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Additional English language support: 4 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

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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.

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1.7 Other resource requirements

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☐ Yes ☒ No

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

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<td>On completing this subject, students will be able to:</td>
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<td>a. Identify and implement learning strategies for tertiary level study.</td>
<td></td>
</tr>
<tr>
<td>b. Identify and apply best practice information literacy techniques.</td>
<td></td>
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<tr>
<td>c. Develop an understanding of academic register as appropriate for tertiary study.</td>
<td></td>
</tr>
<tr>
<td>d. Apply knowledge of critical analysis of text.</td>
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<tr>
<td>e. Employ a range in expression and style for academic discourse specific to Business contexts.</td>
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<tr>
<td>a, b, c, d, e Journal Article Evaluation Week 4</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>a, b, c, d Quiz (Open-book) Week 6</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>a, b, c, d Literature Review Week 8</td>
<td>30%</td>
<td></td>
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<tr>
<td>a, b, c, d, e Report Week 10</td>
<td>40%</td>
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2.1 Prescribed and recommended readings

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

**Prescribed:**

**Recommended:**
Brick, J. 2009. Academic Culture: A Student's Guide to Studying at University, Macmillan, South Yarra


**Together with a collection of relevant readings from the following journals:**
Human Communication Research
Journal of Educational Multimedia and Hypermedia Journal of Intellectual Capital
Online Information Review
Strategic Finance

**Online Resources:**
http://aip.completeplanet.com
http://geert-hofstede.com/
http://openlearn.open.ac.uk/course/
http://www.ceu.hu/caw/resources
http://www.lib.berkeley.edu/instruct/guides/evaluation.html#suitability
http://snap.vu.edu.au
http://owl.english.purdue.edu/owl/resource
Sales and Marketing (BUS104)

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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)
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☐ Yes  ☒ No

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### 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 apply target market strategies.
- **f.** Evaluate and present how the external environment may influence a firm’s marketing strategy.
- **g.** Assess, interpret and apply consumer needs, expectations and preferences.

#### Assessment tasks

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>Type *</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Essay</strong></td>
<td></td>
<td>(see examples noted below this table)</td>
<td></td>
</tr>
<tr>
<td>Marketing principles &amp; key characteristics Individual (1,500 words)</td>
<td></td>
<td>Week 6</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Presentation of marketing segmentation research.</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group (30 minutes)</td>
<td></td>
<td>Week 9</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Exam</strong></td>
<td></td>
<td></td>
<td>50%</td>
</tr>
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</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
- 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

**1.1 Administrative details**

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
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<td>Simon Pawson</td>
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</table>

**1.2 Core or elective subject**

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

- [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).

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<td></td>
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1.4 Student workload

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

<table>
<thead>
<tr>
<th>No. timetabled hours per week*</th>
<th>No. personal study hours per week**</th>
<th>Total workload hours per week***</th>
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<tr>
<td>4</td>
<td>8</td>
<td>12</td>
</tr>
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* Total time spent per week at lectures, tutorials, clinical and other placements etc.

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

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

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

Additional English language support: 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. Critically review the complexity and diversity of different cultures.
- b. Evaluate the multiplicity of world views on cross culture.
- c. Analyse and evaluate the characteristics of different cultures.
- d. Review and resent the marketing perspectives of different cultures and reflect how culture may influence marketing strategies.
- e. Recognise and critically reflect upon the challenges of working in a global context.
- f. Appraise cross culture and how it applies to organisational culture.

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>Type * (see examples noted below this table)</th>
<th>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, c</td>
<td>Essay Cultural theories Individual (2,000 words)</td>
<td>Week 6</td>
<td>30%</td>
</tr>
<tr>
<td>d, f</td>
<td>Presentation Organisational Culture Group (30 minutes)</td>
<td>Week 9 - 10</td>
<td>20%</td>
</tr>
<tr>
<td>e and any of a,b,c</td>
<td>Exam</td>
<td>Exam week</td>
<td>50%</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:**


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
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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<tbody>
<tr>
<td>4 + 9 = 13</td>
<td>4</td>
<td>17</td>
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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.

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

Learning outcomes for subject

On completing this subject, students will be able to:

a. Apply the knowledge and skills required to advise and serve customers in food service outlets.

b. Compare and contrast the differing styles and formality of service for a range of food and beverage service situations.

c. Discuss the importance of hygiene and occupational health and safety legislation and apply to food and beverage operations.

d. Evaluate the requirements for professional beverage outlet management.

e. Evaluate and demonstrate interpersonal skills required to work as a member of a food and beverage service team.

f. Apply the skills, techniques and methods for food production in a commercial culinary environment.

g. Analyse the complex nature and the interrelationships of food, wine and beverage service.

h. Assess and apply the necessary skills for control, billing and accounting procedures in food service operations.

<table>
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<tr>
<th>Assessment tasks</th>
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<tbody>
<tr>
<td>Applied skills Assessment</td>
<td>(see examples noted below this table)</td>
<td>(for example, year 1, semester 1, week 1)</td>
<td>(for example, year 1, semester 1, week 1)</td>
</tr>
<tr>
<td>Reflective Report</td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>Exam</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:
- 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
Food and Beverage Management and Control (HTL101)

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Indicate if the subject is a

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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:

- Face to face on site
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- Intensive (provide details)
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1.6 Pre-requisites and co-requisites
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☐ Yes  ☒ No
If YES, provide details of the prerequisite or co-requisite requirements below.

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<th>Assessment tasks</th>
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<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. Formulate and apply key operational controls and procedures used in food and beverage outlets, with specific reference to product, service quality and business profitability.</td>
<td>Group Report - Management and Control (2,000 words)</td>
</tr>
<tr>
<td>b. Evaluate and practice food and beverage management cost control principles relating to sales, costs and use of resources.</td>
<td>Individual Applied Learning Task</td>
</tr>
<tr>
<td>c. Evaluate operational rosters and workforce considerations</td>
<td></td>
</tr>
<tr>
<td>d. Critically review profit and loss statements for food and beverage outlets and make judgments’ upon revenue, costs, and expenses incurred.</td>
<td></td>
</tr>
<tr>
<td>e. Critically review current and emerging market trends with respect to food and beverage.</td>
<td></td>
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<tr>
<td>f. Evaluate the impact of food and beverage outlets on the environment and present solutions for a more sustainable practice.</td>
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<td>g. Appraise and apply the legal obligations for food and beverage operations.</td>
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<tr>
<td>h. Critically review how food and beverage outlets use menu engineering to maximise outlets profitability.</td>
<td></td>
</tr>
<tr>
<td>i. Evaluate and design a range of menus for specific target markets, and critique from an ethnic, cultural, religious and dietary perspective</td>
<td></td>
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<tr>
<td>a, b, c, d, e, f, i</td>
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<tr>
<td>a, e, i</td>
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<td>g, h, and any of b, c, e</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:**

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Together with a collection of relevant readings from the following journals:
- Asia Pacific Journal of Tourism Research
- Australian Hotelier
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- Harvard Business Review
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- Tourism & Hospitality Management
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The International Hospitality Industry (HTL102)

SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

Indicate if the subject is a

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

1.3 Subject weighting

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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
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- [ ] 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)?
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If YES, provide details of specialist facilities and/or equipment below.
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<tr>
<td>On completing this subject, students will be able to:</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>a. Critically review the nature, size and scope of hospitality enterprises, with specific reference to hotel and resort chains, franchises, ownership arrangements, and management structures.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Compare and contrast roles and responsibilities of the major departments in international hotels and resorts.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Interpret current trends and forces that are shaping international hotel and resorts.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Analyse the complexity of the political, economic, financial, commercial and cultural environments within which the international hospitality business operates.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Evaluate world travel patterns and the impacts these patterns have on major hotel chains and food service companies operating globally.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a, c, d</td>
<td>Research Report Hospitality Industry Individual (3,000 words)</td>
<td>Week 8</td>
<td>50%</td>
</tr>
<tr>
<td>b, e</td>
<td>Exam</td>
<td>Exam week</td>
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2.1 Prescribed and recommended readings

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**Prescribed:**

**Recommended:**


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

- Australian Hotelier
- Cornell Hospitality Quarterly
- Harvard Business Review
- Hospitality
- Hospitality Design
- Hotels & Motels Industry Profile: individual regions & countries from
- Asia-Pacific – United States Hotels & Resorts
- Hotel Management
- International Journal of Hospitality Management.
- Journal of Hospitality & Tourism Management
- Journal of Human Resources in Hospitality & Tourism
- Lodging Hospitality
- Tourism & Hospitality Management
- Tourism & Hospitality Research
- Worldwide Hotels & Motels Industry Report
Industry Placement I (IP101)

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 (IHRM)</td>
<td>1 year</td>
<td>Level 1</td>
<td>Janette Illingsworth</td>
</tr>
<tr>
<td>Associate Degree of Business (IHRM)</td>
<td>2 years</td>
<td>Level 1</td>
<td>Janette Illingsworth</td>
</tr>
<tr>
<td>Bachelor of Business (IHRM)</td>
<td>2.5 years</td>
<td>Level 1</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>24 credit points for Diploma of Business (IHRM)</td>
</tr>
<tr>
<td></td>
<td>48 credit points for Associate Degree of Business (IHRM)</td>
</tr>
<tr>
<td></td>
<td>64 credit points for Bachelor of Business (IHRM)</td>
</tr>
</tbody>
</table>

1.4 Student workload in preparation for Industry Placement (IP101a)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Facilitated study h/p/w</th>
<th>Personal study h/p/w</th>
<th>Total study h/p/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 week duration</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Student workload in preparation for Industry Placement (IP101b)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Facilitated study h/p/w</th>
<th>Personal study h/p/w</th>
<th>Total study h/p/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 week duration across 2 terms</td>
<td>25 average in industry</td>
<td>4</td>
<td>29</td>
</tr>
</tbody>
</table>

A minimum of 600 hours over 24 weeks (2 terms) of the industry placement.

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)

The aim of Industry Placement is to introduce students to the work environment external from the school. Students are first prepared for Industry Placement by attending workshops on the preparation of recruitment and selection documentation and practice their interview skills (IP101a).

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 in to be undertaken in a Food and Beverage outlet within their chosen discipline (hotel, restaurant, event, hospitality environment).
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.

Bachelor of Business (International Event Management)
EVE101 Event Banqueting and Conferences  
HTL101 Food and Beverage Management and Control

Bachelor of Business (International Hotel and Resort Management)
HOS101 Food and Beverage Operations Management  
HTL101 Food and Beverage Management and Control

Bachelor of Business (International Restaurant and Catering Management)
HOS101 Food and Beverage Operations Management  
HTL101 Food and Beverage Management and Control  
RCM101 Introduction to the Restaurant and Catering Industries

Bachelor of Business (Guest Experience Management)
HOS101 Food and Beverage Operations Management

Note: Students must complete a minimum of 10 credit points prior to commencing industry placement.

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

2.1 Learning Outcomes

<table>
<thead>
<tr>
<th>Subject Learning Outcomes</th>
<th>Mapping to Course Learning Outcomes</th>
</tr>
</thead>
</table>
| a) Investigate industry processes and requirements for employment and selection; | BBus IEM – CLO1 & Learning Portfolio  
BBus IHRM – CLO1 & Learning Portfolio  
BBus IRCM – CLO1 & Learning Portfolio  
BBus GEM – CLO1 & Learning Portfolio |
| b) Analyse employability trends; | BBus IEM – CLO1 & Learning Portfolio  
BBus IHRM – CLO1 & Learning Portfolio  
BBus IRCM – CLO1 & Learning Portfolio  
BBus GEM – CLO1 & Learning Portfolio |
| c) Evaluate and secure opportunities for industry practicum; | BBus IEM – CLO1  
BBus IHRM – CLO1  
BBus IRCM – CLO5  
BBus GEM – CLO1 |
| d) Apply knowledge, skill and abilities developed at the School to the work environment; | BBus IEM – CLO5 & Hours at IP  
BBus IHRM – CLO5 & Hours at IP  
BBus IRCM – CLO3 & Hours at IP  
BBus GEM – CLO3 & Hours at IP |
| e) Contribute to the organisational workplace through appropriate responses to projects and/or tasks as a constructive member of a team; | BBus IEM – CLO2 & Hours at IP  
BBus IHRM – CLO2 & Hours at IP  
BBus IRCM – CLO5 & Hours at IP  
BBus GEM – CLO5 & Hours at IP |
| f) Critically reflect upon experiences within the specialisation sector; | BBus IEM – CLO2 & 5 & Learning Portfolio  
BBus IHRM – CLO2 & 5 & Learning Portfolio  
BBus IRCM – CLO6 & Learning Portfolio  
BBus GEM – CLO6 & Learning Portfolio |
| g) Critically reflect upon and apply key performance competencies for success in an employment environment. | BBus IEM – CLO6 & Learning Portfolio  
BBus IHRM – CLO6 & Learning Portfolio  
BBus IRCM – CLO6 & Learning Portfolio  
BBus GEM – CLO2 & 3 |

2.2 Assessment Tasks

12 week duration

<table>
<thead>
<tr>
<th>No.</th>
<th>Type and Description</th>
<th>Assessment due</th>
<th>Weighting</th>
<th>Learning Outcome(s) assessed</th>
</tr>
</thead>
</table>
| 1.  | Learning Portfolio  
Employment Profile, Employment Goals, Reflections on Work Experience. (5,000 words) | Progressive | 100% | a, b, c, f, g |
| 2.  | Proof of hours documentation: Completion of a minimum of 600 hours focused on F&B outlet in an approved venue | End of Placement | d, e |
2.3 Prescribed and recommended readings

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

**Recommended:**


Neugebauer, J & Evans-Brain, J 2009, Making the most of your placement, Sage, Thousand Oaks, CA.

Stebleton, M & Henle, M 2011, Hired!: the job hunting and career planning guide, 4th edn, Pearson/Allyn & Bacon, Boston, MA.


White, L 2012, Write a winning job application: a guide to responding to selection criteria, 5th edn, Lloyd White, Perth, WA.

**Journals and magazines:**
- The Career Development Quarterly
- International Journal of Contemporary Hospitality Management
- Australian Hotelier
- Cornell Hospitality Quarterly
- Hospitality

**Online Resources: Careers Connect**
Careers Connect, connecting future hospitality professionals with today’s Industry Leaders. Here we bring together Industry’s top talent into a single network where ambitious Blue Mountains students can explore and apply for Industry Placement and Job Opportunities, RSVP for Career Events, research employers and upload resumes & applications. This Career Management System is where you will find all of your communication and resources to assist you in securing your industry placement and preparing you for your future as a hospitality professional.

[https://bluemountains-csm.symplicity.com/students](https://bluemountains-csm.symplicity.com/students)
Management Accounting (BUS201)

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 (IHRM)</td>
<td>2 years</td>
<td>Level 2</td>
<td>Dr Zelko Livaic</td>
</tr>
<tr>
<td>Bachelor of Business (IHRM)</td>
<td>2.5 years</td>
<td>Level 2</td>
<td>Dr Zelko Livaic</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>2 credit points</td>
<td>48 credit points for Associate Degree of Business (IHRM)</td>
</tr>
<tr>
<td></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:

- [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

<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. Apply critical judgement to a range of financial techniques used to effectively monitor the performance of a business.</td>
<td><strong>Type</strong> <em>(see examples noted below this table)</em></td>
</tr>
<tr>
<td>b. Interpret financial reports for internal management and external users.</td>
<td><strong>When assessed</strong> – year, session and week <em>(for example, year 1, semester 1, week 1)</em></td>
</tr>
<tr>
<td>c. Analyse and interpret financial profitability and liquidity.</td>
<td><strong>Weighting</strong> (% of total marks for subject)</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></td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e, f, g, h,</td>
<td>Learning portfolio: financial analysis, problem solving and budgeting exercise. <em>(3,000 words)</em></td>
</tr>
<tr>
<td></td>
<td>Week 3-11</td>
</tr>
<tr>
<td></td>
<td>50%</td>
</tr>
<tr>
<td>Any of the following:</td>
<td>Exam</td>
</tr>
<tr>
<td>b, c, d, e, g.</td>
<td>Exam week</td>
</tr>
<tr>
<td></td>
<td>50%</td>
</tr>
</tbody>
</table>

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

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

**Prescribed:**


**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

<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>
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</tr>
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<tbody>
<tr>
<td>Associate Degree of Business (IHRM)</td>
<td>2 years</td>
<td>Level 2</td>
<td>Dr Zelko Livaic</td>
</tr>
<tr>
<td>Bachelor of Business (IHRM)</td>
<td>2.5 years</td>
<td>Level 2</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 credit points</td>
<td>48 credit points for Associate Degree of Business (IHRM)</td>
</tr>
<tr>
<td></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:

- [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. 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 as to 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</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>a, b, c, d, e, f, g, h Learning Portfolio weekly quizzes 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>
</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:

- Cornell Hospitality Quarterly
- Harvard Business Review
- Hotel Management
- International Journal of Hospitality Management.
- Journal of Management Studies
- Tourism & Hospitality Management
Business Law (BUS203)

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>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Degree of Business (IHRM)</td>
<td>2 years</td>
<td>Level 2</td>
<td>Edmund Goh</td>
</tr>
<tr>
<td>Bachelor of Business (IHRM)</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</th>
<th>Total course credit points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example: 10 credit points</strong></td>
<td><strong>Example: 320 credit points</strong></td>
</tr>
<tr>
<td>2 credit points</td>
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1.4 Student workload

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

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</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 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>
</table>
| On completing this subject, students will be able to: | Type *  
(see examples noted below this table) | When assessed – year, session and week | Weighting (% of total marks for subject) |
| a. Analyse central elements of relevant national legal systems. | Individual Research Essay (2,000 words) | Week 6 | 30% |
| b. Analyse the legal requirements of setting up and operating a business. | Legal Debate | Week 8 | 30% |
| c. Analyse and critically reflect upon the key elements of business law. | Final Exam | Exam Week | 40% |
| d. Evaluate the influence of international law on transnational business operations | | | |
| e. Critically reflect upon the legal, social, ethical responsibilities to your peers, the business environment and the community | | | |
| f. Demonstrate the ability to access legal information, including online legal resources | | | |

* 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:

OR
Local version approved by the Director of Academic Affairs

Recommended:


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

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
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<th>Subject Coordinator</th>
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<tbody>
<tr>
<td>Associate Degree of Business (IHRM)</td>
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<td>Level 2</td>
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</tr>
<tr>
<td>Bachelor of Business (IHRM)</td>
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</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).

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1.4 Student workload

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

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<th>No. timetabled hours per week*</th>
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<td>12</td>
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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)
- [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 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 and apply 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.

### Assessment tasks

<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Assessment tasks</th>
<th>When assessed – year, session and week</th>
<th>Weighting (% of total marks for subject)</th>
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<tbody>
<tr>
<td>a, b, c, g</td>
<td>Exam</td>
<td>Exam week</td>
<td>50%</td>
</tr>
<tr>
<td>e, f</td>
<td>Group exercise in problem solving</td>
<td>Week 6</td>
<td>20%</td>
</tr>
<tr>
<td>d</td>
<td>Case study, report (3,000 words) and presentation (30 minutes) Training needs Analysis Group</td>
<td>Week 8-10</td>
<td>30%</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:**


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
- Human Resource Management
- Human Resource Development Quarterly
- Research Practice in Human Resources
- Asia Pacific Journal of Human Resources
- Human Resource Management International Digest
Research Skills and Practices (BUS205)

SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

Indicate if the subject is a

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- [ ] 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.
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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)
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- ☐ 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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</tr>
<tr>
<td>a. Compare, contrast and apply quantitative and qualitative research methodologies.</td>
<td>Learning Portfolio (5,000 words) Weeks 3-11 100%</td>
</tr>
<tr>
<td>b. Evaluate and apply data collection methods typically used in social research.</td>
<td></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>
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<td>g. Appraise the role of ethics in research practice.</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 Leisure Research
- Asia Pacific Journal of Tourism Research
- International Journal of Hospitality Management.
- Journal of Hospitality & Tourism Management
- Journal of Travel Research
SECTION 1 – GENERAL INFORMATION

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1.2 Core or elective subject

Indicate if the subject is a

- [x] core subject
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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)
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1.6 Pre-requisites and co-requisites

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

☐ Yes   ☒ No

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<tr>
<td>a. Critically evaluate the links between operational or facility design and increased sales and profitability.</td>
<td><strong>Essay</strong> Sustainable Development Principles <em>(2,000 words)</em></td>
<td>Week 6</td>
<td>30%</td>
</tr>
<tr>
<td>b. Critique the advantages and disadvantages of adopting sustainable development principles.</td>
<td><strong>EMS Plan, Presentation and Defence Group</strong> <em>(30 minutes)</em></td>
<td>Week 8</td>
<td>30%</td>
</tr>
<tr>
<td>c. Critically reflect upon the elements of effective design within the range of the design decision-making process.</td>
<td><strong>Exam</strong></td>
<td>Exam week</td>
<td>40%</td>
</tr>
<tr>
<td>d. Critically analyse environmental benchmarking accreditation and legislation, including ISO14001.</td>
<td></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></td>
<td></td>
<td></td>
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<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>
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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:

- 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
Rooms Division Management (HTL201)

SECTION 1 – GENERAL INFORMATION

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Indicate if the subject is a

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

1.3 Subject weighting

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<td>4</td>
<td>17</td>
</tr>
</tbody>
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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:

- Face to face on site
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- Intensive (provide details)
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- Work-integrated learning activity
- Mixed/blended
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- 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 Front Office and Housekeeping Departments
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<tr>
<td>a. Analyse the role of the Rooms Division Department within a variety of hospitality properties.</td>
<td>Applied Skills Assessment</td>
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<td>b. Evaluate Workplace Health and Safety legislation, risk management strategies and security procedures within the Rooms Division department.</td>
<td>Learning Portfolio Quizzes, Reflection on Front Office Financial Reports, Systems and Operations. <em>(2,500 words)</em></td>
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<td>c. Critically reflect upon the key success factors in relation to guest satisfaction</td>
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<td>d. Evaluate the physical facilities and assets of an accommodation property.</td>
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<tr>
<td>e. Critically assess the strategies for effective services provisions and apply to: laundry, linen supplies, uniforms and guest amenities.</td>
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<td>f. Analyse Front Office financial reports utilising revenue management techniques.</td>
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<tr>
<td>g. Evaluate and apply Property Management Systems (PMS)</td>
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<tr>
<td>h. Evaluate the impact of emerging technology to achieve organisational objectives</td>
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<tr>
<td>i. Demonstrate skills in all rooms division operations</td>
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| Any of the following: a, b, c, d, e, f, g, h | Exam | Exam week | 30% |

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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
- Facilities
- International Journal of Contemporary Hospitality Management
- Lodging Hospitality
- Hotel Management
- Journal of Hospitality Marketing & Management
- Journal of Management and Organization
- Journal of Management Studies
- Journal of Leisure Property
## Hotel and Resort Planning and Design (HTL202)

### SECTION 1 – GENERAL INFORMATION

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Additional English language support: 4 hours per week

1.5 Delivery mode

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- ☐ Intensive (provide details)

- ☐ Block release (provide details)

- ☐ Work-integrated learning activity
- ☐ Mixed/blended
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- ☐ Other (please specify)
1.6 Pre-requisites and co-requisites

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☐ 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 key issues and stages in managing the development and design process and apply to hospitality and related recreational facilities.

b. Appraise the internal and external factors in design development that affect a property’s market position and its ability to contribute to the associated hotel/resort brand of management.

c. Critically reflect upon the complex and multidisciplinary nature of developing hotels and resorts.

d. Critically review the key factors of assessing the feasibility of a hotel opportunity.

e. Apply and present the planning process for sustainable hotel development

### 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>Literature Review Analysis of Design Development Process Individual (2,000 words)</td>
<td>Week 5</td>
</tr>
<tr>
<td>c, d, e</td>
<td>Feasibility Study Report Group (3,000 words)</td>
<td>Week 9</td>
</tr>
<tr>
<td>c, d, e</td>
<td>Presentation Feasibility Study (30 min)</td>
<td>Week 8-10</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:
- Facilities
- Facilities Design & Management
- Hospitality Design
- International Journal of Contemporary Hospitality Management
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
<th>Associated higher education awards (for example, Bachelor, Diploma)</th>
<th>Duration (for example, one semester, full year)</th>
<th>Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</th>
<th>Subject Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Degree of Business (IHRM)</td>
<td>2 years</td>
<td>Year 2</td>
<td>Janette Illingsworth</td>
</tr>
<tr>
<td>Bachelor of Business (IHRM)</td>
<td>2.5 years</td>
<td>Year 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 (IHRM) 64 credit points for Bachelor of Business (IHRM)</td>
</tr>
</tbody>
</table>

1.4 Student workload in preparation for Industry Placement (IP201a)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Facilitated study h/p/w</th>
<th>Personal study h/p/w</th>
<th>Total study h/p/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 week duration</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
### Student workload during Industry Placement (IP201b)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Facilitated study h/p/w</th>
<th>Personal study h/p/w</th>
<th>Total study h/p/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 week duration across 2 terms</td>
<td>25 average in industry 4</td>
<td>29</td>
<td></td>
</tr>
</tbody>
</table>

A minimum of 600 hours over 24 weeks (2 terms) of the industry placement.

#### 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)
The aim of Industry Placement is to introduce students to the work environment external from the school. Students are first prepared for Industry Placement by attending workshops on the preparation of recruitment and selection documentation and practice their interview skills (IP201a).

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 in to be undertaken at an approved facility within their chosen discipline (hotel, restaurant, event, hospitality 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.

**Bachelor of Business (International Event Management)**
EVE201 Event Planning and Implementation

**Bachelor of Business (International Hotel and Resort Management)**
HTL201 Rooms Division Management

**Bachelor of Business (International Restaurant and Catering Management)**
RCM101 Introduction to the Restaurant and Catering Industries
RCM201 Advanced Beverage and Wine Knowledge
RCM202 Menu Planning and Engineering

**Bachelor of Business (Guest Experience Management)**
HOS101 Food and Beverage Operations Management
Students should have completed at least two out of the three subjects in their chosen specialisation before commencing IP201.

Plus IP101 for all of the above

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

2.1 Learning Outcomes

<table>
<thead>
<tr>
<th>Subject Learning Outcomes</th>
<th>Mapping to Course Learning Outcomes</th>
</tr>
</thead>
</table>
| a) Engage with industry employability trends and processes to secure opportunities for industry placement; | BBus IEM – CLO  
BBus IHRM – CLO1 & Learning Portfolio  
BBus IRCM – CLO1 & Learning Portfolio  
BBus GEM – CLO1 |
| b) Apply knowledge, skill and abilities developed at the School to the work environment; | BBus IEM – CLO  
BBus IHRM – CLO CLO5 & Hours at IP  
BBus IRCM – CLO3 & Hours at IP  
BBus GEM – CLO3 & Hours at IP |
| c) Contribute to the organisational workplace through appropriate responses to projects and/or tasks as a constructive member of a team; | BBus IEM – CLO  
BBus IHRM – CLO2 & Hours at IP  
BBus IRCM – CLO2 & Hours at IP  
BBus GEM – CLO |
| d) Critically reflect upon experiences within the specialisation sector;                   | BBus IEM – CLO  
BBus IHRM – CLO2 & Learning Portfolio  
BBus IRCM – CLO2 & Learning Portfolio  
BBus GEM – CLO6 & learning Portfolio |
| e) Critically reflect upon and apply key performance competencies for building a career in an employment environment; | BBus IEM – CLO  
BBus IHRM – CLO6 & Learning Portfolio  
BBus IRCM – CLO6 & Learning Portfolio  
BBus GEM – CLO2 & 3 |
| f) Evaluate the operations from a management perspective.                                   | BBus IEM – CLO1 & Learning Portfolio  
BBus IHRM – CLO3 & Learning portfolio  
BBus IRCM – CLO5 & 6  
BBus GEM – CLO5 & 6 |

2.2 Assessment Tasks

12 week duration

<table>
<thead>
<tr>
<th>No.</th>
<th>Type and Description</th>
<th>Assessment due</th>
<th>Weighting</th>
<th>Learning Outcome(s) assessed</th>
</tr>
</thead>
</table>
| 1.  | Learning Portfolio  
Employment Profile,  
Employment Goals,  
Reflections on Work Experience.  
(5,000 words)                                                                                                                                                                                                                     | Progressive     | 100%      | a, b, c, f                 |
| 2.  | Proof of hours documentation:  
Completion of a minimum of 600 hours focused on their chosen field and fulfilment of contractual obligations to employer, officially signed by employer                                                                                                                                 | End of Placement|           | d, e                      |
2.3 Prescribed and recommended readings

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


Neugebauer, J & Evans-Brain, J 2009, Making the most of your placement, Sage, Thousand Oaks, CA.

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


White, L 2012, Write a winning job application: a guide to responding to selection criteria, 5th edn, Lloyd White, Perth, WA.

Journals and magazines:
• The Career Development Quarterly
• International Journal of Contemporary Hospitality Management
• Australian Hotelier
• Cornell Hospitality Quarterly
• Hospitality

Online Resources: Careers Connect
Careers Connect, connecting future hospitality professionals with today’s Industry Leaders. Here we bring together Industry’s top talent into a single network where ambitious Blue Mountains students can explore and apply for Industry Placement and Job Opportunities, RSVP for Career Events, research employers and upload resumes & applications. This Career Management System is where you will find all of your communication and resources to assist you in securing your industry placement and preparing you for your future as a hospitality professional.

https://bluemountains-csm.symplicity.com/students
Services Marketing (BUS301)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
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<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 (IHRM)</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 (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:

- [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>
</tr>
</thead>
<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
</tr>
<tr>
<td>a. Analyse the distinctive aspects of services marketing.</td>
</tr>
<tr>
<td>b. Compare different types of customer involvement within service processes.</td>
</tr>
<tr>
<td>c. Examine and appropriately apply different customer behaviour in a variety of service settings.</td>
</tr>
<tr>
<td>d. Critically review models of satisfaction and quality, and evaluate ways of measuring and monitoring satisfaction and quality.</td>
</tr>
<tr>
<td>e. Analyse the nature of service scapes and apply it in a tourism and hospitality context.</td>
</tr>
<tr>
<td>f. Appraise the key strategic issues in services marketing.</td>
</tr>
<tr>
<td>g. Evaluate the nature, role, and significance of marketing communication in a service setting.</td>
</tr>
<tr>
<td>h. Interpret the processes, determinants and tools of service delivery.</td>
</tr>
<tr>
<td>i. Appraise ways of balancing capacity and demand in tourism and hospitality services.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>a, b, c, d</th>
<th>Report Service Quality and Satisfaction Individual (2,000 words)</th>
<th>Week 6</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>b, c, d, e</td>
<td>Presentation Marketing Idea and Plan. Group (30 minutes)</td>
<td>Week 9</td>
<td>30%</td>
</tr>
<tr>
<td>f, g, h, i</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 Hospitality Marketing & Management
- Tourism & Hospitality Research
- Journal of Management Studies
- Journal of Travel Research
- Harvard Business Review
- MIT Sloan
Business Management and Entrepreneurship (BUS302)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
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<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 (IHRM)</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).

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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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<thead>
<tr>
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<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: 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. 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 and apply 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 apply to problem solving.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>c, e, f</th>
<th>The Entrepreneur’s Business Plan Group (5,000 words)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Week 9</td>
</tr>
</tbody>
</table>

| a, b, d | Final 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:
- 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
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Bachelor of Business (IHRM)</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>
</tbody>
</table>

| 2 credit points | 64 credit points for Bachelor of Business (IHRM) |

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 * (see examples noted below this table)</strong></td>
</tr>
<tr>
<td>a. Evaluate and apply the fundamental concepts of the change process.</td>
<td>Case Study Report Change Process and Impact Individual (3,000 words)</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, evaluate and apply change management strategies to specific cases.</td>
<td></td>
</tr>
<tr>
<td>e. Demonstrate applied knowledge of change in relation to 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>a, b, c, d, e</th>
<th>f and any of the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>a, b, c, d, e</td>
<td>a, b, c, d,</td>
</tr>
<tr>
<td>Case Study Report Change Process and Impact Individual (3,000 words)</td>
<td>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:**


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
SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<th>Associated higher education awards</th>
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<td>(for example, one semester, full year)</td>
<td>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</td>
<td>Simon Pawson</td>
</tr>
</tbody>
</table>

Bachelor of Business (IHRM) | 2.5 years | Level 3 |

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>
</tbody>
</table>

2 credit points | 64 credit points for Bachelor of Business (IHRM)

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. Understand and apply analytical tools for strategy formulation appropriate to a hotel</td>
<td>HOTS Strategic Business Plan (4,000 words) (Group)</td>
</tr>
<tr>
<td>b. Prepare, apply and monitor a strategic business plan for a hotel</td>
<td>Week 10</td>
</tr>
<tr>
<td>c. Generate, implement and justify business and marketing strategies suitable for new or continuing hotels</td>
<td>60%</td>
</tr>
<tr>
<td>d. Evaluate and justify resources, capabilities, competencies and competitive advantage for new or continuing hotels</td>
<td></td>
</tr>
<tr>
<td>e. Analyse the managerial tasks associated with developing and executing organisational strategies</td>
<td></td>
</tr>
<tr>
<td>f. Work effectively in teams and participate in strategic management decision-making concerning the operations of a hotel</td>
<td></td>
</tr>
<tr>
<td>a, b, c, d, e, f</td>
<td></td>
</tr>
<tr>
<td>a, c, d</td>
<td>Strategic Briefing Paper (1,000 words) (Individual)</td>
</tr>
<tr>
<td></td>
<td>Week 7</td>
</tr>
<tr>
<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:**
Students would be required to purchase a series of e-chapters from the following texts -

*Harrison, JS, St. John, CH 2014, Foundations in Strategic Management, 6th edn, Cengage, South Melbourne, Vic. Cps 1, 2, 3, 4, 5, 6, 8.*


**Recommended:**


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
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 (IHRM)</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).

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<td>Example: 320 credit points</td>
</tr>
<tr>
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<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>
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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:

- [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.

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</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.</td>
<td>Formulate a practical framework for ethical decision making.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td>Critically reflect upon and communicate the ethical issues inherent in changing business environments.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td>Apply ethical principles to particular cases or practices in business.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d.</td>
<td>Evaluate and communicate the major approaches and issues related to business ethics, corporate social responsibility, and environmental sustainability.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e.</td>
<td>Analyse and express the presuppositions of business from a moral point of view.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f.</td>
<td>Appraise and apply the techniques of moral reasoning and argumentation that are needed to analyse moral issues in business and thus encourage and maintain ethical corporate climates.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a, b, c</td>
<td>Case Study Report Principles on Ethics (2,000 words)</td>
<td>Week 6</td>
<td>40%</td>
</tr>
<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: b, d, e, f.</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:
- 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 Hotel and Resort Facilities (HTL301)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
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<tr>
<th>Associated higher education awards</th>
<th>Duration</th>
<th>Level</th>
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</tr>
</thead>
<tbody>
<tr>
<td>(for example, Bachelor, Diploma)</td>
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<td>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</td>
<td></td>
</tr>
<tr>
<td>Bachelor of Business (IHRM)</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

- [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>
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</thead>
<tbody>
<tr>
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<td>Example: 320 credit points</td>
</tr>
<tr>
<td>2 credit points</td>
<td>64 credit points for Bachelor of Business (IHRM)</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: 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.

HTL202 Hotel Resort Planning and Design

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</th>
<th>Weighting</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. Assess the role and key challenges of facilities management.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Critically review and apply principles and systems for sustainable facilities management.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Critically review and apply the use of technology and its application to facility management.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Critically evaluate and justify the financial contribution that underpins management best practice in the area of property and facility management.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Type * (see examples noted below this table)</strong></td>
<td>Hotel and Resort Facility Analysis Report Group (5,000 words)</td>
<td>Week 10</td>
<td>80%</td>
</tr>
<tr>
<td><strong>a, b, c, d</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>b, c</strong></td>
<td>Facility assessment report (Technology and sustainability)</td>
<td>Week 6</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:
- Facilities
- Facilities Design & Management
- Hospitality Design
- International Journal of Contemporary Hospitality Management
- Journal
Revenue Management (HTL302)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Business (IHRM)</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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<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>
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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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<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.


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<tr>
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<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. Analyse and apply revenue management as a process.</td>
<td><strong>Type</strong>: Research Report Revenue Management Importance and Compliance (3,500 words)</td>
<td><strong>When assessed – year, session and week</strong>: Week 7</td>
<td><strong>Weighting</strong>: 40%</td>
</tr>
<tr>
<td>b. Make judgments upon the role and functioning of automated revenue management systems.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Appraise the operational requirements and effectiveness of the various components of revenue management.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Review critically areas of hospitality operations where revenue management should be applied.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Analyse the contribution to and role of revenue management in a hotel’s marketing strategy.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Integrate revenue management into a hotel’s distribution and pricing strategies, especially across multiple channels of distribution.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Compare and contrast revenue management, distribution channel management and the role and application of other sales and marketing techniques.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>When assessed – year, session and week</strong>: (for example, year 1, semester 1, week 1)</td>
<td></td>
</tr>
<tr>
<td>a, d, e, g</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b, c, f and any of the following a, d, e, g</td>
<td>Exam</td>
<td>End of Term</td>
<td>60%</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
- Australian Hotelier
- Harvard Business Review
- Hotel Management
- International Journal of Hospitality Management.
- Journal of Hospitality & Tourism Management
- Journal of Hospitality Marketing & Management
- Journal of Management and Organization
- Journal of Management Studies
- Tourism & Hospitality Management
- Worldwide Hotels & Motels Industry Report
The Leadership Experience (HTL303)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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<td>Level 3</td>
<td>Simon Pawson</td>
</tr>
</tbody>
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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

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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)
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- [ ] 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.

BUS102 Management and Leadership

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>When assessed – year, session and week (for example, year 1, semester 1, week 1)</th>
<th>Weighting (% of total marks for subject)</th>
</tr>
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<tbody>
<tr>
<td>On completing this subject, students will be able to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Evaluate the full meaning of leadership, leadership potential in oneself, and others.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Review critically historical and contemporary leadership approaches and apply them to the practice of leadership</td>
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<td>c. Compare and contrast the traditional functions of management with the fundamentals of leadership.</td>
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<td>d. Critically reflect upon the importance of providing direction, alignment, relationships, personal qualities and outcomes.</td>
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<td>e. Apply leadership communication (listening skills; discussion; persuasion; and negotiation) to specific work scenarios.</td>
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| a, b, c                                                                                       | Research Report Individual Approaches to Leadership. (3,000 words)                | Week 6                                                                          | 50%                                      |
| a, d, e                                                                                       | Case Study Presentation Leadership at work. (30 mins)                              | Week 10                                                                         | 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:

- Australian Hotelier
- Cornell Hospitality Quarterly
- Harvard Business Review
- Hotel Management
- International Journal of Hospitality Management.
- Journal of Hospitality & Tourism Management
- Journal of Hospitality Marketing & Management
- Journal of Management and Organization
- Journal of Management Studies