

## Subject Descriptions – Master of International Hotel Management

CRICOS Numbers:

Graduate Certificate in International Hotel Management: 089932J

Master of International Hotel Management: 089931K

Torrens University Australia: 03389E

Subject name	Aim
<b>Unit</b>	
<b>HGE401 Hotels and the Guest Experience</b>	<p>Current consumer culture is more competitive than it has ever been. Today, hotels must battle for an increasing share of the customer revenue and loyalty. Increasingly recognising that the complete experience enjoyed by customers is critical to customer retention, profitability and growth.</p> <p>This subject engages the student in critically examining ways to improve guest experiences. It begins with an introduction to the fundamental concepts associated with hotel services. Leading to the development of a framework that can be applied to designing “customer experience” that will leave lasting impressions, increase revenue and encourage repeat business and referrals.</p>
<b>MFB402 Managing Food and Beverage Operations</b>	<p>This subject gives a comprehensive insight in the food and beverage industry. Students will gain an insight into the multifaceted nature of opening and managing a restaurant, bar, club or catering facility. The subject examines in detail the importance of product differentiation, staff management strategies and cost control. Additionally students will gain a detailed understanding of current and emerging trends as well as the technologies that are shaping the industry now and into the future.</p>
<b>MRD403 Management of Rooms Division</b>	<p>Rooms Division management is a key contributor to any lodging and hotel business. Therefore a thorough understanding of guests’ expectations and service delivery is of the utmost importance to ensuring business survival. This subject introduces the roles of the Front Office and Housekeeping departments as key components of the Rooms Division. It incorporates knowledge of budget control and productivity, Quality Assurance, Work Health &amp; Safety, Security, Facility Management and Sustainability.</p> <p>The subject engages the student in complaint handling skills, reservations and check-in/out procedures, as well as the diverse areas of Housekeeping, quality assurance and laundry processes. Students obtain a working knowledge of the Opera Property Management System.</p>
<b>SDM404 Service Design and Management</b>	<p>Through a comprehensive examination of the ‘art’ and ‘science’ of service, this subject aims to develop an understanding of the fundamental concepts and practical implications of providing exceptional service. Following an introductory overview of the role and nature of services, topics associated with the ‘art’ of service will be explored. Additionally the performance of service by frontline service providers will be examined along with contemporary strategies for managing service behaviour in interactive service encounters. Topics associated with the ‘science’ of service focus on management and measurement of key service functions and outcomes, including service quality and customer satisfaction, service failure and recovery, customer relationship management and managing capacity and demand in a highly competitive global environment. Collectively this subject develops a critical understanding of the interrelationship of service management with hotel functions such as operations management, services marketing, human resource management and facilities management.</p>
<b>CHM601 Contemporary Hotel Marketing</b>	<p>The hospitality industry operates in a competitive global marketplace where an ability to think strategically and weave together traditional marketing practices and new technologies across a mixed marketing spectrum is essential to compete and thrive. In order to survive and prosper hospitality organisations need to develop a more convenient, informed, valuable and sustainable relationship with their customers. This subject will introduce contemporary aspects of hospitality marketing, which are distinct in their application to the hospitality products and services. It will explore the techniques and concepts that practicing</p>

	marketers use to develop effective marketing campaigns by applying a variety of theoretical assumptions based on practical examples that underpin the insights that marketers will need to understand and apply to develop successful marketing campaigns.
<b>LGH602</b> <b>Leadership for Global Hospitality</b>	Creating and delivering engagement and value for stakeholders is a key challenge in the hospitality industry. This subject will examine core theories of global leadership and how they potentially impact on the effectiveness of a Department Head, GM or other senior hotel executive. The subject will explore how hotels are placing more emphasis on 'people, learning and culture' that contribute towards competitive advantage rather than traditional HR practices.
<b>HFR603</b> <b>Hotel Finance and Revenue</b>	Hotel Managers must provide leadership in creating a culture that focuses on optimizing the totality of hotel revenue throughout in order to maximize profitability. Hotel Managers must also be able to interpret financial reports to enhance their capacity to make quality decisions in a timely way in a dynamic environment that is strongly influenced by the perishable nature of its products and services. This subject allows students to develop the knowledge and skills necessary for effective revenue management and financial reporting.
<b>EHL604</b> <b>Entrepreneurship for Hospitality Leaders</b>	Visionary attitudes can transform existing organisations through commercialising new ideas. This subject examines the fundamentals of entrepreneurship, innovation and creativity as they apply to hotels and hospitality organisations competing in an internet-enabled world. The subject will also address commercialising a new business, product or service concept from inception to market, with a focus on leveraging evolving distribution channels and disruptive technology.
<b>INP605</b> <b>Industry Placement</b>	Industry placement is a key component of the Masters program, designed to give students real world experiences in their pursuit of practical operational and leadership skills. During their external practicum from the School within a hotel organisation, students will be able to link their studies to the workplace environment, optimise their career pathway and meet industry expectations.
<b>BRH606</b> <b>Business Research for Hoteliers</b>	An essential component of decision-making in business is research. Business Research Methods familiarises students with the advanced skills and knowledge required for completing research projects at the post-graduate level and for making high quality business decisions. Specific attention is given to the process of planning, data collection techniques, analysis, interpretation and presentation of research. The combination of BRH606 and IAP607, enables students to develop a comprehensive understanding as to how research concepts relate to and supports the successful completion of the IAP607 project. Students will develop an independent research proposal in BRH606 that will provide the framework for their IAP607 project.
<b>IAP607</b> <b>Independent Critical Analysis Project</b>	In this capstone subject, students have the opportunity to demonstrate the core attributes of written communication, information literacy, synthesis of complex information and logical and critical thinking. This is achieved by completing a substantive piece of hotel analysis, supported by research and based on experiential learning and the analysis of an actual business situation and/or contemporary topic that has significance to industry. Each student's analysis project is enabled by utilizing resources from the University, academic faculty and through forming a mentor group for guidance and support.
<b>SHM608</b> <b>Strategic Hotel Management</b>	Strategy is a broad formula for how a business is going to compete, what its goals should be, and what policies are needed to deliver those goals. Utilising an online simulation, Strategic Hotel Management introduces students to a set of contemporary strategy concepts, theories and practices to help them think and act critically and creatively to manage a competitive and sustainable hotel and solve the business problems they will encounter as leaders now and into the future.
<b>Elective Specialisations</b>	
<b>BEG609</b> <b>Business Events in a Global Context</b>	Business events contribute to the community and industry through shared social and economic contexts, in which people meet to share ideas, sell products, advance knowledge, network and build relationships. Business Events in a Global Context aims to develop students' knowledge, skills and abilities to astutely examine the global economic, social, political and environmental influences impacting the players and entities of business events.

	A key focus of this subject is providing an overview of the environment of the convention, meeting and exposition industry. Students are guided through the complexities associated with planning, managing and staging a variety of business events.
<b>STE610 Sustainability and the Environment</b>	Environmental Sustainability involves making decisions and taking action in the interest of protecting the natural world with particular emphasis on building organisational capability, practices and processes. Students will be introduced to the impacts that hotels have on our natural environments and be encouraged to explore strategies hotels can develop to be more sustainable.
<b>GHR611 Global Human Resource Management</b>	Global Human Resource Management engages students to explore, within an international context, human resources theory and practice with a focus on the key concepts, processes, practices, issues and debates associated with the development and management of a 21 <sup>st</sup> century workforce.