



# ACADEMIC CATALOGUE

*Course outlines*



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NUMBER ONE INTERNATIONAL HOTEL  
MANAGEMENT SCHOOL IN ASIA PACIFIC

# WELCOME

## ABOUT US

For over 20 years, Blue Mountains International Hotel Management School's innovative approach to teaching blends practical real-world experience with theoretical business knowledge. This methodology has proved essential to the success of our graduates, many of whom go on to become industry leaders in a diverse number of industries such as: hospitality, retail, banking, finance, human resources and marketing.

### Our unique approach to learning

- > Undergraduate students live and study on campus in Leura.
- > Leura campus is designed to simulate a hotel and restaurant environment. Students learn through experiencing all aspects of day-to-day hotel and restaurant operations from food and beverage, room service to front desk operations.
- > In their final year undergraduate students complete the business component of the degree at the Executive Business Centre, Sydney campus.
- > Postgraduate students complete their studies on the Sydney campus providing greater access to leading industry corporations and career opportunities.

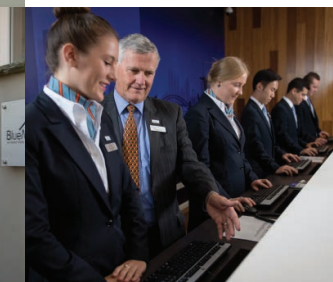
Leura campus, Practical Learning Centre



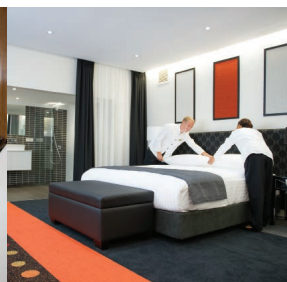
Cafe Management



Guest Services



Front office



Housekeeping



Restaurant management



Event management



Sublime bar

## BMIHMS THREE PILLAR APPROACH

Whatever career path you seek, our courses will help you become a highly motivated, sought-after, critical-thinking professional who is valued by employers.

BMIHMS believes in delivering an educational curriculum that balances skills training, academic study and professional development.

Our courses combine university-level teaching with mentoring and individual coaching by industry professionals.

Our teaching and learning philosophy is based on:

### THE THREE PILLAR APPROACH

1. Professional and Personal Growth
2. Practical Skills Development
3. Academic Achievement

This philosophy is the foundation of all our practices.

The thousands of successful graduates we have educated using these principles are proof that it works.

## INDUSTRY EXPERIENCE

- > There are two 6-month industry placements/practicums in the undergraduate courses and one 6-month industry placement/practicum in the masters courses.
- > Placements can be undertaken in Australia or abroad. They ensure that our students are well prepared to work after graduating.
- > Industry placements in hotels and restaurants in Australia can be paid. Students can earn from AU\$10,000 over 6 months.

## ACCREDITATION AND RECOGNITIONS

- > National accreditation by the Tertiary Education Quality and Standards Agency (TEQSA). TEQSA is Australia's independent regulator of the higher education sector.
- > Recognised by THE-ICE, EUHOF, ISES, MEA, CAUTHE and the Institute of Hospitality.
- > Ranked the Number 1 Hotel Management School in Australia and Asia Pacific (TNS 2013).
- > Winner of the 2014 National Tourism Award.

## PRACTICAL TRAINING

The simulated hotel and restaurant environment on Leura campus combines theory and practical learning. Facilities include 3 styles of restaurants, a state-of-the-art housekeeping demonstration lab, a premium hotel-style front office a cocktail bar/wine appreciation area and coffee carts. These facilities allow students to practice their skills before starting their industry placements.

## TEACHING AND LEARNING

Recruiters in the hospitality industry actively seek BMIHMS graduates because of the tailored content of our courses, our outstanding international reputation and our strong business affiliations with major hotel chains.

## BUSINESS AND MANAGEMENT

BMIHMS provides business degrees; you will graduate with much more than operational skills. When you graduate, you will be ready to lead teams, supervise and inspire others, and be well equipped to move into managerial roles.

Our courses prepare you for analytic and strategic positions in many departments, including finance, marketing and human resources.

## OPPORTUNITIES TO STUDY ABROAD

- > International transfer or semester abroad options are available in Switzerland, Spain, USA, Malaysia and China through the Laureate Hospitality Education network and the BMIHMS international programs network. TEQSA has approved the accreditation of International Hotel and Resort Management for delivery at STFI in China and INTI in Malaysia.

## INTAKES

January, April, July, October.



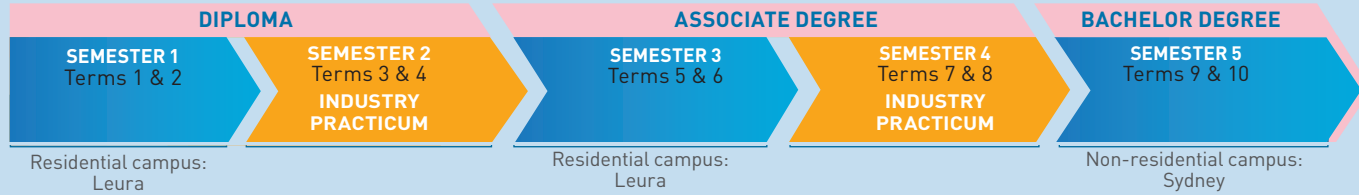
### WATCH YouTube, BlueMountainsCast

Topics include: teaching philosophy, facilities, students, campuses, workshops and events.



# INTERNATIONAL HOTEL AND RESORT MANAGEMENT

## UNDERGRADUATE PATHWAY



## BACHELOR OF BUSINESS DEGREE

### International Hotel and Resort Management

**Course duration:** 2.5 years

**Industry practicum:** 2

**Campuses:** Leura and Sydney

**Intakes:** January, April, July, September

Diploma of Business (International Hotel and Resort Management) CRICOS 064787G  
Associate Degree of Business (International Hotel and Resort Management) CRICOS 064789F  
Bachelor of Business (International Hotel and Resort Management) CRICOS 064790B

### Why study International Hotel and Resort Management?

Hospitality is a creative industry where products are created – be it food, drinks or an experience – and it opens doors to working in every country of the world. Hospitality is a growth industry with skills in demand. Earn the right qualifications, work hard and use your initiative, and very soon you'll find yourself in a senior position, managing people and exciting projects.

### Why choose BMIHMS?

Our Leura campus operates as a simulated hotel, where students are both guests and staff. From guest relations, front office management, food and beverage to housekeeping and property management, you'll gain hands-on experience in all aspects of day-to-day operations.

### Career opportunities

Fact: our graduates find employment. Armed with a business degree, they have the flexibility to work in many sectors and in a huge variety of roles. Graduates commonly find employment in five-star hotels and resorts as well as serviced apartments, small to large scale operations. Many graduates obtain sought-after management traineeship positions.

### Industry experience (IPH 101, IPH 201)

Industry practicums (IP) provides students with the opportunity to analyse and reflect upon the relationship between their academic studies and the workplace environment, combining professional experiences within their degree. Staff will assist students in finding suitable industry placement positions through interview preparation and applications.

IPH 101 will have a food and beverage focus whilst IPH 201 should focus on front desk, housekeeping and/or guest services.



**WATCH YouTube, BlueMountainsCast**  
Do you want to know more?  
BMIHMS Academics discuss their subjects online, visit our YouTube channel.

## SCHEDULE AND SUBJECTS

### BACHELOR OF BUSINESS | 2.5 years

#### International Hotel and Resort Management

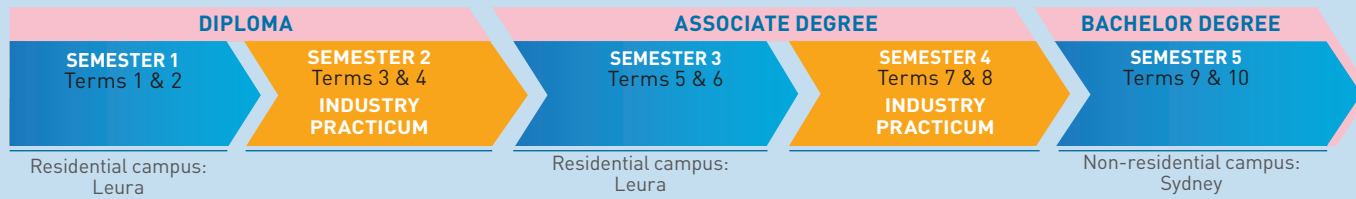
Level 1 Terms 1-4		Level 2 Terms 5-8		Level 3 Terms 9-10	
Leura campus		Leura campus		Sydney campus	
BUS 101	Accounting Fundamentals	BUS 201	Management Accounting	BUS 301	Services Marketing
BUS 102	Management and Leadership	BUS 202	Economics	BUS 302	Business Management and Entrepreneurship
BUS 103	Communication in a Digital Age	BUS 203	Business Law	BUS 303	Organisational Development and Change
BUS 104	Sales and Marketing	BUS 204	Human Resource Management	BUS 304	Strategic Planning and Management
BUS 105	Cross-cultural Studies	BUS 205	Research Skills and Practices	BUS 305	Ethical Business Management
HOS 101	Food and Beverage Operations Management	HOS 201	Operations and Environment Management	HTL 301	Managing Hotel and Resort Facilities
HTL 101	Food and Beverage Management and Control	HTL 201	Rooms Division Management	HTL 302	Revenue Management
HTL 102	The International Hospitality Industry	HTL 202	Hotel and Resort Facilities Management and Design	HTL 303	The Leadership Experience
IPH 101	<b>INDUSTRY PRACTICUM</b> 600 Hours	IPH 201	<b>INDUSTRY PRACTICUM</b> 600 Hours	<b>BACHELOR DEGREE</b>	
<b>DIPLOMA</b>		<b>ASSOCIATE DEGREE</b>			

## BACHELOR OF BUSINESS | INTERNATIONAL HOTEL AND RESORT MANAGEMENT

Unit name	Unit description
<b>BUS 101</b> Accounting Fundamentals	Accounting Fundamentals lays the foundation for students' understanding of the accounting system. The subject has a practical approach, providing students with the opportunity to analyse original documents through to profit and loss determination and the preparation of the statements of financial performance and financial position.
<b>BUS 102</b> Management and Leadership	A manager's role is to decide what goals and objectives his or her department should strive to achieve. Through the use of case studies, students are given the opportunity to examine key issues and to discuss current hospitality management practices.
<b>BUS 103</b> Communication in a Digital Age	The digital age is rapidly changing communication management and the way businesses communicate with customers. This subject teaches what communication is and how it occurs. The topics include: interpersonal, group, written, electronic, reports and proposals and business presentations. Students learn how to access social media and broader technologies to successfully communicate in the workplace.
<b>BUS 104</b> Sales and Marketing	Determining the needs and wants of potential customers is a key priority for managers. Students will be introduced to the distinction between selling and marketing. This subject will develop students' professional skills to apply within an operating environment to recognise the basic principles and practices of marketing in relation to consumer and market trends.
<b>BUS 105</b> Cross-cultural Studies	An understanding of different cultures is of fundamental importance in business today. Cross-cultural Studies looks at how cultural factors influence human behaviour, including people's attitudes, behaviours, customs and values. Wide ranges of topics are discussed in an effort to better prepare students for the challenges of communicating effectively with people from varied backgrounds.
<b>HOS 101</b> Food and Beverage Operations Management	The key focus of this subject is to broaden students' understanding of the operational aspects of food and beverage, whilst giving them the opportunity to learn, develop and apply theories, concepts and skills in a practical environment.
<b>HTL 101</b> Food and Beverage Management and Control	Food and Beverage Management and Control is a practical subject focused on filling students with knowledge of current and emerging food and beverage trends, operational issues such as cost control, sustainable solutions, resources management and legal obligations.
<b>HTL 102</b> The International Hospitality Industry	In undertaking this subject students gain knowledge and awareness of the nature, size, scope and sectors of the dynamic international hospitality industry and its major function areas and departments. Different enterprises will be explored including chains, franchising, ownership, management and staffing structures. Discussions will focus on current trends impacting this worldwide industry.
<b>IPH 101 INDUSTRY PRACTICUM</b>	
<b>BUS 201</b> Management Accounting	Financial analysis is an integral part of strategic management planning. This subject builds upon BUS 101, further developing students' skills and expertise when interpreting financial information. The subject provides students with the skills and knowledge relevant to planning, controlling and evaluating accounting information, which will enable them to make sound, managerial decisions.
<b>BUS 202</b> Economics	BUS 202 introduces the core concepts and economic principles necessary to develop effective decision-makers. Students will develop an understanding of how to make choices utilising available resources at a specific given time. This subject covers concepts such as 'price elasticity demand', cost-benefit principle, fiscal and monetary policy, macro and microeconomics and international trade.
<b>BUS 203</b> Business Law	Business Law introduces students to the basic principles of the relevant State and Commonwealth laws relating to tourism and hospitality. Emphasis is placed on areas such as liability, resolution and legal problem solving.
<b>BUS 204</b> Human Resource Management	The concept of human capital recognises that not all labour is equal and that the quality of employees can be improved by investing in them. Human Resource Management (HRM) concepts, practices and processes are examined in this subject. Students will explore ways in which the management style of an organisation influences the development of HRM philosophies and processes specifically with reference to tourism and hospitality enterprises.
<b>BUS 205</b> Research Skills and Practices	Embarking on research in any discipline is a serious undertaking. This subject will develop research methodology skills essential for completing research projects and for making quality business decisions. Students will learn the necessary skills and practical tools to undertake and complete the research process of collection, analysis, interpretation and presentation of research.
<b>HOS 201</b> Operations and Environment Management	The growing awareness of environmental issues is creating operational costs. HOS 201 will discuss sound environmental practices and long-term operational sustainability. Student's knowledge of contemporary facilities and operational practices will be developed while investigating the broad range of critical design decisions available.
<b>HTL 201</b> Rooms Division Management	Rooms division is a key revenue generating area within a hospitality operation. This subject provides students with practical management skills combined with theoretical knowledge to operate accommodation services successfully. The overall aim of the subject is to ensure that students have a sound knowledge of the financial and managerial responsibilities of running a rooms division department.
<b>HTL 202</b> Hotel and Resort Facilities Management and Design	The growth of international tourism has created an increase in the number of specialised hotel and resort facilities being developed. Hotel and Resort Planning and Design looks at how these new spaces are designed and developed from inception to completion, aspects of which include the drafting of sophisticated space, trends, engaging with suppliers, contracts and agreements.
<b>IPH 201 INDUSTRY PRACTICUM</b>	
<b>BUS 301</b> Services Marketing	The service sector is one of the fastest growing worldwide. Services Marketing provides students with practical and theoretical approaches of marketing and the management of service business. It will explore the major differences between the marketing of service as distinct from the marketing of tangible products.
<b>BUS 302</b> Business Management and Entrepreneurship	An invaluable part of business is to create new ideas and a vision for ongoing revenue. Business Management and Entrepreneurship takes the student through a step-by-step process of communicating effectively and managing a new business venture via a solid business plan.
<b>BUS 303</b> Organisational Development and Change	Change needs to be understood and managed in a way that people can cope effectively with it. Organisational Development and Change examines the complexities of the change process together with providing the understanding of the skills needed to implement change management projects within an organisation.
<b>BUS 304</b> Strategic Planning and Management	Strategic planning is an organisation's process of defining its strategy or direction and making decisions on allocating its resources accordingly. Students will examine the total enterprise, the industry and the competitive environment in which it operates. Case studies will be used to develop students' critical thinking and strategic decision-making skills.
<b>BUS 305</b> Ethical Business Management	Ethical, social and moral issues relating to the development and operations of tourism and hospitality enterprises are integral to contemporary business practise. Ethical Business Management engages with, and encourages debate about, a set of moral standards that are relied upon to make decisions in our modern society.
<b>HTL 301</b> Managing Hotel and Resort Facilities	Facilities management is an interdisciplinary field devoted to the co-ordination of space, infrastructure, people and administration. Students will learn how to efficiently and effectively oversee the various aspects of a hotel and resort facilities whilst developing sustainable work practices.
<b>HTL 302</b> Revenue Management	Revenue Management helps to predict consumer demand to optimise inventory, price and availability in order to maximise revenue growth. In this subject, students will study the origin, function, role and importance of revenue management processes; the role of revenue management in modern hotel marketing and management including inventory control and management of the distribution function; the impact of levels of guest service and satisfaction; and the ethical dimension of revenue management.
<b>HTL 303</b> The Leadership Experience	Fundamental theories, as well as pertinent leadership issues facing managers today are reviewed in this subject. The Leadership Experience focuses on the student as an individual and how they develop their personal leadership style. This includes the process of social influence and the art of enlisting and inspiring the support of others.

# INTERNATIONAL EVENT MANAGEMENT

## UNDERGRADUATE PATHWAY



## BACHELOR OF BUSINESS DEGREE

### International Event Management

**Course duration:** 2.5 years

**Industry placements:** 2

**Campuses:** Leura and Sydney

**Intakes:** January, April, July, September

Diploma of Business (International Event Management) CRICOS 064782B  
Associate Degree of Business (International Event Management) CRICOS 064785K  
Bachelor of Business (International Event Management) CRICOS 064786J

### Why study International Event Management?

Event Management is the ideal choice for organised, creative, positive individuals who enjoy working with people. Expect to work hard, however you will experience the thrill of your achievements. If rising to a challenge is your style, then a Bachelor of Business in International Event Management is for you.

### Why choose BMIHMS?

BMIHMS is the ideal place to enter into this dynamic. You'll have the advantage of studying in a hospitality-focused environment. Learn to plan, budget and manage your own real-life events. Study what it really takes to be an event manager, from how-to-meet deadlines to focusing on the details. Students provide services for internal and external stakeholders, organising social, charitable and community events.

### Career opportunities

Event Management is a competitive industry, however your qualifications will be relevant to a wide variety of fields. The largest employers of event managers are event management companies, hotels and resorts. Our graduates are also employed in the not-for-profit, financial and management sectors, as well as in government agencies.

### Industry experience (IPE 101, IPE 201)

Industry placements/practicums (IP) provide students with the opportunity to analyse and reflect upon the relationship between their academic studies and the workplace environment, combining professional experiences within their degree. Staff will assist students in finding suitable IP positions through interview preparation and job applications. IPE 101 will have a food and beverage focus whilst IPE 201 students should strive for an IP with an event focus.



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## BACHELOR OF BUSINESS | INTERNATIONAL EVENT MANAGEMENT

Unit name	Unit description
<b>BUS 101</b> Accounting Fundamentals	Accounting Fundamentals lays the foundation for student's understanding of the accounting system. The subject has a practical approach, providing students with the opportunity to analyse original documents through to profit and loss determination and the preparation of the statements of financial performance and financial position.
<b>BUS 102</b> Management and Leadership	A manager's role is to decide what goals and objectives his or her department should strive to achieve. Through the use of case studies, students are given the opportunity to examine key issues and to discuss current hospitality management practices.
<b>BUS 103</b> Communication in a Digital Age	The digital age is rapidly changing communication management and the way businesses communicate with customers. This subject teaches what communication is and how it occurs. The topics include: interpersonal, group, written, electronic, reports and proposals and business presentations. Students learn how to access social media and broader technologies to successfully communicate in the workplace.
<b>BUS 104</b> Sales and Marketing	Determining the needs and wants of our potential customers is a key priority for managers. Students will be introduced to the distinction between selling and marketing. Skills will be developed to apply within an operating environment to recognise the basic principles and practices of marketing in relation to consumer and market trends.
<b>BUS 105</b> Cross-cultural Studies	An understanding of different cultures is of fundamental importance in business today. Cross-cultural Studies looks at how cultural factors influence human behaviour, including people's attitudes, behaviours, customs and values. Wide ranges of topics are discussed in an effort to better prepare students for the challenges of communicating effectively with people from varied backgrounds.
<b>HOS 101</b> Food and Beverage Operations Management	The key focus of this subject is to broaden students' understanding of the operational aspects of food and beverage, whilst giving them the opportunity to learn, develop and apply theories, concepts and skills in a practical environment.
<b>EVE101</b> Events, Banqueting and Conferences	Event managers must be fast decision-makers with a high degree of organisation and flexibility. This subject will develop the necessary skills and knowledge for realistic workplace situations. Focus is on the various food service outlets and operations within tourist and event venues. Emphasis will be placed on banquets and conferencing.
<b>EVE102</b> International Events Industry	Events contribute to the Australian and international economies through job creation and by bringing money into a community. EVE102 will enable students to analytically comprehend the significant impact of global events. The case studies explore how events create impact on a social and economic level, and the wider effects this has on the global marketplace.
<b>IPE 101 INDUSTRY PRACTICUM</b>	
<b>BUS 201</b> Management Accounting	Financial analysis is an integral part of strategic management planning. This subject builds upon BUS101, further developing students' skills and expertise when interpreting financial information. The subject provides students with the skills and knowledge relevant to planning, controlling and evaluating accounting information, which will enable them to make sound, managerial decisions.
<b>BUS 202</b> Economics	BUS 202 introduces the core concepts and economic principles necessary to develop effective decision-makers. Students will develop an understanding of how to make choices utilising available resources at a specific given time. This subject covers concepts such as 'price elasticity demand', cost-benefit principle, fiscal and monetary policy, macro and microeconomics and international trade.
<b>BUS 203</b> Business Law	Business Law introduces students to the basic principles of the relevant State and Commonwealth laws relating to tourism and hospitality. Emphasis is placed on areas such as liability, resolution and legal problem solving.
<b>BUS 204</b> Human Resource Management	The concept of human capital recognises that not all labour is equal and that the quality of employees can be improved by investing in them. Human Resources Management (HRM) concepts, practices and processes are examined in this subject. Students will explore ways in which the management style of an organisation influences the development of HRM philosophies and processes specifically with reference to tourism and hospitality enterprises.
<b>BUS 205</b> Research Skills and Practices	Embarking on research in any discipline is a serious undertaking. This subject will develop research methodology skills essential for completing research projects and for making quality business decisions. Students will learn the necessary skills and practical tools to undertake and complete the research process of collection, analysis, interpretation and presentation of research.
<b>HOS 201</b> Operations and Environment Management	The growing awareness of environmental issues is creating operational costs. HOS 201 will discuss sound environmental practices and long-term operational sustainability. Student's knowledge of contemporary facilities and operational practices will be developed while investigating the broad range of critical design decisions available.
<b>EVE 201</b> Event Planning and Implementation	The operational and management issues associated with the planning and staging of festivals and events is explored in this unit. Key areas included: risk management, event logistics and the role of technology. This follows on from the EVE102 foundation subject to build on the student's skills and knowledge.
<b>EVE 202</b> The Professional Event Organiser	A professional event organiser is significant to the success of all types of events, from small boardroom functions to the gala event or festival. Subjects range from time management, event design, systems and processes, procurement, event planning, monitoring and implementation strategies, providing students with the essential knowledge and tools to thrive in the ever growing event industry.
<b>IPE 201 INDUSTRY PRACTICUM</b>	
<b>BUS 301</b> Services Marketing	The service sector is one of the fastest growing worldwide. Services Marketing provides students with practical and theoretical approaches of marketing and the management of service business. It will explore the major differences between the marketing of service as distinct from the marketing of tangible products.
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<b>BUS 305</b> Ethical Business Management	Ethical, social and moral issues relating to the development and operations of tourism and hospitality enterprises are integral to contemporary business practise. Ethical Business Management engages with, and encourages debate about, a set of moral standards that are relied upon to make decisions in our modern society.
<b>EVE 301</b> Managing Event Facilities	In today's society responsible environmental practices need to be considered when managing venues and events. Current trends are explored for sustainable tourism, where students will be encouraged to develop their management style. The subject includes how an event facility is managed, planned and maintained sustainably.
<b>EVE 302</b> Event Revenue and Yield	Everything you need to know about how to manage event revenue and yield. Students will investigate the various organisational benefits that an event can bring. Identifying various aspects of sponsorship and fundraising, why companies sponsor events, how they use it as a major revenue source.
<b>EVE 303</b> Event Evaluation	Critical to the success of events is the evaluation process once events are over. Students will learn how to conduct an investigation into the aftermath. Learning will enable the event manager to report upon the social, technological, legal, political, environmental and economic impacts their events have on the community and beyond. This subject builds knowledge for future events.

## SCHEDULE AND SUBJECTS

### BACHELOR OF BUSINESS | 2.5 years

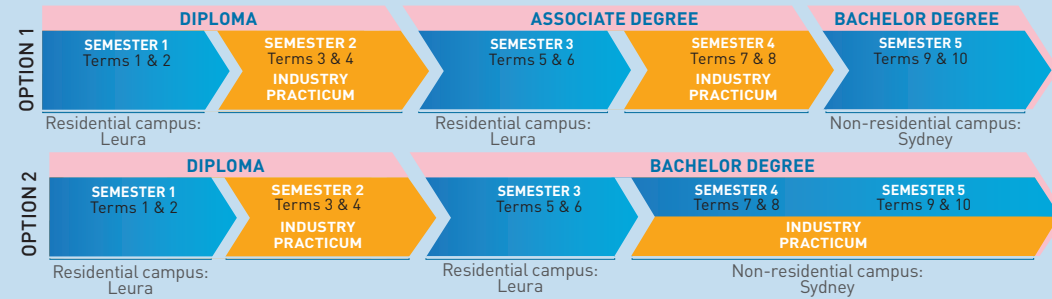
#### International Event Management

Level 1 Terms 1-4		Level 2 Terms 5-8		Level 3 Terms 9-10	
Leura campus		Leura campus		Sydney campus	
BUS 101	Accounting Fundamentals	BUS 201	Management Accounting	BUS 301	Services Marketing
BUS 102	Management and Leadership	BUS 202	Economics	BUS 302	Business Management and Entrepreneurship
BUS 103	Communication in a Digital Age	BUS 203	Business Law	BUS 303	Organisational Development and Change
BUS 104	Sales and Marketing	BUS 204	Human Resource Management	BUS 304	Strategic Planning and Management
BUS 105	Cross-cultural Studies	BUS 205	Research Skills and Practices	BUS 305	Ethical Business Management
HOS 101	Food and Beverage Operations and Management	HOS 201	Operations and Environment Management	EVE 301	Managing Event Facilities
EVE 101	Events Banqueting and Conferences	EVE 201	Event Planning and Implementation	EVE 302	Event Revenue and Yield
EVE 102	International Events Industry	EVE 202	The Professional Event Organiser	EVE 303	Event Evaluation
IPE 101	<b>INDUSTRY PRACTICUM</b> 600 Hours	IPE 201	<b>INDUSTRY PRACTICUM</b> 600 Hours	<b>BACHELOR DEGREE</b>	
<b>DIPLOMA</b>		<b>ASSOCIATE DEGREE</b>			



# INTERNATIONAL RESTAURANT AND CATERING MANAGEMENT

## UNDERGRADUATE PATHWAYS



## BACHELOR OF BUSINESS DEGREE

### International Restaurant and Catering Management

**Course duration:** 2.5 years

**Industry practicum:** 2

**Campuses:** Leura and Sydney

**Intakes:** January, April, July, September

Diploma of Business (International Restaurant and Catering Management) 084227G  
Associate Degree of Business (International Restaurant and Catering Management) 084225K  
Bachelor of Business (International Restaurant and Catering Management) 084223A

### Why study International Restaurant and Catering Management?

This degree is for individual's passionate about food and wine and particularly those who strive to make a management career out of something that they love. The science and planning behind managing successful food and beverage establishments does not come without challenges and often has a lot at stake.

### Why choose BMIHMS?

BMIHMS will challenge you to determine how you handle change and stress, develop not only your practical skills but also your planning, financial and problem-solving skills in a simulated workplace environment.

### Career opportunities

When your degree is strongly based in the hospitality industry your career prospects are endless. Doors will be open to you in a wide area of restaurant and catering establishments; ownership or management. You will develop an edge in culinary management expertise that will enable you to operate as a food and beverage director, open and manage your own restaurant, event or catering company, work in banquets and conventions or start your own franchise.

### Industry experience (IPRC 101, IPRC 201)

Industry practicum (IP) provide students with the opportunity to analyse and reflect upon the relationship between their academic studies and the workplace environment.

IPRC 101 will have a food and beverage focus in whilst IPRC 201 students should strive for an IP within a restaurant and/or catering environment.



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## SCHEDULE AND SUBJECTS

### BACHELOR OF BUSINESS | 2.5 years

#### International Restaurant and Catering Management

Level 1 Terms 1-4		Level 2 Terms 5-8		Level 3 Terms 9-10	
Leura campus		Leura campus		Sydney campus	
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BUS 102	Management and Leadership	BUS 202	Economics	BUS 302	Business Management and Entrepreneurship
BUS 103	Communication in a Digital Age	BUS 203	Business Law	BUS 303	Organisational Development and Change
BUS 104	Sales and Marketing	BUS 204	Human Resource Management	BUS 304	Strategic Planning and Management
BUS 105	Cross-cultural Studies	BUS 205	Research Skills and Practices	BUS 305	Ethical Business Management
HOS 101	Food and Beverage Operations Management	RCM 201	Advanced Beverage and Wine Knowledge	RCM 301	Project Management (Venues)
HTL 101	Food and Beverage Management and Control	RCM 202	Menu Planning and Engineering	RCM 302	International Restaurant and Catering Models, Design and Facilities
RCM 101	Introduction to the Restaurant and Catering Industries	RCM 203	Managing the Brand	HTL 303	The Leadership Experience
IPRC 101	INDUSTRY PRACTICUM 600 Hours	IPRC 201	INDUSTRY PRACTICUM 600 Hours		
<b>DIPLOMA</b>		<b>ASSOCIATE DEGREE</b>		<b>BACHELOR DEGREE</b>	

## BACHELOR OF BUSINESS | INTERNATIONAL RESTAURANT AND CATERING MANAGEMENT

Unit name	Unit description
<b>BUS 101</b> Accounting Fundamentals	Accounting Fundamentals lays the foundation for student's understanding of the accounting system. The subject has a practical approach, providing students with the opportunity to analyse original documents through to profit and loss determination and the preparation of the statements of financial performance and financial position.
<b>BUS 102</b> Management and Leadership	A manager's role is to decide what goals and objectives his or her department should strive to achieve. Through the use of case studies, students are given the opportunity to examine key issues and to discuss current hospitality management practices.
<b>BUS 103</b> Communication in a Digital Age	The digital age is rapidly changing communication management and the way businesses communicate with customers. This subject teaches what communication is and how it occurs. The topics include: interpersonal, group, written, electronic, reports and proposals and business presentations. Students learn how to access social media and broader technologies to successfully communicate in the workplace.
<b>BUS 104</b> Sales and Marketing	Determining the needs and wants of our potential customers is a key priority for managers. Students will be introduced to the distinction between selling and marketing. Skills will be developed to apply within an operating environment to recognise the basic principles and practices of marketing in relation to consumer and market trends.
<b>BUS 105</b> Cross-cultural Studies	An understanding of different cultures is of fundamental importance in business today. Cross-cultural Studies looks at how cultural factors influence human behaviour, including people's attitudes, customs and values. Wide ranges of topics are discussed to prepare students for the challenges of communicating effectively with people from varied backgrounds using twenty-first century modes of communication.
<b>HOS 101</b> Food and Beverage Operations Management	The key focus of this subject is to broaden students understanding of the operational aspects of food and beverage management, whilst giving them the opportunity to learn, develop and apply theories, concepts and skills in a practical environment.
<b>HTL 101</b> Food and Beverage Management and Control	Food and Beverage Management and Control is a practical subject focused on furnishing students with knowledge of current and emerging food and beverage trends, legal and operational issues such as cost control, sustainable solutions, resources management and legal obligations.
<b>RCM 101</b> Introduction to the Restaurant and Catering Industries	This subject is a comprehensive introduction to the dynamic food industry with an emphasis on business development and operations. Students will explore a cross section of restaurant and catering establishments, ownership possibilities, management and staffing structures. Specific focus will be given to discussing the related issues currently impacting the industry globally.
<b>IPRC 101 INDUSTRY PRACTICUM</b>	
<b>BUS 201</b> Management Accounting	Financial analysis is an integral part of strategic management planning. This subject builds upon BUS101, further developing students' skills and expertise when interpreting financial information. The subject provides students with the skills and knowledge relevant to planning, controlling and evaluating accounting information, which will enable them to make sound, managerial decisions.
<b>BUS 202</b> Economics	BUS 202 introduces the core concepts and economic principles necessary to develop effective decision-makers. Students will develop an understanding of how to make choices utilising available resources at a specific given time. This subject covers concepts such as 'price elasticity demand', cost-benefit principle, fiscal and monetary policy, macro and microeconomics and international trade.
<b>BUS 203</b> Business Law	Business Law introduces students to the basic principles of the relevant State and Commonwealth laws relating to tourism and hospitality. Emphasis is placed on areas such as liability, conflict resolution and legal problem solving.
<b>BUS 204</b> Human Resource Management	The concept of human capital recognises that not all labour is equal and that the quality of employees can be improved by investing in them. Human Resources Management (HRM) concepts, practices and processes are examined in this subject. Students will explore ways that the strategic management styles of an organisation influence the development of HRM philosophies and processes specifically with reference to tourism and hospitality enterprises.
<b>BUS 205</b> Research Skills and Practices	Embarking on research in any discipline is a serious undertaking. This subject will develop research methodology skills essential for completing research projects and for making quality business decisions. Students will learn the necessary skills and practical tools to undertake and complete the research process of collection, analysis, interpretation and presentation of research.
<b>RCM 201</b> Advanced Beverage and Wine Knowledge	This subject will expand students' knowledge of everything to do with beverages with specific emphasis on wine. As hospitality professionals, students will learn to manage and sustain a profitable beverage department. Through a comprehensive look at the grape growing, wine-making, and viticulture regions of the world expertise will be achieved. Highlights include wine tasting learning analysis techniques.
<b>RCM 202</b> Menu Planning and Engineering	Arming students with the ability to develop, cost, and market menus, for a variety of food service outlets. Students are guided through the steps in planning and producing menus that are profitable and have operational effectiveness. The history of menus is incorporated into this subject alongside, planning principles, which are analysed according to technical, gastronomic, aesthetic, budgetary and nutritional dimensions.
<b>RCM 203</b> Managing the Brand	Discovering how brands are perceived, built, managed and evaluated is critical in order to maintain a loyal and profitable customer base. The subject includes a comprehensive review of branding theories, concepts, strategies, techniques and practices that drive today's competitive market.
<b>IPRC 201 INDUSTRY PRACTICUM (IPRC 201 can be undertaken over either 6 or 12 months)</b>	
<b>BUS 301</b> Services Marketing	The service sector is one of the fastest growing worldwide. Services Marketing provides students with practical and theoretical approaches of marketing and the management of service business. It will explore the major differences between the marketing of service as distinct from the marketing of tangible products.
<b>BUS 302</b> Business Management and Entrepreneurship	An invaluable part of business is to create new ideas and a vision for ongoing revenue. Business Management and Entrepreneurship takes the student through a step-by-step process of communicating effectively and managing a new business venture via a solid business plan.
<b>BUS 303</b> Organisational Development and Change	Change needs to be understood and managed in a way that people can cope effectively with it. Organisational Development and Change examines the complexities of the change process together with providing the understanding of the skills needed to implement change management projects within an organisation.
<b>BUS 304</b> Strategic Planning and Management	Strategic planning is an organisation's process of defining its strategy or direction and making decisions on allocating its resources accordingly. Students will examine the total enterprise, the industry and the competitive environment in which it operates. The emphasis is on further developing and fine-tuning students' critical thinking and decision-making skills to formulate strategic planning by reviewing a number of case studies.
<b>BUS 305</b> Ethical Business Management	Ethical, social and moral issues relating to the development and operations of tourism and hospitality enterprises are integral to contemporary business practise. Ethical Business Management engages with, and encourages debate about, a set of moral standards that are relied upon to make decisions in our modern society.
<b>RCM 301</b> Project Management (Venues)	Introducing students to the specific techniques and insights required in managing a project and exploring the demands made of the project manager and the nature of the manager's interaction with various stakeholders. Project Management (Venues) includes the process of initiating, planning, executing and controlling, and finally evaluating a specific project to open, extend, refurbish or modify a restaurant and/or catering venue.
<b>RCM 302</b> International Restaurant and Catering Models, Design and Facilities	As the capstone subject in the restaurant and catering program, students showcase their expertise in all aspects of food and beverage service. students learn to analyse food-service layouts and models of fast food operations, catering and restaurant facilities. Emphasis is on cost minimisation through efficient use of technology and energy planning.
<b>HTL 303</b> The Leadership Experience	Fundamental theories, as well as pertinent leadership issues facing managers today are reviewed in this subject. The Leadership Experience focuses on the student as an individual and how they develop their personal leadership style. This includes the process of social influence and the art of enlisting and inspiring the support of others.

# MASTER OF INTERNATIONAL HOTEL MANAGEMENT

## POSTGRADUATE PATHWAY



## MASTER OF INTERNATIONAL HOTEL MANAGEMENT

### Course duration:

**Postgraduate Certificate:** 6 months

**Master:** 2 years

### Management Practicum 1 (Master only)

**Campus:** Sydney

Practical intensive units can be taken at Leura campus

**Intakes:** January, April, July, September

Graduate Certificate in International Hotel Management CRICOS 075347G  
Master of International Hotel Management CRICOS 075348G

### Master of International Hotel Management offers:

- A focus on hotels and hotel operations
- A postgraduate qualification for those extending their career into hospitality
- 2 units of applied learning: housekeeping, front office, food and beverage
- Industry experience after 1 year of study with the objective to gain hands-on hotel experience (MHC 609 Management Practicum)

### Career opportunities

There is an enormous range of positions in the hospitality industry, so there is no need for you to get stuck in any one niche. Even if you choose to stay with the same employer, over a few years you could move from concierge, guest services, front desk to reservations manager and beyond. International hotel brands are notorious for escalating career pathways.



**WATCH YouTube, BlueMountainsCast**  
Do you want to know more?  
BIMHMS Academics explain their subjects online, visit our YouTube channel.

### Why study International Hotel Management?

Hospitality is a dynamic and fast-growing international industry. We developed this course in response to demand from corporate organisations for professionals with higher-level qualifications, and from competitive individuals wishing to accelerate their career progression. If you are looking for a business career that allows rapid employee development, has scope for travel, is fast-paced and people orientated, then this is the career for you.

## SCHEDULE AND SUBJECTS

### POSTGRADUATE DEGREE | 2 years

#### International Hotel Management

LEVEL 1: Sydney campus		LEVEL 2: Sydney campus	
Semester 1 Terms 1 & 2		Semester 3 Terms 5 & 6	
MHC 601	Accounting and Finance for Managers	MHC 609	<b>MANAGEMENT PRACTICUM</b> 760 Hours
MHC 602	Introduction to the Hospitality Industry	Semester 4 Terms 7 & 8	
MHC 603	Hotel Operations Management	MHC 610	Strategic Hotel Management
MHC 604	Revenue Management	MHC 611	Independent Research Project
POSTGRADUATE CERTIFICATE		Electives (choose 2)	
Semester 2 Terms 3 & 4		MHE 612	(E) Business Events in a Global Context
MHC 605	Human Resources Management	MHE 613	(E) Conventions Management
MHC 606	Business Law	MHE 614	(E) Sustainability and the Environment
MHC 607	Business Research Methods	MHE 615	(E) E-Marketing
MHC 608	Business Ethics for Hospitality	MHE 616	(E) New Product and Service Development
		MHE 617	(E) Marketing Management
		MHE 618	(E) Special Topic in Hotel Management
		MHE 619	(E) Minor Research project
		MASTER DEGREE	

(E) = Electives

## MASTER | INTERNATIONAL HOTEL MANAGEMENT

Unit name	Unit description
<b>MHC 601</b> Accounting and Finance for Managers	Managerial accounting is designed to meet the specific needs of a company's financial management. Students are exposed to company historical data and asked to provide objective measures for operations and appropriate financial decision-making. Through a practical understanding of financial and managerial reports students learn to recognise, measure, evaluate and compare the financial performance of different business operations.
<b>MHC 602</b> Introduction to the Hospitality Industry	This unit develops a lasting appreciation of how hospitality fits within society and the business environment with an emphasis on the development of practical managerial skills (focusing specifically on food and beverage services) underpinned by the theoretical knowledge required to manage a hotel.
<b>MHC 603</b> Hotel Operations Management	The primary function of a hotel is to provide accommodation. As a key revenue centre, selling the products and services requires dedication and a quality commitment by frontline staff. Hotel Operations Management explores conventional operations theory and practice to empower students to deliver expert hotel accommodation services, underpinned by the theoretical knowledge required to manage a hotel room division department.
<b>MHC 604</b> Revenue Management	Revenue Management is a critical component of a hotel's business model in order to maximise profitability. Effective revenue managers must understand: market segmentation, distribution channels, inventory management, strategy and financial management. Students will be exposed to the history and theories of revenue management, and its connections with other functions in the broader business, using examples from a variety of industries.
<b>MHC 605</b> Human Resources Management	Creating managers who have an overwhelming desire to identify, attract, recruit, on-board, deploy, retain and reward in a manner that is fair, ethical and profitable is the key focus of Human Resource Management. Students will explore the international context of human resources theory and practice with a focus on concepts, processes and practices associated with managing people in the 21st century.
<b>MHC 606</b> Business Law	Business Law examines the processes by which law is created, changed and applied to the business environment. Students will develop a working knowledge of international and Australian legal systems that will enable them to operate a business profitably and within the law.
<b>MHC 607</b> Business Research Methods	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.
<b>MHC 608</b> Business Ethics for Hospitality	Business Ethics for Hospitality aims to develop an appreciation of the ethical, social and moral issues relating to the development and operation of businesses, specifically hotels. This unit will consider the influences affecting businesses (specifically international hotel properties) and the individual manager's approach to ethical and social issues.
<b>MHC 609</b> <b>MANAGEMENT PRACTICUM</b> 760 Hours	Industry Practicum energises and supports the student in their pursuit of practical operational and leadership skills during an external placement 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>MHC 610</b> Strategic Hotel Management	Strategy is a broad formula for how a business is going to compete, what its goals should be, and what policies are needed to carry out those goals. 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 solve business problems both now and in the future.
<b>MHC 611</b> Independent Research Project	In this capstone unit, students have the opportunity to demonstrate the core attributes of written communication, information literacy, logical and critical thinking. This is achieved by completing a substantive piece of independent research, based on a chosen business problem or a contemporary topic.
<b>MHE 612</b> (E) Business Events in a Global Context	Events contribute to international economies through job creation and by bringing money into a destination. 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.
<b>MHE 613</b> (E) Conventions Management	Meetings, incentive travel, conventions and exhibitions (MICE) represent a segment of the tourism industry that has grown exponentially and is now very profitable. A key focus of this subject is providing an overview of the environment of the MICE industry. Students are guided through the complexities associated with planning, managing and staging a variety of conventions.
<b>MHE 614</b> (E) Sustainability and the Environment	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 are encouraged to explore strategies hotels can develop to be more sustainable.
<b>MHE 615</b> (E) E-Marketing	Explores the implications that are inherent in the choice, utilisation and application of interactive electronic technologies to innovative e-marketing strategies that will define new markets, attract and engage new customers and create business opportunities.
<b>MHE 616</b> (E) New Product and Service Development	The development and commercialisation of new products and services is a core business function for most organisations. The purpose of this course is to develop a solid understanding of new product and service development from a strategic marketing and management perspective, as well as reinforcing practice and reflection in an action oriented setting.
<b>MHE 617</b> (E) Marketing Management	This subject covers integrated marketing mix planning and control in the local and international context of marketing strategy formulation. The subject considers marketing strategy as a link between corporate strategy, business unit strategy, and marketing mix management. It does so by developing and critically assessing thematic marketing strategies as sources of sales from the standpoints of growth, market share and profitability of a multinational firm.
<b>MHE 618</b> (E) Special Topic in Hotel Management	This subject has been included to facilitate further private study by the student in an area of particular interest to them in hospitality marketing, human resource management, hotel operations and or sustainability.
<b>MHE 619</b> (E) Minor Research Project	Culminating in the submission of a small-scale research report students engage with an international business problem or issue. The report includes appropriate and relevant literature, the use of suitable research method and problem solving techniques, and appropriate outcomes and recommendations.



# YOUR CAREER

## NOW AND BEYOND GRADUATION

BMIHMS does not just provide students with an education. We also give you a pathway to a successful working life. The opportunities available to you and networks you create while studying with us are designed to last a lifetime

## GRADUATE PRIVILEGED PARTNERS

Graduate Privileged Partners (GPP) is a competitive recruitment program designed to connect our highest achieving final year students with a select group of industry partners. It provides a unique opportunity for the hospitality industry to recruit our top graduates.

With strict criteria for academic performance, practical skills training and industry experience and evaluation,

successful candidates are selected and recommended to industry partners for their suitability for corporate management traineeship programs on graduation.

This enables an in-depth relationship between students and potential employers, far beyond the normal interview process. It results in greater certainty for both parties about commitment and quality.

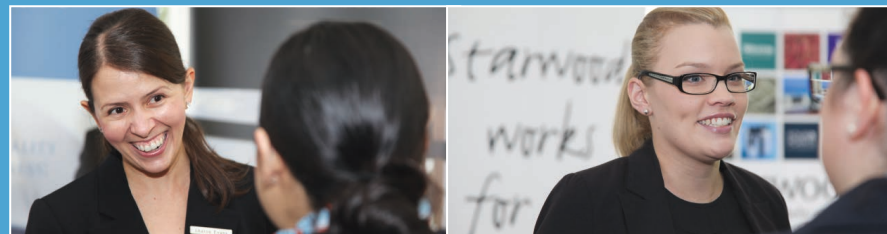
The GPP is conducted over several months, always in the student's final academic year. The student will undergo personal interviews, familiarisation and induction sessions. Our industry partners make the final selection to fill positions in their graduate and corporate management programs or for a role with their company that provides secure career growth prospects.

## CONNECTING BMIHMS STUDENTS WITH INDUSTRY PARTNERS AND ALUMNI

Whether postgraduate or undergraduate, BMIHMS students will have regular access to hospitality professionals. During biannual GPP expos held on campus, students are introduced to recruitment and face-to-face networking.

The *BMIHMS Leadership Speaker Series* creates panel discussions open for student interaction and questions. *The Alumni Mentoring Program* singles out passionate students who are driven to success providing them with industry guidance.

Regular opportunities are open to BMIHMS students to volunteer. Gala events, black tie evenings, charity auctions, community events all expose students to new experiences and networking scenarios.



**WATCH YouTube,** BlueMountainsCast. to view a GPP Expo, the BMIHMS Leadership Speakers Series, current students and alumni sharing their stories online.



"We are very excited to be part of the Graduate Privileged Partners program as it formalises a long relationship with the Blue Mountains International Hotel Management School.

We are prepared to dedicate a significant proportion of our management traineeships to this program. BMIHMS is producing such high calibre graduates - decision-makers who accept accountability and can adapt on the run. We know they won't let us down."



Rachel Argaman  
CEO TFE Hotels  
Chair BMIHMS  
Industry Advisory Board

## CAREER ADVICE AND ASSISTANCE

BMIHMS has a Career Development Department on both campuses. This team is dedicated to helping you become workplace ready. Their key role is to guide and assist you in finding suitable industry placement positions.

To fulfill your course requirements, you must apply for and accept one of the recommended positions in Australia or abroad. You must also meet the position selection criteria and pass a job interview with each employer. The Career Development team will help you to prepare and grow the professional skills you need for employment.

## STUDENT ACCESS TO INDUSTRY CONTACTS

BMIHMS Career Development Department gives you access to our database of more than 10,000 hiring managers. We have strong contacts in hotels, resorts, events companies and other tourism employers throughout Australia and the world. Our on-going contact with graduates in the industry, through our worldwide alumni network, also strengthens our professional networks.

"The program gives you a huge incentive to perform well, both during school and during practicum, in order to access the program. It is highly sought after amongst the student body."

Stephanie Greve  
Graduate Privileged Partners,  
Student Recipient





## OUR CAMPUSES

### LEURA Practical Learning Centre

- > The Leura campus is located in the Blue Mountains, 90 minutes drive from Sydney. As one of Australia's top tourist destinations it provides students with an extended classroom for their studies.
- > Leura is a residential campus. Students live and study in a simulated hotel environment. This enables them to develop within a close knit international student community, while focusing on a diverse range of applied units of study.

### SYDNEY Executive Business Centre

- > Our non-residential executive campus is located in the heart of Sydney. The campus boasts state-of-the-art teaching facilities in a modern, corporate environment.
- > Sydney is Australia's leading tourism and events destination, attracting more international business and holiday visitors than any other Australian city. Its physical beauty; vibrant creative energy; and iconic attractions such as the Sydney Opera House and Sydney Harbour Bridge have secured its status as Australia's global city.
- > Sydney campus offers our students many tourism-related career and networking opportunities. The close proximity to international hotel chains, restaurants and global businesses combined with BMIHMS's partnerships with major industry players makes this an ideal location to pursue a professional career in hospitality management and business.

## HOW TO APPLY

For application enquiries and admissions information, please contact:

### Admissions Office

PO Box A256  
Sydney South,  
NSW, 1235, Australia

**E** enquiry@bluemountains.edu.au

**T** +61 2 9307 4600

[www.bluemountains.edu.au/apply](http://www.bluemountains.edu.au/apply)

### Leura Campus

1 Chambers Road,  
Leura NSW, 2780, Australia

### Sydney Campus

540 George Street,  
Sydney, NSW, 2000, Australia



[www.bluemountains.edu.au](http://www.bluemountains.edu.au)

## CRICOS NUMBERS

### Blue Mountains International Hotel Management School CRICOS Provider No: 00911E

Diploma of Business (International Event Management)	064782B
Diploma of Business (International Hotel and Resort Management)	064787G
Diploma of Business (International Restaurant and Catering Management)	084227G

Associate Degree of Business (International Event Management)	064785K
Associate Degree of Business (International Hotel and Resort Management)	064789F
Associate Degree of Business (International Restaurant & Catering Management)	084225K

Bachelor of Business (International Event Management)	064786J
Bachelor of Business (International Hotel and Resort Management)	064790B
Bachelor of Business (International Restaurant and Catering Management)	084223A

Graduate Certificate in International Hotel Management	075347G
Master of International Hotel Management	075348G

Graduate Certificate in Global Business Management	080402G
Graduate Diploma in Global Business Management	080401J
Master of Global Business Management	080400K

### Pathway Programs Academy of English CRICOS Provider No: 02399M

English Language Programs (Beginner to Advanced)	066657B
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