

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

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

Accounting Fundamentals (BUS101)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Dr Zelko Livaic
Associate Degree of Business (IHRM)	2 years	Level 1	Dr Zelko Livaic
Bachelor of Business (IHRM)	2.5 years	Level 1	Dr Zelko Livaic

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type *	When assessed – year, session and week	Weighting
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Assess and apply accounting terminology used globally. Appraise the role of accounting information within tourism and hospitality operations (planning, operating and evaluating activities). 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. Evaluate the need for business planning within an organisation. Evaluate the accounting cycle. Compare and contrast a series of source data and make accounting transactions. Evaluate financial statements (income statement, balance sheet, cash flow statement) and preliminary analysis thereof. Present financial information in a format to facilitate management decisions. 	(see examples noted below this table)	(for example, year 1, semester 1, week 1)	(% of total marks for subject)
a, b, c, d, e, f, g, h	Learning Portfolio Financial analysis, problem solving and budgeting exercises. (3,000 words)	Week 3-11	50%
Any of the following a, b, c, d, e, f	Exam	Exam week	50%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Tyler, J., Godwin, N., & Alderman, C. (2016). *ACCT Financial Asia-Pacific 2nd ed.* South Melbourne, Australia, Cengage.

Second edition update.

Recommended:

Dopson, L., & Hayes, D. (2009). *Managerial accounting for the hospitality industry.* Hoboken, NJ: John Wiley & Sons.

Epstein, M. J., & Lee, J. Y. (2008). *Advances in management accounting, volume 17.* Retrieved from <http://www.emeraldinsight.com/>

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

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Simon Pawson
Associate Degree of Business (IHRM)	2 years	Level 1	Simon Pawson
Bachelor of Business (IHRM)	2.5 years	Level 1	Simon Pawson

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting <i>(% of total marks for subject)</i>
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Evaluate the political, social and global trends affecting hospitality firms and how these trends impact on managers and leaders. Compare and contrast the array of management and leadership skills intrinsic to supervisory positions in the hospitality industry. Discuss the role of the manager in improving organisational performance. Critically review and present the core skills and functions of a manager. Examine the changing nature of organisational structures and evaluate how these influence organisations behaviour. Critically review the challenges of managing and leading people in international hospitality firms. 			
a, b	Case study: role of hospitality supervisor. (2,000 words)	Week 5	40%
c, d	Presentation: management styles Group (30 minutes)	Week 8	20%
e, f	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:

Robbins, S. P. (2014). *Management* (7th ed.). Frenchs Forest, NSW: Pearson Education.

Recommended:

Barrows, C. W. (2012). *Introduction to the hospitality industry*, Wiley. Hoboken, NJ: Wiley.

Elliot, J., & Simon, W. L. (2011). *The Steve Jobs way: iLeadership for a new generation*. New York, NY: Vanguard Press.

Samson, D., & Daft, R. L. (2011). *Fundamentals of management*. South Melbourne, Vic: Cengage Learning.

Wilson, P. (2010). *The future of work and the changing workplace: challenges and issues for Australian HR practitioners*. Melbourne, Vic: Australian Human Resources Institute.

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

- MITSloan
- 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

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Mr Ralph Barnes
Associate Degree of Business (IHRM)	2 years	Level 1	Mr Ralph Barnes
Bachelor of Business (IHRM)	2.5 years	Level 1	Mr Ralph Barnes

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting (% of total marks for subject)
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Identify and implement learning strategies for tertiary level study. Identify and apply best practice information literacy techniques. Develop an understanding of academic register as appropriate for tertiary study. Apply knowledge of critical analysis of text. Employ a range in expression and style for academic discourse specific to Business contexts. 			
a, b, c, d, e	Journal Article Evaluation	Week 4	10%
a, b, c, d	Quiz (Open-book)	Week 6	20%
a, b, c, d	Literature Review	Week 8	30%
a, b, c, d, e	Report	Week 10	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:

Morley-Warner, T. 2009. Academic Writing is... A Guide to Writing in a University Context, AALL, UTS, Sydney

Recommended:

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

Burns, T. & Sinfield, S. 2012. Essential Study Skills. The Complete Guide to Success at University, 3rd ed. Sage, London

Cottrell, S. 2011. Critical Thinking Skills, 2nd ed. Palgrave Macmillan, Hampshire

Dwyer, J. 2012. The Business Communication Handbook, 9th ed. Pearson Education, Frenchs Forest

Grellier, J. & Goerke, V. 2010. Communication Skills Toolkit. Unlocking the secrets of tertiary success, 2nd ed. Cengage Learning, South Melbourne

Sekaran, U. & Bougie, R. 2010. Research Methods for Business. A Skill Building Approach, 5th ed. Wiley, West Sussex

Swales, J. M. & Feak, C. B. 2012. Academic Writing for Graduate Students. Essential Tasks and Skills, 3rd ed. The University of Michigan Press, USA

Turner, K., Ireland, L., Krenus, B. & Pointon, L. 2011. Essential Academic Skills, 2nd ed. Oxford University Press, South Melbourne

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

Human Communication Research

International Journal of Business Research International Journal of Human Resource Management

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>

www.apm.edu.au/about-us/think-start or www.williamblue.edu.au/about-us/think-start

<http://owl.english.purdue.edu/owl/resource>

Sales and Marketing (BUS104)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Edmund Goh
Associate Degree of Business (IHRM)	2 years	Level 1	Edmund Goh
Bachelor of Business (IHRM)	2.5 years	Level 1	Edmund Goh

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type *	When assessed – year, session and week	Weighting (% of total marks for subject)
On completing this subject, students will be able to: <ol style="list-style-type: none"> Outline the principles of sales and marketing in relation to the Hospitality Industry. Analyse the key characteristics of sales and marketing and the role of the consumer in that process. Compare and contrast sales promotion tools suitable for application in hospitality firms. Apply judgement to the need and use of pricing strategies. Appraise the nature of market segmentation and apply target market strategies. Evaluate and present how the external environment may influence a firm’s marketing strategy. Assess, interpret and apply consumer needs, expectations and preferences. 	<i>(see examples noted below this table)</i>	<i>(for example, year 1, semester 1, week 1)</i>	
a, b	Essay Marketing principles & key characteristics Individual (1,500 words)	Week 6	20%
e, f, g	Presentation of marketing segmentation research. Group (30 minutes)	Week 9	30%
c, d and any of a and b,	Exam	Exam week	50%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Lamb, C. W., Hair, J. F., McDaniel, C., Summers, J., & Gardiner, M. (2016). *MKTG3, Asia-Pacific* (3rd ed.) South Melbourne, Vic: Cengage.

Recommended:

Barker, M. S., Barker, D. I., & Bormann, N. F. (2012). *Social media marketing: a strategic approach*. Mason, OH: South-Western Cengage Learning.

Burton, D. (2009). *Cross-cultural marketing: theory, practice and relevance*. New York, NY: Routledge.

Kotler, P., Bowen, J. T., & Makens, J. C. (2013). *Marketing for hospitality and tourism* (6th ed.). Upper Saddle River, NJ: Prentice-Hall.

Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Frenchs Forest, NSW: Pearson Education.

Martinez, P. (2012). *The consumer mind: brand perception and the implication for marketers*. London, UK: Kogan Page.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Simon Pawson
Associate Degree of Business (IHRM)	2 years	Level 1	Simon Pawson
Bachelor of Business (IHRM)	2.5 years	Level 1	Simon Pawson

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
On completing this subject, students will be able to:	Type *	When assessed – year, session and week	Weighting (% of total marks for subject)
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.	<i>(see examples noted below this table)</i>	<i>(for example, year 1, semester 1, week 1)</i>	
a, b, c	Essay Cultural theories Individual (2,000 words)	Week 6	30%
d, f	Presentation Organisational Culture Group (30 minutes)	Week 9 - 10	20%
e and any of a,b,c	Exam	Exam week	50%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Browaeys, M. J., & Price, R. (2015). *Understanding cross cultural management* (3rd ed.). UK: Pearson Education

Recommended:

Adler, N. J., Budde-Sung, A., Cullen, J. B., & Parboteeah, P. (2011). *Cross-cultural management*. South Melbourne, Vic: Cengage Learning.

Bratton, J., Sawchuk, P., Forshaw, C., Callinan, M., & Corbett, M. (2010). *Work and organizational behaviour* (2nd ed.). Basingstoke, NY: Palgrave Macmillan.

Burton, D. (2009). *Cross-cultural marketing: theory, practice and relevance*, New York, NY: Routledge.

Deresky, H. (2013). *Cross cultural management* [VitalSource version] (2nd ed.). Retrieved from <http://www.pearson.com.au/>

Deresky, H. (2014). *International management: managing across borders and cultures: text case*. Essex, UK: Pearson.

Dickie, C., Soldan, Z., & Fazey, M. (2012). *Diversity at work: working with and managing diversity*. Prahran, Vic: Tilde Publishing.

Gannon, M. J., & Pillai, R. (2013). *Understanding global cultures: metaphorical journeys through 31 nations, clusters of nations, continents, and diversity*. Thousand Oaks, CA : Sage.

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

- Harvard Business Review
- International Journal of Hospitality Management.
- Journal of Hospitality Marketing & Management
- Journal of Hospitality & Tourism Management
- Tourism & Hospitality Management
- Cornell Hospitality Quarterly

Food and Beverage Operations Management (HOS101)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Dr Rajka Presbury
Associate Degree of Business (IHRM)	2 years	Level 1	Dr Rajka Presbury
Bachelor of Business (IHRM)	2.5 years	Level 1	Dr Rajka Presbury

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4 + 9 = 13	4	17

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

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

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

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

Additional English language support: 4 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

Face to face on site

e-learning (online)

Intensive (provide details)

Block release (provide details)

Work-integrated learning activity

Mixed/blended

Distance/independent learning (untimetabled)

Full-time

Part-time

External

Fast track (provide details)

Other (please specify)

1.6 Pre-requisites and co-requisites

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

Yes No

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

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

Yes No

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

This subject has a practical component and thus the applied learning will be delivered in a combination of workshops and 'hands on' classes which will be undertaken within the practicum laboratories or simulated environment. Specifically a commercial kitchen, and a variety of food and beverage outlets.

SECTION 2 – ACADEMIC DETAILS

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting (% of total marks for subject)
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Apply the knowledge and skills required to advise and serve customers in food service outlets. Compare and contrast the differing styles and formality of service for a range of food and beverage service situations. Discuss the importance of hygiene and occupational health and safety legislation and apply to food and beverage operations. Evaluate the requirements for professional beverage outlet management Evaluate and demonstrate interpersonal skills required to work as a member of a food and beverage service team. Apply the skills, techniques and methods for food production in a commercial culinary environment. Analyse the complex nature and the inter relationships of food, wine and beverage service. Assess and apply the necessary skills for control, billing and accounting procedures in food service operations. 			
a, b, c, d, e, f	Applied skills Assessment	Weeks 5-10	40%
a, e	Reflective Report	Weeks 5 & 9	20%
g, h and any of b, c, e	Exam	Exam week	40%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Cousins, J., Lillcrap., D., & Weekes, S. (2014). *Food & beverage service* (9th ed.). London, UK: Hodder Education..

Recommended:

Bennion, M., & Scheule, B. (2010). *Introductory foods* (13th ed.). Upper Saddle River, NJ: Prentice-Hall.

Brown, G., & Hepner, K. (2008). *The waiter's handbook* (4th ed.). Frenchs Forest, NSW: Pearson Education.

Dodgshun, G., Peters, M., & O'Dea, D. (2012). *Cookery for the hospitality industry* (6th ed.). Port Melbourne, Vic: Cambridge University Press.

Drummond, K. E., & Brefere, L. M. (2010). *Nutrition for foodservice and culinary professionals*, Hoboken, NJ: Wiley.

National Restaurant Association (2013). *ManageFirst: principles of food and beverage management* (2nd ed.). Upper Saddle River, NJ: Pearson.

Walker, J. R., & Miller, J. E. (2012). *Supervision in the hospitality industry: leading human resources*. Hoboken, NJ: John Wiley.

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)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Dr Rajka Presbury
Associate Degree of Business (IHRM)	2 years	Level 1	Dr Rajka Presbury
Bachelor of Business (IHRM)	2.5 years	Level 1	Dr Rajka Presbury

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4 + 9 = 13	4	17

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

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

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

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

Additional English language support: 4 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

Face to face on site

e-learning (online)

Intensive (provide details)

Block release (provide details)

Work-integrated learning activity

Mixed/blended

Distance/independent learning (untimetabled)

Full-time

Part-time

External

Fast track (provide details)

Other (please specify)

1.6 Pre-requisites and co-requisites

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

Yes No

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

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

Yes No

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

This subject has a practical component and thus the applied learning will be delivered in a combination of workshops and 'hands on' classes which will be undertaken within the practicum laboratories or simulated environment. Specifically a commercial kitchen and a variety of food and beverage outlets.

SECTION 2 – ACADEMIC DETAILS

Learning outcomes for subject	Assessment tasks		
	Type *	When assessed – year, session and week	Weighting
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Formulate and apply key operational controls and procedures used in food and beverage outlets, with specific reference to product, service quality and business profitability. Evaluate and practice food and beverage management cost control principles relating to sales, costs and use of resources. Evaluate operational rosters and workforce considerations Critically review profit and loss statements for food and beverage outlets and make judgments' upon revenue, costs, and expenses incurred. Critically review current and emerging market trends with respect to food and beverage. Evaluate the impact of food and beverage outlets on the environment and present solutions for a more sustainable practice. Appraise and apply the legal obligations for food and beverage operations. Critically review how food and beverage outlets use menu engineering to maximise outlets profitability. Evaluate and design a range of menus for specific target markets, and critique from an ethnic, cultural, religious and dietary perspective 	<p>(see examples noted below this table)</p>	<p>(for example, year 1, semester 1, week 1)</p>	<p>(% of total marks for subject)</p>
a, b, c, d, e, f, i	Group Report - Management and Control (2,000 words)	Week 8	30%
a, e, i	Individual Applied Learning Task	Week 10	20%
g, h, and any of b, c, e	Exam	Exam week	50%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Ojugo, C. (2010). *Practical food and beverage cost control* (2nd ed.). Clifton Park, NY: Cengage.

Recommended:

Dopson, L. R., & Hayes, D. K. (2010). *Food and beverage cost control* (5th ed.). Hoboken, NJ: Wiley.

Feinstein, A. H., & Stefanelli, J. M. (2011). *Purchasing: selection and procurement for the hospitality industry*. Hoboken, NJ: Wiley.

McVety, P., Ware, B. J., & Ware, C. L. (2008). *Fundamentals of menu planning* (3rd ed.). Hoboken, NJ: Wiley.

National Restaurant Association. (2013). *ManageFirst: principles of food and beverage management* (2nd ed.). Upper Saddle River, NJ: Pearson.

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

The International Hospitality Industry (HTL102)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Dr Rajka Presbury
Associate Degree of Business (IHRM)	2 years	Level 1	Dr Rajka Presbury
Bachelor of Business (IHRM)	2.5 years	Level 1	Dr Rajka Presbury

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type *	When assessed – year, session and week	Weighting
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Critically review the nature, size and scope of hospitality enterprises, with specific reference to hotel and resort chains, franchises, ownership arrangements, and management structures. Compare and contrast roles and responsibilities of the major departments in international hotels and resorts. Interpret current trends and forces that are shaping international hotel and resorts. Analyse the complexity of the political, economic, financial, commercial and cultural environments within which the international hospitality business operates. Evaluate world travel patterns and the impacts these patterns have on major hotel chains and food service companies operating globally. 	<p>(see examples noted below this table)</p>	<p>(for example, year 1, semester 1, week 1)</p>	<p>(% of total marks for subject)</p>
a, c, d	<p>Research Report Hospitality Industry Individual (3,000 words)</p>	<p>Week 8</p>	<p>50%</p>
<p>b, e and any of a, c, d</p>	<p>Exam</p>	<p>Exam week</p>	<p>50%</p>

* 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:

Barrows, C. W., Powers, T., & Reynolds, D. R. (2012). *Introduction to the hospitality industry* (8th ed.). Hoboken, NJ: Wiley.

Recommended:

Chen, J. S. (Eds.). (2011). *Advances in hospitality and leisure*. Retrieved from <http://www.emeraldinsight.com/>

Chon, K. S., & Maier, T. A. (2010). *Welcome to hospitality: an introduction* (3rd ed.). Clifton Park, NY: Cengage.

Council for Australian University Tourism and Hospitality Education. (2010). *Tourism and hospitality: challenge the limits. Conference: CAUTHE 2010 National Conference*. Hobart, Tas: University of Tasmania.

Council for Australian University Tourism and Hospitality Education (2011). *Tourism: creating a brilliant blend. Conference: CAUTHE 2011 National conference*. Adelaide, SA: University of South Australia.

Council for Australian University Tourism and Hospitality Education (2012). *The new golden age of tourism and hospitality; book 1 & 2: Proceedings of the 22nd Annual Conference*. Melbourne, Vic: La Trobe University.

Lundberg, C. C., & Young, C. A. (2009). *The hospitality case manual: developing competencies in critical thinking and practical action*. Upper Saddle River, NJ: Pearson.

Ninemeier, J. D., & Hayes, D. K. (2010). *Procurement of hospitality resources*. Upper Saddle River, NJ: Prentice-Hall.

Nyheim, P. D., & Connolly, D. J. (2012). *Technology strategies for the hospitality industry*. Boston, MA: Prentice-Hall.

Walker, J. R. (2013). *Introduction to hospitality* (6th ed.). Boston, MA: Pearson.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Diploma of Business (IHRM)	1 year	Level 1	Janette Illingsworth
Associate Degree of Business (IHRM)	2 years	Level 1	Janette Illingsworth
Bachelor of Business (IHRM)	2.5 years	Level 1	Janette Illingsworth

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
8 credit points	24 credit points for Diploma of Business (IHRM) 48 credit points for Associate Degree of Business (IHRM) 64 credit points for Bachelor of Business (IHRM)

1.4 Student workload in preparation for Industry Placement (IP101a)

Duration	Facilitated study h/p/w	Personal study h/p/w	Total study h/p/w
12 week duration	1	3	4

Student workload in preparation for Industry Placement (IP101b)

Duration	Facilitated study h/p/w	Personal study h/p/w	Total study h/p/w
24 week duration across 2 terms	25 average in industry	4	29
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 is 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 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

Subject Learning Outcomes	Mapping to Course Learning Outcomes
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

No.	Type and Description	Assessment due	Weighting	Learning Outcome(s) assessed
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

	(depending on degree undertaken): fulfilment of contractual obligations to employer; officially signed by employer.			
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2.3 Prescribed and recommended readings

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

Recommended:

Bratton, J, Sawchuk, P, Forshaw, C, Callinan, M & Corbett, M 2010, Work and organizational behaviour, 2nd edn, Palgrave Macmillan, Basingstoke, NY.

Harris, JK 2006, Hospitality management internship: a student workshop: a complete guide for rotational experiences, Prentice Hall, Upper Saddle River, NJ.

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.

Sweitzer, HF & King, MA 2013, The successful internship, 4th edn, Cengage, South Melbourne, Vic.

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>

Management Accounting (BUS201)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Associate Degree of Business (IHRM)	2 years	Level 2	Dr Zelko Livaic
Bachelor of Business (IHRM)	2.5 years	Level 2	Dr Zelko Livaic

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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.

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

Learning outcomes for subject	Assessment tasks		
	Type *	When assessed – year, session and week	Weighting
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Apply critical judgement to a range of financial techniques used to effectively monitor the performance of a business. Interpret financial reports for internal management and external users. Analyse and interpret financial profitability and liquidity. Evaluate the role of budgeting together with developing, implementing and managing operating and capital budgets. Appraise the role and purpose of international benchmarking and analysis tools in evaluating business performance against budgets. Examine different forms of debt and equity financing of a business. Analyse the relationship of financial reports and operational performance. Compile a set of financial information. 	<p><i>(see examples noted below this table)</i></p>	<p><i>(for example, year 1, semester 1, week 1)</i></p>	<p>(% of total marks for subject)</p>
a, b, c, d, e, f, g, h,	Learning portfolio: financial analysis, problem solving and budgeting exercise. (3,000 words)	Week 3-11	50%
Any of the following: b, c, d, e, g,	Exam	Exam week	50%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Sivabalan, P., Sawyers, R., Jackson, S., & Jenkins, G. J. (2016). *ACCT Managerial: 2nd ed.* South Melbourne, Australia, Cengage.

Second edition update.

Recommended:

Dopson, L. R., & Hayes, D. K. (2009). *Managerial accounting for the hospitality industry.* Hoboken, NJ: John Wiley & Sons.

Epstein, M. J., & Lee, J. Y. (2008). *Advances in management accounting, volume 17.* Retrieved from <http://www.emeraldinsight.com/>

McTaggart, D., Findlay, C., & Parkin, M. (2010). *Economics.* Frenchs Forest, NSW: Pearson Education.

Sawyers, R. B., Jackson, S., & Jenkins, G. (2012). *Managerial ACCT2 (2nd ed.)*. South Melbourne, Vic: Cengage Learning.

Warren, C. S., Reeve, J. M., & Duchac, J. (2012). *Financial & managerial accounting (11th ed.)*. Mason, OH: South-Western Cengage Learning.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Associate Degree of Business (IHRM)	2 years	Level 2	Dr Zelko Livaic
Bachelor of Business (IHRM)	2.5 years	Level 2	Dr Zelko Livaic

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type *	When assessed – year, session and week	Weighting
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Evaluate the relevance and significance of the study of economics in a complex and dynamic business environment. Appraise the following principles and concepts: scarcity principle, cost-benefit principle, comparative advantage, opportunity cost, demand and supply. Evaluate the meaning of “price elasticity of demand” and relate to practical applications including optimizing revenue maximization choices. Analyse how economies are linked to the rest of the world through exchange rates and the balance of payments. Exercise judgement as to how the main macroeconomic policy issues of the 21st century can be used to more effectively manage company resources. 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. Apply critical judgement on the operation of key economic policy areas Critically review the impact of economic growth and evaluate global perspectives which affect tourism and hotel industries. 	<p>(see examples noted below this table)</p>	<p>(for example, year 1, semester 1, week 1)</p>	<p>(% of total marks for subject)</p>
a, b, c, d, e, f, g, h	Learning Portfolio weekly quizzes and reflections on readings (3,000 words)	Week 3-11	50%
Any of the following: a, b, c, d, e, f, g, h.	Exam	Exam week	50%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Sexton, R. L. (2014). *Survey of ECON 2* (2nd ed.). South Melbourne, Vic: Cengage.

Recommended:

Global Economic Crisis Resource Centre. (2010). *Global economic watch: impact on business ethics, government and society*. Mason, OH: South-Western Cengage Learning.

Hubbard, R. G., & O'Brien, A. P. (2013). *Essentials of economics* (3rd ed.). Boston, MA: Pearson.

McTaggart, D., Findlay, C., & Parkin, M. (2010). *Economics*. Frenchs Forest, NSW: Pearson Education.

Nagle, T. T., Hogan, J. E., & Zale, J. (2011). *The strategy and tactics of pricing: a guide to growing more profitably*. Upper Saddle River, NJ: Pearson Education.

Newbold, P., Carlson, W. L., & Thorne, B. M. (2013). *Statistics for business and economics* (8th ed.). Boston, MA: Pearson.

Slooman, J., Norris, K., & Garratt, D. (2010). *Principles of economics*. Frenchs Forest, NSW: Pearson Education Australia.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Associate Degree of Business (IHRM)	2 years	Level 2	Edmund Goh
Bachelor of Business (IHRM)	2.5 years	Level 2	Edmund Goh

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting (% of total marks for subject)
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Analyse central elements of relevant national legal systems. Analyse the legal requirements of setting up and operating a business. Analyse and critically reflect upon the key elements of business law. Evaluate the influence of international law on transnational business operations Critically reflect upon the legal, social, ethical responsibilities to your peers, the business environment and the community Demonstrate the ability to access legal information, including online legal resources 			
Any of: a, b, c, e, f	Individual Research Essay (2,000 words)	Week 6	30%
Any of: a, b, c, d, e, f	Legal Debate	Week 8	30%
a, b, c, d, e, f	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:

Vickery, R. & Flood, M. (2012). *Australian business law: compliance and practice* (7th ed.). Frenchs Forest, NSW: Pearson Education.

OR

Local version approved by the Director of Academic Affairs

Recommended:

Clarke, B. R., Sweeney, B. J., & Bender, M. (2011). *Marketing & the law*. Chatswood, NSW: LexisNexis Butterworths.

Gibson, A., & Fraser, D. (2009). *Business law* (4th ed.). Frenchs Forest, NSW: Pearson Education Australia.

Gibson, A., & Fraser, D. (2012). *Business law and ethics for tourism and hospitality*. Frenchs Forest, NSW: Pearson Australia.

Harvey, C. (2009). *Cornerstones of Australian law*. Prahran, Vic: Tilde University Press.

Pentony, B., Graw, S., & Lennard, J. (2009). *Understanding business law*. Chatswood, NSW: LexisNexis Butterworths.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Associate Degree of Business (IHRM)	2 years	Level 2	Edmund Goh
Bachelor of Business (IHRM)	2.5 years	Level 2	Edmund Goh

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks			
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Analyse the employment relationship, and evaluate the shared responsibilities between employers, management, human resource specialists, and employees. Evaluate the procedures and practices used for recruiting, selecting and remunerating employees. Evaluate how HRM is responding to current business trends, opportunities and challenges whilst meeting the needs of an organisation or a department. Assess the training requirements and design a training and orientation program. Critically review the knowledge, skill and concepts needed to resolve actual human resource problems and issues. Appraise and apply the legal, ethical, and legislative requirements in relation to the management of human resources in hospitality and event firms. Evaluate the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionised and non-unionised environment. 	Type *	When assessed – year, session and week	Weighting	
	<i>(see examples noted below this table)</i>	<i>(for example, year 1, semester 1, week 1)</i>	(% of total marks for subject)	
	e, f	Group exercise in problem solving	Week 6	20%
	d	Case study, report (3,000 words) and presentation (30 minutes) Training needs Analysis Group	Week 8-10	30%
a, b, c, g	Exam	Exam week	50%	

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

2.1 Prescribed and recommended readings

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

Prescribed:

DeNisi, A. & Griffin, R. (2016). *HR3* (3rd ed.). South Melbourne, Vic: Cengage.

Recommended:

Boxall, P. F., & Purcell, J. (2011). *Strategy and human resources management*. Basingstoke, UK: Palgrave MacMillan.

Dessler, G. (2013). *Human resource management* (13th ed.). Boston, MA: Prentice Hall.

Dessler, G., Griffiths, J., & Lloyd-Walker, B. (2007). *Human resource management: theory, skills, application* (3rd ed.). Frenchs Forest, NSW: Pearson.

Joshi, A., Liao, H. & Martocchio, J. J. (Eds.). (2010). *Research in personnel and human resources management*. Retrieved from <http://www.emeraldinsight.com/>

Lepak, D., & Gowan, M. (2010). *Human resource management: managing employees for competitive advantage* (International edition). Upper Saddle River, NJ: Pearson Prentice-Hall.

Wilson, P. (2010). *The future of work and the changing workplace: challenges and issues for Australian HR practitioners*. Melbourne, Vic: Australian Human Resources Institute.

Nankervis, A. R., Compton, R., Baird, M., & Coffey, J. (2011). *Human resource management: strategy and practice*. South Melbourne, Vic: Cengage.

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

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Associate Degree of Business (IHRM)	2 years	Level 2	Edmund Goh
Bachelor of Business (IHRM)	2.5 years	Level 2	Edmund Goh

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting <i>(% of total marks for subject)</i>
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Compare, contrast and apply quantitative and qualitative research methodologies. Evaluate and apply data collection methods typically used in social research. 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. Present clear and coherent statistical and graphical data analysis. Evaluate scholarly and professional resources, research proposals and reports. Examine the differences between academic and industry/business research approaches. Appraise the role of ethics in research practice. 			
a, b, c, d, e, f, g	Learning Portfolio (5,000 words)	Weeks 3-11	100%

** 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:

Zikmund, W.G. & Quinlan, C. (2015). *Business research methods*. South Melbourne, Vic: Cengage.

Recommended:

Ghauri, P. N., & Grønhaug, K. (2010). *Research methods in business studies* (4th ed.). New York: Financial Times Prentice Hall.

Hyde, K. F., Ryan, C., & Woodside, A. G. (Eds.). (2012). *Field guide to case study research in tourism, hospitality and leisure*. Retrieved from <http://www.emeraldinsight.com/>

Kumar, R. (2011). *Research methodology: a step-by-step guide for beginners*. London, UK: Sage.

Neuman, W. L. (2011). *Social research methods: qualitative and quantitative approaches* (7th ed.). Boston, MA: Allyn and Bacon.

O'Leary, Z. (2010). *The Essential guide to doing your research project* (2nd ed.). Thousand Oaks, CA: Sage.

Oliver, P. (2010). *Understanding the research process*. Thousand Oaks, CA: Sage.

Veal, A. J. (2011). *Research methods for leisure & tourism* (4th ed.). Harlow, UK: Prentice Hall.

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

- Annals of Leisure Research
- Asia Pacific Journal of Tourism Research
- International Journal of Hospitality Management.
- Journal of Hospitality & Tourism Management
- Journal of Travel Research

Operations and Environment Management (HOS201)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Associate Degree of Business (IHRM)	2 years	Level 2	Simon Pawson
Bachelor of Business (IHRM)	2.5 years	Level 2	Simon Pawson

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting <i>(% of total marks for subject)</i>
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Critically evaluate the links between operational or facility design and increased sales and profitability. Critique the advantages and disadvantages of adopting sustainable development principles. Critically reflect upon the elements of effective design within the range of the design decision-making process. Critically analyse environmental benchmarking accreditation and legislation, including ISO14001. Analyse and critically reflect upon the current waste, water and energy management initiatives and practices relevant to the hospitality and tourism industry. Critically evaluate the changing nature of operations and environment management trends, specific to a hospitality and tourism facility through emerging literature 			
b	Essay Sustainable Development Principles (2,000 words)	Week 6	30%
a, b, c, d, e	EMS Plan, Presentation and Defence Group (30 minutes)	Week 8	30%
f and any of the following; a, c, d, e	Exam	Exam week	40%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Sloan, P. Legrand, W., & Chen, J. (2013). *Sustainability in the hospitality industry: principles of sustainable operations* (2nd ed.). New York, NY: Routledge.

Recommended:

Carroll, A. B., & Buchholtz, A. K. (2012). *Business & society: ethics, sustainability and stakeholder management* (8th ed.). Mason, OH: South-Western Cengage Learning.

Edwards, A. (2004). *ISO 14001: Environmental certification step-by-step* (Rev. ed.). Oxford, UK: Butterworth-Heinemann.

Eweje, G., & Perry, M. (2011). *Business and sustainability concepts, strategies and changes*. Bingley, UK: Emerald.

McCarty, T., Jordan, M., & Probst, D. (2011). *Six sigma for sustainability: how organizations design and deploy winning environmental programs*. New York, NY: McGraw-Hill.

McConnell, R., & Abel, D. (2008). *Environmental issues: an introduction to sustainability* (3rd ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

Stringer, L. (2010). *The green workplace: sustainable strategies that benefit employees, and the bottom line*. New York, NY: Palgrave Macmillan.

Travis, A. S. (2011). *Planning for tourism, leisure and sustainability: international case studies*. Cambridge, MA: CABI.

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

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Associate Degree of Business (IHRM)	2 years	Level 2	Philip Maw
Bachelor of Business (IHRM)	2.5 years	Level 2	Philip Maw

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2	48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4 + 9 = 13	4	17

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

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

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

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

Additional English language support: 4 hours per week

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

Face to face on site

e-learning (online)

Intensive (provide details)

Block release (provide details)

Work-integrated learning activity

Mixed/blended

Distance/independent learning (untimetabled)

Full-time

Part-time

External

Fast track (provide details)

Other (please specify)

1.6 Pre-requisites and co-requisites

Are students required have undertaken a prerequisite or co-requisite subject for this subject?

Yes No

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

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, physical education equipment)?

Yes No

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

This subject has a practical component and thus the applied learning will be delivered in a combination of workshops and 'hands on' classes which will be undertaken within the practicum laboratories or simulated environment. Specifically Front Office and Housekeeping Departments

SECTION 2 – ACADEMIC DETAILS

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting <i>(% of total marks for subject)</i>
<p>On completing this subject, students will be able to:</p> <ul style="list-style-type: none"> a. Analyse the role of the Rooms Division Department within a variety of hospitality properties. b. Evaluate Workplace Health and Safety legislation, risk management strategies and security procedures within the Rooms Division department. c. Critically reflect upon the key success factors in relation to guest satisfaction d. Evaluate the physical facilities and assets of an accommodation property. e. Critically assess the strategies for effective services provisions and apply to: laundry, linen supplies, uniforms and guest amenities. f. Analyse Front Office financial reports utilising revenue management techniques. g. Evaluate and apply Property Management Systems (PMS) h. Evaluate the impact of emerging technology to achieve organisational objectives i. Demonstrate skills in all rooms division operations 			
i	Applied Skills Assessment	Weeks 3 -10	40%
a, b, c, d, e, f, g, h	Learning Portfolio Quizzes, Reflection on Front Office Financial Reports, Systems and Operations. (2,500 words)	Week 9	30%
Any of the following: a, b, c, d, e, f, g, h	Exam	Exam week	30%

* 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:

Kasavana, M. L. (2009). *Managing front office operations* (8th ed.). East Lansing, MI: American Hotel & Lodging Educational Institute.

Recommended:

Kasavana, M. L., & Brooks, R. M. (2009). *Managing front office operations* (8th ed.). East Lansing, MI: American Hotel & Lodging Educational Institute.

Nitschke, A. A., & Frye, W. D. (2008). *Managing housekeeping operations* (3rd ed.). East Lansing, MI: American Hotel & Lodging Educational Institute.

Payne, K., & Schitko, D. (2006). *Front office operations for hospitality: a contemporary approach*. Auckland, NZ: Hodder Education.

Vallen, G. K., & Vallen, J. J. (2013). *Check-in check-out: managing hotel operations* (9th ed.). Boston, MA: Pearson.

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

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Associate Degree of Business (IHRM)	2 years	Level 2	Philip Maw
Bachelor of Business (IHRM)	2.5 years	Level 2	Philip Maw

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
2 credit points	48 credit points for Associate Degree of Business (IHRM) 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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks			
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Evaluate the key issues and stages in managing the development and design process and apply to hospitality and related recreational facilities. 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. Critically reflect upon the complex and multidisciplinary nature of developing hotels and resorts. Critically review the key factors of assessing the feasibility of a hotel opportunity. Apply and present the planning process for sustainable hotel development 	Type *	When assessed – year, session and week	Weighting (% of total marks for subject)	
	<i>(see examples noted below this table)</i>	<i>(for example, year 1, semester 1, week 1)</i>		
	a, b	Literature Review Analysis of Design Development Process Individual (2,000 words)	Week 5	40%
	c, d, e	Feasibility Study Report Group (3,000 words)	Week 9	40%
c, d, e	Presentation Feasibility Study (30 min)	Week 8-10	20%	

** 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:

Ransley, J., & Ingram, H. (2004). *Developing hospitality properties and facilities*. New York: Routledge.

Recommended:

Bensley, B. (2008). *Paradise by design: tropical residences and resorts by Bensley Design Studios*. Singapore: Periplus Editions.

Booty, F. (Ed.). (2007). *Facilities management handbook* (3rd ed.). Oxford, UK: Elsevier.

Bromberek, Z. (2009). *Eco-resorts: planning and design for the tropics*. Boston, MA: Elsevier.

CaPex 2007: a study of capital expenditures in the hotel industry (2007). East Lansing, MI: American Hotel & Lodging Educational Institute.

Gee, C. Y. (1996). *Resort development and management* (2nd ed.). East Lansing, MI: Educational Institute of the American Hotel & Motel Association.

McDonough, B., Hill, J., Glazier, R., Lindsay, W., & Sykes, T. (2001). *Building type basics for hospitality facilities*. New York: Wiley.

Mill, R. C. (2012). *Resorts: management and operation* (3rd ed.). Hoboken, NJ: Wiley.

Murphy, P. E. (2008). *The business of resort management*. Oxford, UK: Butterworth-Heinemann.

Penner, R., Adams, L., & Robson, S. A. K. (2013). *Hotel design, planning and development* (2nd ed.). New York: Routledge.

Roaf, S., Fuentes, M., & Thomas, S. (2008). *Ecohouse: a design guide* (3rd ed.). Oxford, UK: Architectural Press.

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

- Facilities
- Facilities Design & Management
- Hospitality Design
- International Journal of Contemporary Hospitality Management

Industry Placement II (IP201)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
8 credit points	48 credit points for Associate Degree of Business (IHRM) 64 credit points for Bachelor of Business (IHRM)

1.4 Student workload in preparation for Industry Placement (IP201a)

Duration	Facilitated study h/p/w	Personal study h/p/w	Total study h/p/w
12 week duration	1	3	4

Student workload during Industry Placement (IP201b)

Duration	Facilitated study h/p/w	Personal study h/p/w	Total study h/p/w
24 week duration across 2 terms	25 average in industry	4	29
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 (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 is 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

Subject Learning Outcomes	Mapping to Course Learning Outcomes
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

No.	Type and Description	Assessment due	Weighting	Learning Outcome(s) assessed
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.

Bratton, J, Sawchuk, P, Forshaw, C, Callinan, M & Corbett, M 2010, Work and organizational behaviour, 2nd edn, Palgrave Macmillan, Basingstoke, NY.

Harris, JK 2006, Hospitality management internship: a student workshop: a complete guide for rotational experiences, Prentice Hall, Upper Saddle River, NJ.

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.

Sweitzer, HF & King, MA 2013, The successful internship, 4th edn, Cengage, South Melbourne, Vic.

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.symphlicity.com/students>

Services Marketing (BUS301)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Analyse the distinctive aspects of services marketing. Compare different types of customer involvement within service processes. Examine and appropriately apply different customer behaviour in a variety of service settings. Critically review models of satisfaction and quality, and evaluate ways of measuring and monitoring satisfaction and quality. Analyse the nature of service scapes and apply it in a tourism and hospitality context. Appraise the key strategic issues in services marketing. Evaluate the nature, role, and significance of marketing communication in a service setting. Interpret the processes, determinants and tools of service delivery. Appraise ways of balancing capacity and demand in tourism and hospitality services. 	Type *	When assessed –	Weighting
	<i>(see examples noted below this table)</i>	year, session and week	(% of total marks for subject)
		<i>(for example, year 1, semester 1, week 1)</i>	
a, b, c, d	Report Service Quality and Satisfaction Individual (2,000 words)	Week 6	30%
b, c, d, e	Presentation Marketing Idea and Plan. Group (30 minutes)	Week 9	30%
f, g, h, i	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:

Lovelock, C. H., Patterson, P. G., & Wirtz, J. (2014). *Services marketing: an Asia-Pacific and Australian perspective* (6th ed.). Frenchs Forest, NSW: Pearson Education.

Recommended:

Barker, M. S., Barker, D. I., & Bormann, N. F. (2012). *Social media marketing: a strategic approach*. Mason, OH: South-Western Cengage Learning.

Belk, R. W. (Ed). (2011). *Research in consumer behaviour*. Retrieved from <http://www.emeraldinsight.com/>

Glynn, M. S. & Woodside, A. G. (2012). *Business-to-business marketing management: strategies, cases, and solutions*. Retrieved from <http://www.emeraldinsight.com/>

Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Frenchs Forest, NSW: Pearson.

Kotler, P., Bowen, J. T., & Makens, J. C. (2013). *Marketing for hospitality and tourism* (6th ed.). Upper Saddle River, NJ: Prentice Hall.

Reid, R. D., & Bojanic, D. C. (2010). *Hospitality marketing management* (5th ed.). Hoboken, NJ: John Wiley & Sons.

Strauss, J., & Frost, R. (2013). *E-marketing*. Upper Saddle River, NJ: Pearson.

Thomas, H. (2010). *Twitter marketing: an hour a day*. Indianapolis, IN: Wiley.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Bachelor of Business (IHRM)	2.5 years	Level 3	Simon Pawson

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting (% of total marks for subject)
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Analyse the key trends and elements of global tourism and hospitality industries. Critically reflect on the underpinnings of entrepreneurship Critically review and apply the criteria used to evaluate business potential. Appraise the nature of social entrepreneurship. Evaluate the critical aspects of creating a new venture. Critically review theories and strategies used in business decision making and apply to problem solving. 			
c, e, f	The Entrepreneur’s Business Plan Group (5,000 words)	Week 9	60%
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:

Frederick, H., O'Connor, A., & Kuratko, D. (2016). *Entrepreneurship: theory, process, practice* (4th ed.). South Melbourne, Vic: Cengage.

Recommended:

Lee-Ross, D., & Lashley, C. (2009). *Entrepreneurship and small business management in the hospitality industry*. London, UK: Butterworth-Heinemann.

Lumpkin, G. T., & Katz, J. A. (2009). *Entrepreneurial strategic content*. Retrieved from <http://www.emeraldinsight.com/>

Mariotti, S., & Glackin, C. (2010). *Entrepreneurship starting and operating a small business*. Upper Saddle River, NJ: Pearson Prentice Hall.

Mazzarol, T. (2011). *Entrepreneurship and innovation: readings and cases*. Prahran, Vic: Tilde University Press.

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

- Competitiveness Review (incorporating Journal of Global Competitiveness)
- Global Business and Organizational Excellence
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review

Organisational Development and Change (BUS303)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Bachelor of Business (IHRM)	2.5 years	Level 3	Simon Pawson

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type *	When assessed – year, session and week	Weighting
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Evaluate and apply the fundamental concepts of the change process. Appraise corporate culture within tourism and hospitality organisations. Assess the major sources of change and their impact. Investigate, evaluate and apply change management strategies to specific cases. Demonstrate applied knowledge of change in relation to a given organisation. Evaluate and discuss current ODC literature. 	<p>(see examples noted below this table)</p>	<p>(for example, year 1, semester 1, week 1)</p>	<p>(% of total marks for subject)</p>
a, b, c, d, e	Case Study Report Change Process and Impact Individual (3,000 words)	Week 7	50%
f and any of the following: a, b, c, d,	Exam	Exam week	50%

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

2.1 Prescribed and recommended readings

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

Prescribed:

Waddell, D. M., Creed, A., Cummings, T. G., & Worley, C. G. (2014). *Organisational change: development and transformation* (5th ed.). South Melbourne, Vic: Cengage.

Recommended:

Fullen, M. (2011). *Change leaders: learning to do what matters most*. San Francisco, CA: Jossey-Bass.

Jones, G. (2010). *Organizational theory, design and change*. Upper Saddle River, NJ: Pearson Education.

Robbins, S. P. (2012). *Management* (6th ed.). Frenchs Forest, NSW: Pearson.

Robbins, S. P., & Judge, T. A. (2010). *Essentials of organizational behaviour*. Upper Saddle River, NJ: Pearson Education.

Spector, B. (2010). *Implementing organizational change: theory and practice*. Upper Saddle River, NJ: Pearson Prentice Hall.

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

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

Strategic Hotel Management and H.O.T.S. (BUS304)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Bachelor of Business (IHRM)	2.5 years	Level 3	Simon Pawson

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
On completing this subject, students will be able to:	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting <i>(% of total marks for subject)</i>
<ul style="list-style-type: none"> a. Understand and apply analytical tools for strategy formulation appropriate to a hotel b. Prepare, apply and monitor a strategic business plan for a hotel c. Generate, implement and justify business and marketing strategies suitable for new or continuing hotels d. Evaluate and justify resources, capabilities, competencies and competitive advantage for new or continuing hotels e. Analyse the managerial tasks associated with developing and executing organisational strategies f. Work effectively in teams and participate in strategic management decision-making concerning the operations of a hotel 			
a, b, c, d, e, f	HOTS Strategic Business Plan (4,000 words) (Group)	Week 10	60%
a, c, d	Strategic Briefing Paper (1,000 words) (Individual)	Week 7	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:

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.

Lamb, C.W, Hair, JF, McDaniel, C, Summers, J & Gardiner, M 2013, MKTG2, Asia-Pacific edn, Cengage, South Melbourne, Vic. Cps 1, 3, 5, 11, 12

Recommended:

Aaker, D. A., & McLoughlin, D. (2010). *Strategic market management: global perspectives*. Hoboken, NJ: Wiley.

Aras, G. & Crowther, D. (Eds). (2012). *Business strategy and sustainability*. Retrieved from <http://www.emeraldinsight.com/>

Frynas, J. G., & Mellahi, K. (2011). *Global strategic management*. Oxford, UK: Oxford University Press.

Gamble, J., & Thompson, A. A. (2011). *Essentials of strategic management: the quest for competitive advantage*. New York, NY: McGraw-Hill Irwin.

Ghemawat, P., & Siegel, J. (2011). *Redefining global strategy*. Boston, Mass: Harvard Business Publishing.

Gupta, A., Wakayama, T., & Rangan, S. (2012). *Global strategies for emerging Asia*, San Francisco, CA: Jossey-Bass.

Johnson, G., Whittington, T., & Scholes, K. (2011). *Exploring strategy: text and cases* (9th ed.). Harlow, UK: Pearson.

Okumus, F., Altinay, L., & Chathoth, P. (2010). *Strategic management for hospitality and tourism*. Oxford, UK: Butterworth-Heinmann.

Stockport, G. (2011). *Strategy case studies*. Pahrn, Vic: Tilde University Press.

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

Ethical Business Management (BUS305)

SECTION 1 – GENERAL INFORMATION

1.1 Administrative details

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

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting (% of total marks for subject)
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Formulate a practical framework for ethical decision making. Critically reflect upon and communicate the ethical issues inherent in changing business environments. Apply ethical principles to particular cases or practices in business. Evaluate and communicate the major approaches and issues related to business ethics, corporate social responsibility, and environmental sustainability. Analyse and express the presuppositions of business from a moral point of view. 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. 			
a, b, c	Case Study Report Principles on Ethics (2,000 words)	Week 6	40%
d, e, f	Group Debate Ethical Issues in Business.	Week 10	20%
Any of the following: b, d, e, f.	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:

Shaw, W. H., Barry, V., Issa, T., & Catley, B. (2013). *Moral issues in business* (2nd Asia Pacific ed.). South Melbourne, Vic: Cengage.

Recommended:

Carroll, A. B., & Buchholtz, A. K. (2012). *Business and society: ethics, sustainability and stakeholder management* (8th ed.). Mason, OH: South-Western Cengage learning.

Collins, D. (2012). *Business ethics: how to design and manage ethical organizations*. Hoboken, NJ: Wiley.

Crane, A., & Matten, D. (2010). *Business ethics: managing corporate citizenship and sustainability in the age of globalization*. Oxford, UK: Oxford University Press.

De George, R. T. (2013). *Business ethics* (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.

DesJardins, J. (2012). *An introduction to business ethics* (5th ed.). NewYork, NY: McGraw-Hill.

Grace, D., & Cohen, S. (2010). *Business ethics* (4th ed.). South Melbourne, Vic: Oxford University Press.

Hartman, L. P., DesJardins, J., & MacDonald, C. (2014). *Business ethics: decision making for personal integrity and social responsibility* (3rd ed.). NewYork: McGraw-Hill.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Bachelor of Business (IHRM)	2.5 years	Level 3	Philip Maw

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type * <i>(see examples noted below this table)</i>	When assessed – year, session and week <i>(for example, year 1, semester 1, week 1)</i>	Weighting (% of total marks for subject)
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Assess the role and key challenges of facilities management. Critically review and apply principles and systems for sustainable facilities management. Critically review and apply the use of technology and its application to facility management. Critically evaluate and justify the financial contribution that underpins management best practice in the area of property and facility management. 			
a, b, c, d	Hotel and Resort Facility Analysis Report Group (5,000 words)	Week 10	80%
b, c	Facility assessment report (Technology and sustainability)	Week 6	20%

** 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:

Edwards, J. E. (2011). *Applied facilities management for the hospitality industry*. San Diego, CA.: Cognella Academic.

Recommended:

Atkin, B., & Brooks, A. (2009). *Total facilities management* (3rd ed.). Chichester, UK: Wiley-Blackwell.

Barret, P., & Baldry, D. (2003). *Facilities management: towards best practice* (2nd ed.). Oxford, UK: Blackwell Science.

Hyde, R., & Law, J. (2005). *Designing tourism infrastructure: steps to sustainable design*. Gold Coast, Qld: CRC Sustainable Tourism.

Booty, F. (Ed.). (2007). *Facilities management handbook* (3rd ed.). Oxford, UK: Elsevier.

Gee, C. Y. (1996). *Resort development and mangement* (2nd ed.). East Lansing, Michigan: Educational Institute of the American Hotel & Motel Association.

McDonough, B., Hill, J., Glazier, R., Lindsay, W., & Sykes, T. (2001). *Building type for hospitality facilities*. New York: Wiley.

Murphy, P. E. (2008). *The business of resort management*. Oxford, UK: Butterworth-Heinemann.

Penner, R., Adams, L., & Robson, S. K. A. (2013). *Hotel design: planning and development* (2nd ed.). New York: W.W. Norton & Company.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Bachelor of Business (IHRM)	2.5 years	Level 3	Dr Zelko Livaic

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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

Learning outcomes for subject	Assessment tasks		
	Type *	When assessed – year, session and week	Weighting (% of total marks for subject)
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Analyse and apply revenue management as a process. Make judgments upon the role and functioning of automated revenue management systems. Appraise the operational requirements and effectiveness of the various components of revenue management. Review critically areas of hospitality operations where revenue management should be applied. Analyse the contribution to and role of revenue management in a hotel’s marketing strategy. Integrate revenue management into a hotel’s distribution and pricing strategies, especially across multiple channels of distribution. Compare and contrast revenue management, distribution channel management and the role and application of other sales and marketing techniques. 	<p>(see examples noted below this table)</p>	<p>(for example, year 1, semester 1, week 1)</p>	
a, d, e, g	Research Report Revenue Management Importance and Compliance (3,500 words)	Week 7	40%
b, c, f and any of the following a, d, e, g	Exam	End of Term	60%

* 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:

Hayes, D. K., & Miller, A. A. (2011). *Revenue for the hospitality industry*. Hoboken, NJ: Wiley.

Recommended:

Fyall, A., Legoherel, P., & Poutier, E. (Eds.). (2013). *Revenue management for hospitality and tourism*. Oxford, UK: Goodfellow Publishers.

Ingold, A., McMahon, U., & Yeoman, I. (Eds.). (2001.). *Yield management: strategies for the service industry* (2nd ed.). London, UK: Thomson Business Press.

Maxwell, S. (2008). *The price is wrong: understanding what makes a price seem fair and the true cost of unfair pricing*. Hoboken, NJ: Wiley.

Phillips, R. L. (2005). *Pricing and revenue optimization*. Stanford, CA: Stanford University Press.

Sfodera, F. (Ed.). (2006). *The spread of yield management practices: the need for systematic approaches*. New York, NY: Physica-Verlag.

Shy, O. (2008). *How to price: a guide to pricing techniques and yield management*. New York, NY: Cambridge University Press.

Sodhi, M. S., & Sodhi, N. S. (2008). *Six sigma pricing: improving pricing operations to increase profits*. Upper Saddle River, NJ: Financial Times Press Pearson.

Tranter, K. A., Stuart-Hill, T., & Parker, J. (2008). *An introduction to revenue management for the hospitality industry: principles and practices for the real world*. Upper Saddle River, NJ: Pearson Prentice Hall.

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

Associated higher education awards <i>(for example, Bachelor, Diploma)</i>	Duration <i>(for example, one semester, full year)</i>	Level <i>(for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)</i>	Subject Coordinator
Bachelor of Business (IHRM)	2.5 years	Level 3	Simon Pawson

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).

Subject credit points <i>Example: 10 credit points</i>	Total course credit points <i>Example: 320 credit points</i>
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.

No. timetabled hours per week*	No. personal study hours per week**	Total workload hours per week***
4	8	12

* 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.

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.

SECTION 2 – ACADEMIC DETAILS

Learning outcomes for subject	Assessment tasks		
<p>On completing this subject, students will be able to:</p> <ol style="list-style-type: none"> Evaluate the full meaning of leadership, leadership potential in oneself, and others. Review critically historical and contemporary leadership approaches and apply them to the practice of leadership Compare and contrast the traditional functions of management with the fundamentals of leadership. Critically reflect upon the importance of providing direction, alignment, relationships, personal qualities and outcomes. Apply leadership communication (listening skills; discussion; persuasion; and negotiation) to specific work scenarios. 	Type *	When assessed – year, session and week	Weighting
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:

Daft, R. L., & Pirola-Merlo, A. (2009). *The leadership experience* (1st Asia Pacific ed.). South Melbourne, Vic: Cengage.

Recommended:

Caligiuri, P., Lepak, D., & Bonache, J. (2011). *Managing the global workforce*. Hoboken, NJ: Wiley.

Elliot, J., & Simon, W. L. (2011). *The Steve Jobs way: iLeadership for a new generation*. NewYork, NY: Vanguard Press.

Fullan, M. (2011). *Change leaders: learning to do what matters most*. San Francisco, CA: Jossey-Bass.

Gamble, J., & Thompson, A. A. (2011). *Essentials of strategic management: the quest for competitive advantage*. NewYork: McGraw-Hill Irwin.

George, B., & Sims, P. G. (2011). *True north: discovering your authentic leadership*. San Francisco, CA: Jossey-Bass.

George, J. (2012). *Understanding and managing organisational behaviour* (6th ed.). Harlow, Essex: Pearson.

Samson, D., & Daft, R. L. (2011). *Fundamentals of management*. South Melbourne, Vic: Cengage Learning.

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