

Associate Degree of Business – International Hotel and Resort Management

(COURSE CRICOS CODE: 064789F)

Subject name	Aim	Topics covered
Level 1		
BUS101 Accounting Fundamentals	Accounting Fundamentals lays the foundation for student's understanding of the accounting system. The subject has a practical approach, providing students with the opportunity to analyse original documents through to profit and loss determination and the preparation of the statements of financial performance and financial position.	<ul style="list-style-type: none"> • Topic 1: Financial Accounting • Topic 2: Financial Statements • Topic 3: Financial Statement Analysis • Topic 4: Recording Accounting Transactions • Topic 5: Receivables • Topic 6: Inventory • Topic 7: Non-current Assets and Intangible Assets • Topic 8: Liabilities • Topic 9: Statement of Cash Flows
BUS102 Management and Leadership	A manager's role is to decide what goals and objectives his or her department should strive to achieve. Through the use of case studies, students are given the opportunity to examine key issues and to discuss current hospitality management practices.	<ul style="list-style-type: none"> • Topic 1: Introduction to Management and Leadership • Topic 2: Management Yesterday and Today • Topic 3: Managers as Leaders • Topic 4: Managers and Communication • Topic 5: Planning and Decision Making (part 1) • Topic 6: Planning and Decision Making (part 2) • Topic 7: Effective Teamwork and Dealing with Conflict Situations • Topic 8: Motivation and Organisational Performance • Topic 9: Monitoring and Controlling
BUS103 Research and Academic Skills	This subject introduces students to the concept of academic literacy in a higher educational context. Students will be able to study the relevant resources and explore strategies and techniques which will allow full participation in their new academic environment. The course will provide students with research skills (information literacy), critical analysis, writing and language techniques. Transferable skills including time management and teamwork are incorporated in the course. The aim of this subject is to provide knowledge and skills needed for Higher Education, to help students to manage their own success and to assist students in reaching their academic potential.	<ul style="list-style-type: none"> • Topic 1: Course Introduction - Orientation to Academic and Disciplinary Expectations in Business • Topic 2: Analysing Academic Tasks and Assignment Questions • Topic 3: Approaches to Reading and Analysing Academic and Professional Text • Topic 4: Strategies for Managing Information – Summarising and Synthesising Texts • Topic 5: Academic Integrity (Plagiarism) • Topic 6: The literature Review • Topic 7: Essay Writing and the Business Report • Topic 8: Teamwork and Cultures • Topic 9: Oral Presentations and Use of Technology – Visual Support • Topic 10: Revision and Evaluation of Learning
BUS104	Determining the needs and wants of our	<ul style="list-style-type: none"> • Topic 1: Introduction to Marketing

Sales and Marketing	<p>potential customers is a key priority for managers. Students will be introduced to the distinction between selling and marketing. Skills will be developed to apply within an operating environment to recognise the basic principles and practices of marketing in relation to consumer and market trends.</p>	<ul style="list-style-type: none"> • Topic 2: The Marketing Environment • Topic 3: Marketing Information and Marketing Research • Topic 4: Consumer Decision Making • Topic 5: Segmentation and Targeting Markets • Topic 6: Pricing • Topic 7: Marketing channels and Logistics Decisions • Topics 8 & 9: Integrating Marketing Communication and Promotions Mix
BUS105 Cross Cultural Studies	<p>An understanding of different cultures is of fundamental importance in business today. Cross-cultural Studies looks at how cultural factors influence human behaviour, including people's attitudes, behaviours, customs and values. Wide ranges of topics are discussed in an effort to better prepare students for the challenges of communicating effectively with people from varied backgrounds using twenty-first century modes of communication.</p>	<ul style="list-style-type: none"> • Topic 1: Determinants of culture or What is culture? • Topic 2: Dimensions of Culture in Business • Topic 3: Business Cultures in the Western World • Topic 4: Business Cultures of Asia, the Middle-East and Africa • Topic 5: Cultural Dimensions and Dilemmas • Topic 6: Culture and International Marketing Management • Topic 7: Negotiating Internationally and Working with International Teams • Topic 8: Culture and Leadership • Topic 9: Developing Intercultural Communicative Competence
HOS101 Food and Beverage Operations Management	<p>The key focus of this subject is to broaden students understanding of the operational aspects of food and beverage management, whilst giving them the opportunity to learn, develop and apply theories, concepts and skills in a practical environment.</p>	<ul style="list-style-type: none"> • Topic 1: Hospitality and the Waiter • Topic 2: Food and Beverage Operations • Topic 3: Food and Beverage Service Legal • Topic 4: Bar and Beverage Management • Topic 5: Wine 1 (Red and White Wines) • Topic 6: Hot Beverages (Tea and Coffee) • Topic 7: Alcoholic Beverages (Beer, Spirits and Cocktails) • Topic 8: Wine 2 (Sparkling and Dessert Wines) • Topic 9: Food Production Management
HTL101 Food and Beverage Management and Control	<p>Food and Beverage Management and Control is a practically orientated subject focused on furnishing students with knowledge of current and emerging food and beverage trends, legal and operational issues such as cost control, sustainable solutions, resources management and legal obligations.</p>	<ul style="list-style-type: none"> • Topic 1: Introduction to Food and Beverage Operations Management and Control • Topic 2: Menu Planning for Specific Target Market in Food and Beverage • Topic 3: Menu Construction and Implication Management • Topic 4: Menu Analysis and Costing

		<ul style="list-style-type: none"> • Topic 5: Beverage Cost Control • Topic 6: Staffing and Labour Cost Control • Topic 7: Current and Emerging Market Trends • Topic 8: Food and Beverage Legal Obligations • Topic 9: Environmental Impact and Sustainability
HTL102 The International Hospitality Industry	In undertaking this subject students will gain knowledge and awareness of the nature, size, scope and sectors of the dynamic international hospitality industry and its major function areas and departments. Different enterprises will be explored including chains, franchising, ownership, management and staffing structures. Discussions will focus on current trends impacting this worldwide industry.	<ul style="list-style-type: none"> • Topic 1: Welcome to the Hospitality Industry • Topic 2: Tourism and Hospitality • Topic 3: The Hotel Business • Topic 4: The Hotel Business • Topic 5: Types of Lodging • Topic 6: Travel Patterns • Topic 7: Economic and Financial Impacts • Topic 8: Cultural and political Impacts • Topic 9: Environmental Impacts
IP101 Industry Placement I	Employment is an excellent opportunity for the student to develop knowledge, skills and abilities in their chosen discipline. The Industry Placement subject provides students with a series of professional development workshops to be successful in their application to work in an approved food and beverage outlet (depending on degree undertaken). Combining professional experience with their qualifications while undertaking an industry placement of 600 hours.	<ul style="list-style-type: none"> • Topic 1: Introduction to the Subject • Topic 2: Industry Knowledge • Topic 3: Professional Communication • Topic 4: Interview Skills • Topic 5: Industry Preparation • Topic 6: Individual Career Coaching • Topic 7: Individual Career Coaching • Topic 8: Individual Career Coaching • Topic 9: Individual Career Coaching
Level 2		
BUS201 Management Accounting	Financial analysis is an integral part of strategic management planning. This subject builds upon BUS101, further developing student's skills and expertise when interpreting financial information. The subject provides students with the skills and knowledge relevant to planning, controlling and evaluating accounting information, which will enable them to make sound, managerial decisions.	<ul style="list-style-type: none"> • Topic 1: Introduction to Managerial Accounting • Topic 2: Financial Statement Analysis • Topic 3: Cost-Volume Profit Analysis • Topic 4: Relevant Costs and Product Planning Decisions • Topic 5: Revenue Management • Topic 6: The Use of Budgets in Planning and Decision Making • Topic 7: Variance Analysis • Topic 8: Decentralization, Performance Evaluation and The Balanced Scorecard • Topic 9: The Statement of Cash flows
BUS202 Economics	BUS202 introduces the core concepts and economic principles necessary to develop effective decision makers. Students will develop an understanding of how decision makers make choices, utilising available resources at a specific given time. This subject covers concepts such as 'price elasticity	<ul style="list-style-type: none"> • Topic 1: Introduction to Economics • Topic 2: Supply and Demand • Topic 3: Using Supply and Demand • Topic 4: Production and Costs • Topic 5: Firms in Perfectly Competitive Markets

	demand', cost benefit principle, fiscal and monetary policy, Macro and Microeconomics and international trade.	<ul style="list-style-type: none"> • Topic 6: Monopoly and Oligopoly • Topic 7: Introduction to Macroeconomics • Topic 8: Macroeconomic Management • Topic 9: International Economics
BUS203 Business Law	Business Law introduces students to the basic principles of the relevant State and Commonwealth laws relating to tourism and hospitality. Emphasis is placed on areas such as liability, resolution and legal problem solving.	<ul style="list-style-type: none"> • Topic 1: The Australian Legal System • Topic 2: Torts • Topic 3: Business Entities • Topic 4: Contracts • Topic 5: Consumer Law • Topic 6: Privacy • Topic 7: Legislation in the Hospitality Industry • Topic 8: Employment Law • Topic 9: Ethics
BUS204 Human Resource Management	The concept of human capital recognises that not all labour is equal and that the quality of employees can be improved by investing in them. Human Resources Management (HRM) concepts, practices and processes are examined in this subject. Students will explore ways in which the strategic management styles of an organisation influence the development of HRM philosophies and processes specifically with reference to tourism and hospitality enterprises.	<ul style="list-style-type: none"> • Topic 1: Introduction to HRM • Topic 2: HRM Strategy and Analysis • Topic 3: Training and Development • Topic 4: Compensation • Topic 5: Recruitment, Placement and Talent Management • Topic 6: Employee Relations • Topic 7: Equal Opportunity and the Law • Topic 8: Employee Relations • Topic 9: Labour Law
BUS205 Research Skills and Practices	Embarking on research in any discipline is a serious undertaking. This subject will develop research methodology skills essential for completing research projects and for making quality business decisions. Students will learn the necessary skills and practical tools to undertake and complete the research process of collection, analysis, interpretation and presentation of research.	<ul style="list-style-type: none"> • Topic 1: Definitions and Application of Business Research • Topic 2: Approaches to Research • Topic 3: Planning and Designing Research Projects • Topic 4: Collecting Information: Overview of Data Collection Techniques and Methods (part 1) • Topic 5: Collecting Information: Overview of Data Collection Techniques and Methods (part 2) • Topic 6: Sampling Design Business Ethics • Topic 7: Data Analysis, Synthesis and Interpretation • Topic 8: Data Analysis, Synthesis and Interpretation • Topic 9: Reporting Results
HOS201 Operations and Environment Management	The growing awareness of environmental issues is creating operational costs. HOS 201 will discuss sound environmental practices and long-term operational sustainability. Student's knowledge of contemporary facilities and operational practices will be developed while investigating the broad range of critical design decisions available.	<ul style="list-style-type: none"> • Topic 1: Operations and Environmental Management Introduction • Topic 2: Sustainable Development Principles • Topic 3: Environmental Management System (EMS) • Topic 4: Benchmarking System ISO 14001 • Topic 5: Water Management

Created: June 2015

Modified: 19 May 2016

Review Date: June 2017

Policy Owner: HOSDAA

Version: 3

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		<ul style="list-style-type: none"> • Topic 6: Waste Management • Topic 7: Energy Management and Facilities Design • Topic 8: Group Presentation EMS • Topic 9: The Changing Nature of Operations and Environmental Management
HTL201 Rooms Division Management	<p>Rooms division is a key revenue generating area within a hospitality operation. Departments within this area are comprised of both Front Office and Housekeeping. It is within these departments students will be provided with practical skills combined with theoretical knowledge to operate accommodation services successfully. The overall aim of the subject is to ensure that students have a sound knowledge of the financial and managerial responsibilities of running a room division department.</p>	<ul style="list-style-type: none"> • Topic 1: Introduction to Rooms Division Management • Topic 2: Accommodation Services Part 1 • Topic 3: Accommodation Services Part 2 • Topic 4: Hotel Security • Topic 5: Introduction to Revenue Management Part 1 • Topic 6: Introduction to Revenue Management Part 2 • Topic 7: Front Office Accounting • Topic 8: Housekeeping • Topic 9: Housekeeping Trends and Technology
HTL202 Hotel and Resort Planning and Design	<p>The growth of international tourism has created an increase in the number of specialised hotel and resort facilities being developed. Hotel and Resort Planning and Design looks at the feasibility process for hotels and resorts and how this process assists with the concept development, planning and design for accommodation. The subject considers design from inception to completion, sustainable design practices and the impact of design on all aspects of the operation's management.</p>	<ul style="list-style-type: none"> • Topic 1: Introduction to Hotel and Resort Concepts and Trends • Topic 2: Introduction to the Hotel Feasibility Research Process • Topic 3: Hotel and Resort Concept Development and Branding • Topic 4: A global perspective on hotel/resort Stakeholders roles • Topic 5: International Hotel Contracts & Agreements • Topic 6: The Design Process (part 1) • Topic 7: The Design Process (part 2) • Topic 8: Development strategies and project finance • Topic 9: Specialised Infrastructure • Topic 10: The future trends for hospitality developments – Sustainability
IP201 Industry Placement II	<p>Extending knowledge, skills and ability in employment is a key component of Industry Placement, providing students with the opportunity to analyse and reflect upon the relationship between their academic studies and the workplace environment. This in turn consolidates a student's academic knowledge by exposing them to real life experience and challenging their commitment to their chosen field in industry. Through this second 600-hour industry placement students will expand their studies and develop their career pathway.</p>	<ul style="list-style-type: none"> • Topic 1: Introduction to the Subject • Topic 2: Career Planning Overview • Topic 3: Professional Communication • Topic 4: Interview Skills • Topic 5: Industry Preparation • Topic 6: Individual Career Coaching • Topic 7: Individual Career Coaching • Topic 8: Individual Career Coaching • Topic 9: Individual Career Coaching