



SUBJECT OUTLINES

*ICHM BACHELOR
OF
INTERNATIONAL HOTEL MANAGEMENT*

CORE SUBJECTS

Financial Management

The purpose of this subject is to enable students to make financial decisions relating to hospitality business operations. The subject included the use of financial and accounting reports; analysis of financial and accounting reports; ratio analysis, current liquidity, long term solvency; profitability and turnover; funds statements; short, intermediate and long term financing; future value & present value; working capital management; capital asset management; taxation; surplus liquidity management; company structure; financial institutions and markets; goodwill.

Information Technology Management

The purpose of this subject is to expand student's knowledge of information management with a particular emphasis on the use of technology as a manager's servant, to make sound management decisions based on relevant information. The subject includes planning spreadsheets; financial spreadsheet functions; applications in financial and accounting areas; Creating and using financial spreadsheets; advanced graphing techniques for analysis and forecasting; management need for decision support systems; acquiring information for a decision support system; essential requirements for a decision support system; essential stages in developing a Decision Support System; using DSS; Creating a DSS.

International Human Resource Management

The purpose of this subject is to provide the participant with the knowledge, skills and attitudes required to identify and encourage creative approaches to managing human resources in various international contexts. The subject includes modifying motivation theories for different cultures; Influence of the global economy; cross cultural insights into communication processes; international industrial relations issues; ethical dilemmas in the global perspective.

International Marketing

The purpose of this subject is to introduce the factors and processes involved in international marketing and encourage creative approaches involved in marketing international tourism products. The subjects includes motives for internationalising; internationalisation – benefits and drawbacks; the international service concept; international market research; tourism marketing environment; market analysis, segmentation and positioning; Licensing, franchising and direct marketing; branding, brand image and packaging; international advertising, publicity and sales; distribution and direct marketing; achieving the competitive edge; transnational corporations

Strategic Management

The purpose of this subject is to enable students to apply theories and techniques involved in strategic analysis of hospitality operations using electronic and printed media, computerised data bases, contemporary financial press items and company reports. The subject includes strategic analysis; corporate appraisal and competitive analysis; macro and micro-environment analysis; business forecasting; formulation; strategic options; choice and decision making; strategy implementation; strategy, structure and planning; international strategy; business plans; evaluation of specific business problems (case studies).

ELECTIVES

Applied Event Management

This subject introduces participants to the principles and practices required to develop event planning and project management skills for the effective management of events, and apply them to a range of case studies. They will critically evaluate and explain how a range of different types of events are initiated and planned including the formulation of project, operational and contingency plans and correctly identify and apply event management techniques involved in the management of a variety of events. Some of the topics include developing the event concept, planning and marketing an event and finally staging and reviewing the event.

Entrepreneurship and Innovation

This subject provides students with an understanding of entrepreneurship, innovation and new venture management. Students will learn how to leverage business management knowledge and use it successfully in entrepreneurial ventures. A key focus will be the development of enterprising and entrepreneurial attitudes, skills and behaviours to ensure the effective establishment, management or work regardless of organisational context. Topics include understanding innovative enterprises; entrepreneurial attitudes, abilities and behaviours; developing an entrepreneurial culture; opportunity recognition and viability screening; first-mover advantages and disadvantages; risk recognition and risk reduction strategies; and intellectual property protection.

Global Transformations

The course is designed to provide an international political and cultural context into which students can place tourism and hospitality as major contemporary activities. While students taking the course are not expected to have a background in politics, history and studies of culture, the content of the course is drawn from those areas of knowledge. Case studies form part of the assessment and are related to the impact of culture and political events on tourism and hospitality. The major assignment relates to the political context in which tourism and hospitality take place. The subject is divided into five topics, each three weeks in duration: The Cold War; Asian values and the ascendancy of Asia; the clash of civilizations; globalisation; the politics of terror. The purpose of this subject is to establish the historical and cultural frameworks within which to explore the factors influencing the contemporary status of Australia's relations within the diverse societies of Asia.

Management of Internet Marketing

This subject provides learners with an understanding of the development, management and ongoing expansion of Internet marketing by international hospitality businesses. To provide an opportunity to explore and evaluate creative and cost effective approaches to hospitality web site development and management. The subject includes internet Marketing – history and terminology; hospitality internet marketing; proposal development for a hospitality web site; web site development process; managing Internet uses and establishing policies; website project team and costing of Internet connections; marketing an establishment's website; web design elements for hospitality e-commerce; development of style guides to reflect corporate image.

Management of Sustainable Tourism

The purpose of this subject is to provide learners with the knowledge and skills required to recognise the impact tourism has on those that travel and the impact on the economy, social structures, and natural and built environments of the host communities they visit. Learners will develop the knowledge and skills to plan, implement, monitor, evaluate and manage sustainable tourism development. The subject includes individual travellers behaviours and impacts; impact on cultural and natural environments; effect on host communities; planning processes in the tourism environment; planning implementation management; monitoring and evaluation of progress to meet objectives; global structure and organisation's impacts.

Strategic Event Management

This subject will develop an understanding of the principles and practice of the strategic management of events using project management methodology. It will identify and critically examine the various social and economic impacts of events and their relative importance to the communities in which they operate and critically evaluate a range of existing events to identify and discuss the management strategies that enabled them to achieve their aims. Topics will include project management methodologies, strategies for developing bids and proposals and planning events as well as strategies for financial management, human resource management and risk management. The subject will also examine critical evaluation and reporting techniques and trends and developments in the events industry.

Work Based Project – Online only

This aim of this subject is to strengthen students' understanding of the inter-relationships of different business functions in the hospitality or restaurant business. It also aims to emphasise the interdependence of the firm and its environment. In consultation with their project supervisor, students will conduct a work-based project in an area that reflects their academic business or career interests. The project may take the form, for example, of an overall assessment of the performance of an organisation on any one of the business functions (eg strategic management, marketing, financial controls, quality management) or on the introduction of new products, procedures or technologies or in the development of a training program. Students taking this subject must be in current employment of not less than 20 hours per week.
