

**THE EMIRATES ACADEMY
OF HOSPITALITY MANAGEMENT**

In academic association with Ecole hôtelière de Lausanne



MAPPING OF LEARNING OUTCOMES TO METHODS OF ASSESSMENT

**Version: 1
Date: July 2014**

Course Title and Code	Learning Outcomes		Methods of Assessment
ACNT101 HOSPITALITY ACCOUNTING	Knowledge: At the end of this course, the students will know how to:	LO 1. Illustrate satisfactory arithmetic and basic accounting skills.	Coursework: 60% Progress test 1: 15% Assesses LO 1-2 Progress test 2: 33% Assesses LO 3 Tutorial participation: 12% Final Exam: 40% Assesses LO 1-5
		LO 2. Explain the purpose, principles and processes underpinning the production of 'Profit and Loss Accounts' and 'Balance Sheets' (Financial Statements).	
		LO 3. Formulate simple Financial Statements from given data.	
		LO 4. Explain the benefits and the limitations of using the outputs of the accounting system for decision making at the operational level.	
		LO 5. Explain the accounting system and its application in the hospitality industry at the operation level.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 6. Illustrate satisfactory arithmetic and basic accounting skills.	
		LO 7. Explain the purpose, principles and processes underpinning the production of 'Profit and Loss Accounts' and 'Balance Sheets' (Financial Statements).	
		LO 8. Formulate simple Financial Statements from given data.	
		LO 9. Explain the benefits and the limitations of using the outputs of the accounting system for decision making at the operational level.	
		LO 10. Explain the accounting system and its application in the hospitality industry at the operation level.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 11. The fair and accurate creation of financial statements.	
		LO 12. Creating justifiable business decisions based on provided financial statements.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to	LO 13. Stay up-to-date with the format of financial statements and accounting practices.	
		LO 14. Continually practice and review accounting	

	continually research and update the following areas:	processes used in hospitality and tourism businesses.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 15. The creation and understanding of Financial Statements.	
		LO 16. The formulation of decisions based upon various Financial Statements	

Course Title and Code	Learning Outcomes		Methods of Assessment
ACNT201 MANAGEMENT ACCOUNTING	Knowledge: At the end of this course, the students will know how to:	LO 1. Demonstrate satisfactory arithmetic and accounting skills.	Coursework: 60% Progress test 1: 27% Assesses LO 1-4 Progress test 2: 22.2% Assesses LO 1, 5-6 Tutorial Participation: 10.8% Final Exam: 40% Assesses LO 1-6
		LO 2. Understand the format of basic Profit and Loss and Balance Sheets to aid decision making in a hospitality context.	
		LO 3. Explain the purpose, principles and processes underpinning a Budgetary Control System in a hospitality context.	
		LO 4. Produce Operating, Cash and Master Budgets in a hospitality context from given data.	
		LO 5. Produce a basic analysis on variances between budgeted and actual operating financial performance in a hospitality context from given data.	
		LO 6. Understand the function and behavior of costs in a hospitality context in respect of calculating Break/Even and setting prices on a cost basis.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 7. Satisfactory arithmetic and basic accounting skills.	
		LO 8. Understand the format of basic Profit and Loss and Balance Sheets to aid decision making in a hospitality context.	
		LO 9. Explain the purpose, principles and processes underpinning a Budgetary Control System in a hospitality context.	
		LO 10. Produce Operating, Cash and Masters Budgets in a hospitality context from given data.	
		LO 11. Produce a basic analysis on variances between budgeted and actual operating financial performance in a hospitality context data.	
		LO 12. Understand the function and behavior of costs in a hospitality context in respect of calculating Break/Even and setting prices on a cost basis.	
	Autonomy and Responsibility Competence: Upon completion of this course,	LO 13. The fair and accurate creation of management accounting data for decision making.	

	students will be able to state the following reporting, regulating or ethical considerations:	LO 14. Creating justifiable business decisions at the unit level in a hospitality context based on provided management accounting principles.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 15. The format of financial statements for management accounting purposes.	
		LO 16. Be aware of management accounting processes used in hospitality and tourism business.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 17. The creation and understanding of Financial Statements as they relate to Budgetary control at unit level in a hospitality business.	
		LO 18. The formulation of decisions based upon various Financial Statements.	

Course Title and Code	Learning Outcomes		Methods of Assessment
BUSS101 TOURISM AND HOSPITALITY BUSINESS	Knowledge: At the end of this course, the students will know how to:	LO 1. Describe the history of the hospitality and tourism sectors.	Coursework: 60% Destination and Sector report: 30% Assesses LO 1-10 Presentation: 20% Assesses LO 1-3 Quizzes: 10% Assesses LO 1-10 Final Exam: 40% Assesses LO 1-10
		LO 2. Demonstrate an understanding of the service sector, the characteristics and considerations.	
		LO 3. Describe the nature and characteristics of the travel and tourism sector.	
		LO 4. Describe the characteristics of the restaurant sector.	
		LO 5. Describe the role of hotels in the hospitality sector, their characteristics, traits and basic operations.	
		LO 6. Describe the operations of clubs and MICE in the hospitality sector.	
		LO 7. Describe the nature of the cruise and gaming sectors in the hospitality sector.	
		LO 8. Demonstrate an understanding of hospitality management and HR management.	
		LO 9. Demonstrate an understanding of marketing and hospitality management companies.	
		LO 10. Describe franchise and ethical considerations in the hospitality sector.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 11. An understanding of how to conduct business in various hospitality and tourism establishments.	
		LO 12. The ability to conduct academic research.	
		LO 13. The ability to write academic and business reports.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 14. How to conduct business in an ethical manner.	
		LO 15. How to manage tourism businesses in a legal and socially responsible manner.	
		LO 16. How to balance the requirements of customers, owners, the management company and other stakeholders.	

	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 17. Business practices and developments.	
		LO 18. Tourism statistics in various countries.	
		LO 19. The PESTLE situation in various countries.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 20. The construction of PESTLE analyses.	
		LO 21. The construction of SWOT analyses.	
		LO 22. The consideration of multi-stakeholder requests.	
		LO 23. The analysis of various different types of tourism business to fulfill the requirements of different stakeholders.	

Course Title and Code	Learning Outcomes		Methods of Assessment
<p>COMP 102</p> <p>Business Information System</p>	<p>Knowledge: At the end of this course, the students will know how to:</p>	LO 1. Understand the MS Project interface	<p>Coursework: 55%</p> <p>Group exercises: 30% Assesses LO corresponding to the topic</p> <p>Application Project: 15% Assesses LO 1-10</p> <p>Individual Contribution: 10% Assesses LO 10</p> <p>Test: 45% Assesses LO 1-9</p>
		LO 2. Work in different views.	
		LO 3. Work with tasks, milestones and dependencies.	
		LO 4. Manipulate timescales.	
		LO 5. Generate and interpret network diagrams.	
		LO 6. Understand relationship between work, duration and units.	
		LO 7. Work with costs and resource data.	
		LO 8. Create baseline and track progress.	
		LO 9. Interpret project statistics.	
		LO 10. Appreciate importance of teamwork and apply project skills to service sector requirements.	
	<p>Skill: Upon completion of this course, students will be able to demonstrate:</p>	LO 11. Understand the emerging trends in Cloud computing, enterprise applications and open source platforms.	
		LO 12. The ability to use MS Project to plan projects.	
		LO 13. The ability to assign duties, budgets and manage over allocations.	
	<p>Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:</p>	LO 14. The ability to link various MS tools to maximize efficiency.	
		LO 15. How to effectively manage cross-departmental communication and planning.	

	<p>Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:</p>	<p>LO 16. Developments in information communication technology.</p>	
	<p>Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:</p>	<p>LO 17. Initiate, manage and close projects of varying complexity in service sector verticals.</p>	

Course Title and Code	Learning Outcomes		Methods of Assessment
COMP301 STRATEGIC IT APPLICATION IN MANAGEMENT	Knowledge: At the end of this course, the students will know how to:	LO 1. Deploy IT in the hospitality industry including data architecture, critical infrastructure and processes.	Coursework: 85% Group exercises (5): 60% Assesses LO corresponding to the topic Report and presentation: 15% Assesses LO 1-10 Individual Contribution: 10% Assesses LO 4. Test: 15% Assesses LO 1-6, 9-10
		LO 2. Analyse emerging technologies such as the Cloud, convergence platforms, and assess the applications in the hospitality industry.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 3. Business process mapping skills.	
		LO 4. Project planning and rollout.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 5. Security and privacy issues including PCI compliance	
		LO 6. Risk management related to digital assets.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 7. Technology solutions for the hospitality and tourism industry.	
		LO 8. Multi-platform compatibility and interface.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 9. Evaluate the feasibility of IT projects and appraise their competitive potential.	
		LO 10. Examine current issues related to assessing, adopting and adapting IT in the hospitality sector.	

Course Title and Code	Learning Outcomes		Methods of Assessment	
CONS401 CONSULTANCY PROJECT	Knowledge: At the end of this course, the students will know how to:	LO 1. Demonstrate an advanced understanding of current research and scholarship on innovation and creativity within one or two specific clusters of the hospitality and tourism industries.	This module will be assessed by: <ul style="list-style-type: none"> • One piece of written work in report format: 70% <ul style="list-style-type: none"> - Assesses all LO • Presentation of project findings and recommendations to a panel of tutors and clients: 30% <ul style="list-style-type: none"> - Assesses all LO 	
		LO 2. Summarize the importance of management consultancy and determine what makes (and keeps) companies competitive.		
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 3. Evaluate the data, using appropriate academic concepts and frameworks, and use it to draw together alternatives for development plans and to produce a structured and detailed analysis in an operational context, using both primary and secondary information sources.		
		LO 4. Effectively implement a designated research strategy, successfully gathering relevant information to operationalize the work plan.		
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 5. Develop and negotiate clear, practical and realistic terms of reference in response to client needs, which are then shown to be clearly achieved in the final report.		
		LO 6. Produce a written consultancy report, using appropriate conventions, which satisfies the client's needs; reports appropriately for those needs; has clarity and is effective in presenting the outcomes of the project.		
		LO 7. Conduct a thorough analysis of a certain area in a hospitality organization and present it in a written format.		
		LO 8. Conduct a full strategic analysis of a hospitality organization and present it in front of an audience.		
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to	LO 9. Suggest and justify tactics and develop cost effective action plans.		
		LO 10. Use effective and appropriate communications techniques to present the outcomes of the consultancy project to client and faculty groups.		

	continually research and update the following areas:	LO 11. Learn how to identify and use only relevant information which is of great importance to the management decision making process.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 12. Act as management consultants to hospitality/business organisations.	
		LO 13. Contribute to the management decision making process in hospitality companies and organizations.	

Course Title and Code	Learning Outcomes		Methods of Assessment
CULN101 PROFESSIONAL FOOD PREPARATION	Knowledge: At the end of this course, the students will know how to:	LO 1. Prepare and cook a variety of gastronomic dishes, using different cooking methods and techniques.	Coursework: 80% Progress Test 1: 10% Assesses LO 2-5 Progress Test 2: 10% Assesses LO 6 Chef Presentation: 5% Assesses LO 7 Luxury Product Presentation: 5% Assesses LO 3 Practical Work: 50% Assesses LO 1-3 Final Exam: 20% Assesses LO 2-6 (one hour exam)
		LO 2. Identify and describe various cooking methods.	
		LO 3. Describe and identify different food commodities.	
		LO 4. Order and identify food items using a specification document.	
		LO 5. Demonstrate an understanding of basic menu planning.	
		LO 6. Carry out basic kitchen accounting tasks, recipe costing, true food cost and selling price strategy.	
		LO 7. Identify influential chefs within the industry.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 8. The basic practical skills and knowledge required to run a successful commercial kitchen on a daily basis.	
		LO 9. How commercial cooking is carried out.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 10. Ability to carry out company procedures and policies.	
		LO 11. Assess workload and delegate effectively.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 12. Develop practical skills.	
		LO 13. Develop up-to-date knowledge and transfer those skills to colleagues.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 14. Plan, organize and execute a service production operation.	
		LO 15. Work competently under pressure within the work environment.	

Course Title and Code	Learning Outcomes		Methods of Assessment
CULT201 CULTURAL DIVERSITY	Knowledge: At the end of this course, the students will know how to:	LO 1. Explain various definitions and characteristics of culture.	Coursework: 70% Tourism and Culture Report (Individual): 30% Assesses LO 3 and 9 Destination Culture Presentation (Group): 30% Assesses LO 3 and 9 Quizzes: 10% Assesses all LO Final Exam: 30% Assesses LO 1-10
		LO 2. Demonstrate a basic understanding of the role of culture in business and marketing.	
		LO 3. Demonstrate a basic understanding of current culture literature.	
		LO 4. Explain how culture relates to the provision of services and tourism.	
		LO 5. Explain how culture influences interaction between tourists and hosts.	
		LO 6. Describe the relationship between culture and perception.	
		LO 7. Describe the relationship between culture and satisfaction.	
		LO 8. Demonstrate a basic understanding of the influences of tourism and behavior.	
		LO 9. Demonstrate the ability to conduct research into culture and tourism, using appropriate theory and refereed journal articles.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 10. An understanding of various culture theories.	
		LO 11. The ability to conduct business in a culturally-sensitive manner.	
		LO 12. Consideration for various different cultural views and perspectives.	
		LO 13. The ability to apply various cultural dimensions in explaining different cultures.	
		LO 14. The ability to conduct cultural and destination-specific research.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 15. How acceptable standards differ between different cultures.	
		LO 16. How to find information about acceptable practices in different countries in the world.	
		LO 17. How to behave in a culturally sensitive manner.	

	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 18. The role of culture in business.	
		LO 19. The different norms and values in different cultures.	
		LO 20. Differing business practices in different parts of the world.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 21. Conducting business in an increasingly global society.	
		LO 22. Conducting research into different cultural areas.	
		LO 23. Planning business activities e.g. marketing and events, keeping cultural differences in mind.	

Course Title and Code	Learning Outcomes		Methods of Assessment
DISS490 DISSERTATION	Knowledge: At the end of this course, the students will know how to:	LO 1. Demonstrate a sound appreciation of the factors affecting the selection of practical, feasible and worthy research topics in the hospitality and tourism industry.	Research Proposal: Requires a PASS to proceed with the Dissertation Ethics Application: Requires ethics approval Dissertation: 80% Extended Abstract: 20%
		LO 2. Display a sound academic approach to locating, accessing, assessing, using and citing literature appropriate to the chosen research topic.	
		LO 3. Design a research study, review existing sources of information, collect primary data, analyse data, develop recommendations and draw conclusions.	
		LO 4. Apply the scientific method and integrate skills, knowledge and theory from a range of subjects and disciplines.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 5. Selection and use of appropriate research tools and strategies.	LO 6. Literacy skills to comprehend and produce from a wide range of information, coherent texts, covering complex and diverse relations.
		LO 7. Can select a research method that is consistent with the aim of the research to be undertaken.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 8. Can design and implement an appropriate method to collect primary data.	LO 9. Can analyse, synthesise and draw conclusions based on the data.
		LO 10. Complete a written Dissertation in accordance with the academic and scholarly guidelines provided.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 12. Can plan the research in accordance with the principles of the scientific method.	LO 13. Can act as an investigator in the fields of tourism and hospitality.

Course Title and Code	Learning Outcomes		Methods of Assessment
ECON201 TOURISM ECONOMICS	Knowledge: At the end of this course, the students will know how to:	LO 1. Understand the basic principles of economics: demand, supply, pricing, price elasticity, and opportunity cost and resource allocation.	Coursework: 60% Progress test (25%) Assesses LO 1-3 Pair project (35%) Assesses LO 1-5 Final Exam: 40% Assesses LO 1-5
		LO 2. Understand the macroeconomic flows of tourism.	
		LO 3. Understand the importance of tourism to an economy.	
		LO 4. Consider both the positive and negative impacts of economic policy on an economy.	
		LO 5. Understand international business and trade.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 6. The ability to write academic reports.	
		LO 7. The ability to conduct economic-related research.	
		LO 8. Understand the economic principles as applied to hospitality and tourism.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 9. Conduct an economic analysis of tourism destination.	
		LO 10. Formulate an ethically responsible economic plan for a developing tourism area.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 11. Research for economic reports.	
		LO 12. Writing economic reports to gather, analyse and make decisions for businesses.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 13. Conduct a research into economic systems required to better understand the business responses.	
		LO 14. Plan business strategies for specific economic conditions.	

Course Title and Code	Learning Outcomes		Methods of Assessment
ENGL102 ENGLISH COMPOSITION AND RHETORIC	Knowledge: At the end of this course, the students will know how to:	LO 1. Appreciated and apply the skills necessary in essay writing in order to communicate clearly.	Coursework: 100% Student Coursework Portfolio: 45% - Essay 1: 10% - Essay 2: 15% - Course Development Journals: 10% - Reading Logbook: 10% Assesses LO 1-3, 5-8 Oral Presentation: 25% Assesses LO 4-8 Research Skills: 20% Preparedness and Participation: 10% Assesses LO 1-8
		LO 2. Recognize and write summaries of academic level writings.	
		LO 3. Write original journals, essays, and critiques to be contained in a writing portfolio that will be of future referential use.	
		LO 4. Illustrate an understanding of oral presentation skills.	
		LO 5. Explain the critical thinking process in order to evaluate reasons and make decisions.	
		LO 6. State a point of view and formulate a reasoned argument to prove its correctness.	
		LO 7. Identify and use a variety of information resources appropriately for academic purposes.	
		LO 8. Understand and apply academic criteria to critically evaluate information resources, and correctly cite these sources according to Harvard referencing standards.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 9. Appreciate and apply the skills necessary in essay writing in order to communicate clearly.	
		LO 10. Recognize and write summaries of academic level writings.	
		LO 11. Write original journals, essays, and critiques to be contained in a writing portfolio that will be of future referential use.	
		LO 12. Illustrate and understanding of oral presentation skills.	
		LO 13. State a point of view and formulate a reasoned argument to prove its correctness.	
		LO 14. Identify and use a variety of information resources appropriately for academic purposes.	
		LO 15. Understand and apply academic criteria to critically evaluate information resources, and correctly cite these sources according to Harvard referencing standards.	

	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 16. Explain the critical thinking process in order to evaluate reasons and make decisions.	
		LO 17. State a point of view and formulate a reasoned argument to prove its correctness.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 18. Explain the critical thinking process in order to evaluate reasons and make decisions.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 19. Illustrate an understanding of oral presentation skills.	
		LO 20. State a point of view and formulate a reasoned argument to prove its correctness.	

Course Title and Code	Learning Outcomes		Methods of Assessment
ETHS301 BUSINESS ETHICS	Knowledge: At the end of this course, the students will know how to:	LO 1. Demonstrate understanding of the ethical theories and definitions.	Coursework: 60% Preparedness and Participation: 20% Assesses LO 1-8 Ethics log: 10% Assesses LO 1-8 Quizzes: 15% Assesses LO 1-2, 4-8 Group Project: 15% Assesses LO 1, 3-4, 7-8 Final Exam: 40%
		LO 2. Identify the advantages and disadvantages of the different ethical theories.	
		LO 3. Demonstrate an ability to apply theoretical background into real business cases and dilemmas.	
		LO 4. Illustrate an ability to use ethics as a basis for decision making.	
		LO 5. Recognize the different areas under the CSR umbrella.	
		LO 6. Examine the significance of ethics in business, corporate, culture and social responsibility.	
		LO 7. Identify and defend a suitable theory for resolving a stated ethical dilemma.	
		LO 8. Discuss the consequences of unethical and ethical business decisions.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 9. An understanding of the ethical theories and definitions.	
		LO 10. The advantages and disadvantages of the different ethical theories.	
		LO 11. An ability to apply theoretical background into real business cases and dilemmas.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 12. Ethics as a basis for decision making.	
		LO 13. Consequences of unethical and ethical business decision.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 14. The different areas of ethics under the CSR umbrella.	
		LO 15. The significance of ethics in business, corporate culture and social responsibility.	

	<p>Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:</p>	<p>LO 16. Identifying and defending a suitable theory for resolving a stated ethical dilemma. LO 17. Discussing the consequences of unethical and ethical business decisions.</p>	
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Course Title and Code	Learning Outcomes		Methods of Assessment
FABM101 FOOD AND BEVERAGE BUSINESS	Knowledge: At the end of this course, the students will know how to:	LO 1. Describe examples of food and beverage operations that employ service processes which complement the scope and application of a practical situation in regard to approaches to customer satisfaction; flow of service and resources; technological considerations; and merchandising and marketing considerations.	Coursework: 60% Progress test 1: 15% Assesses LO 1-3, 6-7 Group Assignment: 25% Assesses LO 1, 2 and 7 Individual Assignment: 20% Assesses LO 5 Final Exam: 40% Assesses LO 1-8
		LO 2. Evaluate food and beverage processes and management in various catering establishments.	
		LO 3. Plan a working environment that demonstrates effective uses of resources such as equipment, materials, staff and time.	
		LO 4. Identify and use different methods of cost and revenue control.	
		LO 5. Analyse, input and interpret data using menu analysis methods.	
		LO 6. Describe labour control techniques and labour productivity.	
		LO 7. Describe the process of HACCP, the importance of benefits of the control points in the food business.	
		LO 8. Describe how quality can be monitored and used in the restaurant operation.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 9. Organise, plan and manage the flow of a food and beverage operation.	
		LO 10. How to use the relevant resources for establishing cost control in a food and beverage operation.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 11. Ability to carry out company procedures and policies.	
		LO 12. Assess workload and delegate effectively within the allocated resources.	

	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 13. Restaurant revenue and cost management processes.	
		LO 14. Trends in the food and beverage business and updating those skills required.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 15. Contribute to management involvement in controlling costs within the department.	
		LO 16. Plan and organize resources for the business operation.	

Course Title and Code	Learning Outcomes		Methods of Assessment
FABS101 FOOD AND BEVERAGE SERVICE	Knowledge: At the end of this course, the students will know how to:	LO 1. Describe the service provided in different food and beverage outlets and their characteristics and operational styles.	Coursework: 80% Progress Test 1: 10% Assesses LO 1-4, 6 Progress Test 2: 10% Assesses LO 5-8 Group Assignment: 10% Assesses LO 1,4,7 Practical work: 50% Assesses LO 5-8 Final Exam: 20% Assess LO 1-7
		LO 2. Describe the structure and organization of the food and beverage industry.	
		LO 3. Understand the categorization of the industry and the nature of the market.	
		LO 4. Understand the use and application of food and beverage products and discuss ethical issues related to the provision of food and drink.	
		LO 5. Demonstrate basic beverage knowledge.	
		LO 6. Demonstrate knowledge of the different uses of food and beverages from satisfying physiological needs to satisfying social and psychological needs.	
		LO 7. Demonstrate and describe food service techniques, customer service and interpersonal skills.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 8. The foundations of food and beverage service.	
		LO 9. A basic business skills and knowledge required to run a successful commercial restaurant.	
		LO 10. A variety of service styles and methods.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 11. Ability to carry our company procedures and policies.	
		LO 12. Assess workload and delegate effectively.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 13. Develop practical skills.	
		LO 14. Develop up-to-date knowledge and transfer those skills to colleagues.	
		LO 15. Research latest technology used within the food service environment.	

	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 16. Plan, organize and execute a service operation.	
		LO 17. Effectively use a restaurant management system and resources.	
		LO 18. Work competently under pressure within the work environment.	

Course Title and Code	Learning Outcomes		Methods of Assessment
FINN301 FINANCIAL ACCOUNTING	Knowledge: At the end of this course, the students will know how to:	LO 1. Describe the role of the financial manager in the firm in maximizing value to the owners.	Coursework: 60% Coursework 1: Assesses LO 1-2 Coursework 2: Assesses LO 1,3 Final Exam: 40% Assesses LO 1-4
		LO 2. Apply financial techniques to analyse financial performance.	
		LO 3. Demonstrate the various techniques required to produce a financial feasibility study in a hospitality context.	
		LO 4. Identify and rationalize the importance of the essential factors used for financial planning and forecasting.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 5. Describe the role of the financial manager in the firm in maximizing value to the owners.	
		LO 6. Apply financial techniques to analyse financial performance.	
		LO 7. Demonstrate the various techniques required to produce a financial feasibility study in a hospitality context.	
		LO 8. Identify and rationalize the importance of the essential factors used for financial planning and forecasting.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 9. The fair and accurate creation of financial accounting data for decision making.	
		LO 10. Creating justifiable business decisions at the level of the firm on financial management principles.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 11. The format of financial statements for analyzing a firm's performance.	
		LO 12. Be aware of financial management accounting processes used in hospitality and tourism businesses.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 13. The creation and understanding of Financial Statements as they relate to the financial health of a firm.	
		LO 14. The production of a feasibility study in respect of financial considerations.	

Course Title and Code	Learning Outcomes		Methods of Assessment
FINN401 Real State (Hotel) Finance	Knowledge: At the end of this course, the students will know how to:	LO 1. Assess the financial feasibility of hospitality operations through the application of financial concepts.	Coursework: 100% Written report: 65% Assesses LO 1-3 Progress report: 5% Assesses LO 5 Individual Knowledge: 20% Assesses LO 4 Group interaction: 10% Assesses LO 5 Note: A students scoring 4% or less in the Group interaction will be deemed to have failed the course notwithstanding the group to which that student belongs has satisfied all other components. A compulsory part of this component is the submission of the 'reflective statement.' If a student fails to submit this 'reflective statement', he/she will be deemed to have failed the course.
		LO 2. Evaluate the operational and financial consequences of the acquisition of capital assets.	
		LO 3. Justify the recommendations and decisions made in the financial feasibility study.	
		LO 4. Explain concisely the concepts underpinning the techniques of financial feasibility.	
		LO 5. Reflect on the importance of good 'small team' dynamics to successfully carry out a project.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 6. Assess the financial feasibility of hospitality operations through the application of financial reports.	
		LO 7. Evaluate the operational and financial consequences of the acquisition of capital assets.	
		LO 8. Justify the recommendations and decisions made in the financial feasibility study.	
		LO 9. Explain concisely the concepts underpinning the techniques of financial feasibility.	
		LO 10. Reflect on the importance of good 'small team' dynamics to successfully carry out a project.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 11. The fair and accurate creation of financial accounting data for decision making.	
		LO 12. Creating justifiable business decisions at the level of the firm on financial management principles.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 13. The format of financial statements for analyzing the hotel's performance.	
		LO 14. Be aware of financial data manipulation processes used in decisions to acquire and manage hotels.	

	<p>Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:</p>	LO 15. The creation and understanding of Financial Statements as they relate to the financial health of a hotel.	
		LO 16. The production of feasibility study in respect of financial and asset management considerations in respect of hotels.	

Course Title and Code	Learning Outcomes		Methods of Assessment
FOOP101 FRONT OFFICE OPERATIONS	Knowledge: At the end of this course, the students will know how to:	LO 1. Have an overview of the hotel industry, the hotel classification system and the role played by the lodging segment within the hospitality industry.	Coursework: 40% Preparedness and Participation: 20% Assesses LO 1, 6-10 Progress Test: 40% Assesses LO 2-4, 6, 9 Opera Test: 20% Assesses LO 7-9 Final Exam: 40% Assesses LO 1-8
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 2. Explain the role of the Front Office in establishing and maintaining effective communications with other departments and the role of TQM and identify the importance of guest services to the whole operation and guest experience.	
		LO 3. List and explain the organization of lodging properties within the hospitality industry.	
		LO 4. List the functions, responsibilities and the job descriptions of the Front Office personnel including management and use these to craft adequate staffing levels.	
		LO 5. List the procedures for processing guest charges and payments (check in/out) including city ledgers to accounts receivable.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 6. Explain the role of the Front Office in establishing and maintaining effective communications with other departments and the role of TQM and identify the importance of guest services to the whole operation and guest experience.	
		LO 7. Explain the importance of guest profiles and guest reservations for a hotel unit.	
		LO 8. Explain the guest registration procedure (check-in) and with the use of a property management system, list the registration process.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 9. Identify and differentiate between the various modes of receiving guest reservations at a hotel and their by the front office department.	
		LO 10. Identify the importance of the night audit for the front office in a hotel unit.	
		LO 11. Influence guest experience through correct application of front office operations.	
Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:			

Course Title and Code	Learning Outcomes		Methods of Assessment
HKOP101 HOUSEKEEPING OPERATIONS	Knowledge: At the end of this course, the students will know how to:	LO 1. Explain the management styles used in the housekeeping department and to explain the purpose, role and areas of responsibility of a housekeeping department in a hotel unit.	Participation: 10% Coursework:50% Quizzes: 10% Assesses LO 1-7 Group Project: 20% Progress Test: 20% Assesses LO 1-3 Final Exam: 40% Assesses LO 1-7
		LO 2. Explain the organization structure within the housekeeping department and to list the responsibilities of an executive housekeeper, supervisor and rest of housekeeping employees. Highlight job specifications of the various positions within the department, highlighting the importance and need of team working amongst employees and management	
		LO 3. Understand the importance and role of planning housekeeping operations with the use of documents and SOPs by demonstrating an understanding of the activities involved alongside with operational procedures.	
		LO 4. Identify the skills needed and manage effectively the departmental budget, inventory, material classification and any related pre-opening operations.	
		LO 5. Explain the importance of cleanliness and hygiene and identify the guestroom, layouts, status codes and the standard contents of a guestroom.	
		LO 6. Understand the process of cleaning the different types of guest rooms and public areas.	
		LO 7. Identify the role of a supervisor in housekeeping starting with room inspections through to handling guest complaints.	
		LO 8. Understand the crucial meaning of safety and security, list possible hazards for housekeeping employees and identify ways of preventing pests into the hotels by the use of pest control and proper waste disposal.	
		Skill: Upon completion of this course, students will be able to demonstrate:	
	LO 10. Explain the importance of cleanliness and hygiene and identify the guestroom layouts, status codes and the standard contents of a guestroom.		

	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 11. Appreciate the roles and responsibilities of the housekeeping department in a hotel unit.	
		LO 12. Understand the importance and role of planning housekeeping operations with the use of documents and SOPs by demonstrating an understanding of the activities involved alongside with operational procedure.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 13. Effective planning and management within hotel departments.	
		LO 14. The importance of training and monitoring staff performance in aspects such as cleaning, health and safety and inventory management.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 15. Supervision of employees and their activities within the housekeeping department.	
		LO 16. Contribute to the development of paperwork and SOPs that support the effective management of the housekeeping department.	

Course Title and Code	Learning Outcomes		Methods of Assessment
HIST301 HISTORY OF HOSPITALITY	Knowledge: At the end of this course, the students will know how to:	LO 1. Critically discuss alternative views of what hospitality and tourism are.	Coursework: 50% Addresses LO 3, 5-12, 14-15, 17 Final Exam: 50% LO 1-2, 4, 13,16
		LO 2. Critically evaluate the efficacy of models designed to explain historical developments in hospitality and tourism.	
		LO 3. Select and apply appropriate approaches and techniques to develop credible interpretations of historical developments relating to hospitality and tourism.	
		LO 4. Analyse the historical factors and forces impacting upon forms of commercial hospitality and/or tourism provision during selected periods.	
		LO 5. Undertake an in-depth study of the historical development of a specific form of commercial hospitality or tourism provision.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 6. Sound judgment in selecting and applying appropriate historical perspectives and techniques to develop credible interpretations of historical developments relating to hospitality and/or tourism.	
		LO 7. Their ability to critically analyse historical development processes within the context of a specific hospitality/tourism topic.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 8. The value in using a variety of sources for, and systematic approaches to, data collection and analysis.	
		LO 9. The need to establish plans with specific goals and objectives that are measurable and realistic.	
		LO 10. The importance of applying ethical principles to decision-making and actions.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 11. The ability to work effectively, independently and to exhibit self-motivation.	
		LO 12. The ability to prioritise tasks, manage time and meet deadlines.	
		LO 13. The ability to express their thoughts, arguments and conclusions logically, clearly and concisely in both written and oral communication.	

		LO 14. The adoption of an ongoing commitment to learning and self-improvement.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 15. The use of constructive and creative problem solving that involves recognizing and valuing the contribution of alternative perspectives in the formulation of an agreed solution.	
		LO 16. Recognizing the relevance of historical information, ideas and solutions to the contemporary reality of the hospitality and tourism industries.	
		LO 17. The establishment and maintenance of cooperative and collaborative relationship with peers and other professionals and organisations involved in the process.	

Course Title and Code	Learning Outcomes		Methods of Assessment
HLAW401 LEGAL ASPECTS OF THE HOSPITALITY INDUSTRY	Knowledge: At the end of this course, the students will know how to:	LO 1. Demonstrate a basic knowledge and understanding of the key principles and concepts on the list following and of how they apply to the management of hospitality companies.	Preparedness and Participation: 10% Assesses LO 1-5, 8 Risk Assessment Project: 20% Assesses LO 7-8 Final Exam: 70%
		LO 2. Analyse the current laws affecting the hospitality industry from management's point of view.	
		LO 3. Interpret the general applications of tort law in respect to the hospitality industry.	
		LO 4. Identify the legal issues relating to establishments that serve food and alcohol.	
		LO 5. Identify the legal issues relating to specialized destinations (casinos, theme parks and spas).	
		LO 6. Investigate and identify the potential hazards that could give rise to a negligent breach of duty within the hospitality industry.	
		LO 7. Analyse, identify and defend strategies to protect patrons and their property while minimizing a company's legal risk.	
		LO 8. Assess the need for working effectively with lawyers for the best interests of company.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 9. Recognition of risks inherent in the hospitality industry in the area of guest relations and employer/employee relationships.	
		LO 10. Design of a Risk Assessment applicable to the hospitality industry.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 11. Analysis of the current laws affecting business operations from management's point of view.	
		LO 12. Interpret the general application of civil law, specifically in the area of negligence, in respect to business.	
		LO 13. Interpret the general application of negligence principles and identify issues giving rise to legal actions.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to	LO 14. Analysis of the current laws affecting business operations from management's point of view.	
		LO 15. Interpret the general application of civil law, specifically in the area of negligence, in respect to business.	

	continually research and update the following areas:	LO 16. Interpret the general application of negligence principles and identify issues giving rise to legal actions.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 17. Quickly progress to managerial positions within hotel operations, or the following specific functional areas: Finance, Human Resource Management, Research and Development.	
		LO 18. Research and analyse elements within the International Tourism Industry developing and communicating information to senior managers that is used for decision making.	
		LO 19. Critically apply the business discipline of Law within a commercial enterprise.	

Course Title and Code	Learning Outcomes		Methods of Assessment
HRMT301 HUMAN RESOURCE MANAGEMENT	Knowledge: At the end of this course, the students will know how to:	LO 1. Identify the role of the HR department and the internal and external influences in this department.	Coursework: 60% Progress Test: 25% Assesses LO 1-3 Group Project: 35% Assesses LO linked to the topic that the student will choose Final Exam: 40% Assesses LO 1-11
		LO 2. Identify and discuss the different acts in relation to employment law.	
		LO 3. Understand the importance of a job analysis and identify different approaches to job design.	
		LO 4. Discuss human resource planning and comprehend the human resource recruitment process.	
		LO 5. Identify types of selection methods and tests used.	
		LO 6. Discuss different training activities and their advantages/disadvantages of using them within an organization.	
		LO 7. Describe the use of performance management systems and approaches to measuring performance.	
		LO 8. Understand the impact of employee development and succession planning to an organization.	
		LO 9. Identify causes of employee turnover and job dissatisfaction and find ways to combat those issues within the workplace.	
		LO 10. Describe decision areas, concepts and tools used to manage employee compensation. Identify different pay structures and describe relevant theories, pay programs that recognize employee contributions with pay.	
		LO 11. Identify employee benefits and the provision of employee benefits programs from an employee perspective and an organizational perspective.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 12. What to include in the HR budget.	
		LO 13. What to incorporate in a training budget.	
		LO 14. How to analyse the various elements when calculating return on investment (ROI).	
		LO 15. How to calculate different HR metrics.	
		LO 16. How to calculate the cost per hire.	

	<p>Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:</p>	LO 17. In regards to best practices concerning employment law.	
		LO 18. In regards to best practices used by HR managers within the industry.	
	<p>Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:</p>	LO 19. Depending on the topic of interest and selected by the students, research will be conducted to complete their group project in the areas of training, IT, performance management, employee benefits, employee development, recruitment, employee selection, human capital investment, HR Management in the 21 st century: Challenges for the future within the hospitality industry.	
	<p>Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:</p>	LO 20. Identify key HR issues based on articles from the hospitality industry and answer/debate following a series of questions.	

Course Title and Code	Learning Outcomes		Methods of Assessment
INTS202 INTERNSHIP	Knowledge: At the end of this course, the students will know how to:	LO 1. Relate theory to practice.	Successful completion of 22 weeks full-time work. Validation of this part is contingent on the submission of the contract: 50% Assesses LO 1-9. Successful submission of the properly completed contact information form and the intermediate evaluation form: 10% Assesses LO 10 Successful submission of the final report and the final evaluation form: 20% Assesses LO 1, 8-10 Attendance at all internship briefings and industry presentations: 10%
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 2. Experience the steps and procedures necessary to secure a job.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 3. Experience being treated as a company employee including being expected to conform to company policy.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 4. Manage first-hand experience of a working environment.	
		LO 5. Develop professional and interpersonal skills.	
		LO 6. Develop practical skills.	
		LO 7. Develop linguistic skills.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 8. Develop analytical and observation skills.	
		LO 9. Familiarise themselves with the dynamics of the workplace.	
		LO 10. Evaluate the internship experience and plan future career prospects.	

Course Title and Code	Learning Outcomes		Methods of Assessment
LEAD101 LEADERSHIP	Knowledge: At the end of this course, the students will know how to:	LO 1. Explain the context of the hotel industry that complicates approaches to leadership.	Coursework: 50% Assesses LO 3-4 Final Exam: 50% Assesses LO 1-5
		LO 2. Define the meaning of leadership recognizing its difference from management and power.	
		LO 3. Understand trait verses process approaches to leadership.	
		LO 4. Critically relate style approaches to leadership in the hotel industry (including Ohio, Michigan, Blake and Moutons etc)	
		LO 5. Understand and be able to critically apply leading theories to the context of the hotel industry; including the following: situational, contingency, path goal, exchange, transformational and psychodynamic.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 6. The ability to function as an industry professional.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 7. Awareness of the need for social competence, ethical behavior and cultural awareness.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 8. Competently contribute to hotel operations in the area of management and human resources.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 9. A clear understanding of the various styles and approaches to leadership and management of employees in the hotel industry.	
		LO 10. Develop a critical awareness of the limitations and application of particular leadership styles in relations to the HR function in hotels.	
		LO 11. Develop and adopt appropriate strategies for the effective supervision of employees within the hotel industry.	

Course Title and Code	Learning Outcomes		Methods of Assessment
MRKT101 INTRODUCTION TO MARKETING	Knowledge: At the end of this course, the students will know how to:	LO 1. Define and describe the philosophies and principles of marketing for hospitality and tourism business.	Coursework: 70% Marketing Report: 30% Assesses LO 1-10 Mid-trimester Exam: 30% Assesses LO 1-4 Quizzes: 10% Assesses all Los Final Exam: 30% Assesses LO 1-10
		LO 2. Identify and describe service industries and their specific characteristics affecting marketing.	
		LO 3. Describe how strategy and the macro and micro-environment influence the marketing process.	
		LO 4. Illustrate the importance of market research and marketing information systems to a market driven service organization.	
		LO 5. Apply market segmentation, targeting and positioning techniques, creating competitive advantage.	
		LO 6. Analyse service process design, new services development, branding and service quality.	
		LO 7. Explain the importance of the customer focus, service quality, customer needs, wants, satisfaction and customer loyalty to a service product.	
		LO 8. Understand pricing strategies and contrast different approaches.	
		LO 9. Understand the use of distribution channels, traditional marketing intermediaries, personal sales or direct and online marketing.	
		LO 10. Summarise the role of public relations within marketing and management of the sales force.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 11. The ability to write academic reports.	
		LO 12. The ability to conduct business related research.	
		LO 13. An understanding of marketing principles used in hospitality and tourism.	
		LO 14. Their aptitude in applying marketing principles to various business scenarios.	
	Autonomy and Responsibility Competence: Upon completion of this course,	LO 15. The reporting process within a business and marketing department specifically.	

	students will be able to state the following reporting, regulating or ethical considerations:	LO 16. The formulation and implementation of ethically and legally acceptable marketing practices.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 17. Research for business-style reports.	
		LO 18. Writing business-style reports to gather, analyse and make decisions for businesses.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 19. Conduct research into various business practices required to better understand a company's competition.	
		LO 20. Conduct research into various country profiles required in making business decisions.	
		LO 21. Plan marketing activities customized for a specific product, company and country.	

Course Title and Code	Learning Outcomes		Methods of Assessment
MRKT301 SERVICES MARKETING	Knowledge: At the end of this course, the students will know how to:	LO 1. Recognize and understand specific issues related to the services marketing in general; <u>emphasizing the relationship marketing approach.</u>	Coursework: 60% Group project (Written Report): 40% Assesses LO 1-4 Group Project (Video Advertisement): 20% Assesses LO 1-4 Final Exam: 40% Assesses LO 1-4
		LO 2. Understand the place and role of a marketing department and marketing activities within a service firm.	
		LO 3. Through case studies and examples of service/hospitality firms in the international environment: <ul style="list-style-type: none"> i. Extend the limits of operational thinking; ii. Gain the ability to analyse the changing services environment; and iii. Propose viable solutions for both transactional and relationship marketing activities 	
		LO 4. To analyse service industry organizations, adapt synthesis and apply knowledge in a creative way with the use of different marketing tools and concepts.	
		LO 5. Using marketing concepts will be able to build upon and broaden strategic marketing insights acquired in the earlier semesters and apply these to the service industry.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 6. Recognize and understand specific issues related to the services marketing in general; <u>emphasizing the relationship marketing approach.</u>	
		LO 7. Understand the place and role of a marketing department and marketing activities within a service firm.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 8. Understand the place and role of a marketing department and marketing activities within a service firm.	
		LO 9. Through case studies and examples of service/hospitality firms in the international environment: <ul style="list-style-type: none"> i. Extend the limits of operational thinking; ii. Gain the ability to analyse the changing services environment; and 	

		iii. Propose viable solutions for both transactional and relationship marketing activities	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 10. Through case studies and examples of service/hospitality firms in the international environment: i. Extend the limits of operational thinking; ii. Gain the ability to analyse the changing services environment; and iii. Propose viable solutions for both transactional and relationship marketing activities	
		LO 11. To analyse service industry organizations, adapt synthesis and apply knowledge in a creative way with the use of different marketing tools and concepts.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 12. To analyse service industry organizations, adapt synthesis and apply knowledge in a creative way with the use of different marketing tools and concepts.	
		LO 13. Using marketing concepts will be able to build upon and broaden strategic marketing insights acquired in the earlier semesters and apply these to the service industry.	

Course Title and Code	Learning Outcomes		Methods of Assessment
ORGB201 ORGANISATIONAL BEHAVIOUR	Knowledge: At the end of this course, the students will know how to:	LO 1. Explain the nature of service, customer care and ways of communicating within organisations.	Coursework: 60% Progress Test: 20% Assesses LO 1-4 Group Assignment: 30% Assesses LO corresponding to the topic chosen Participation: 10% Final Exam: 40% Assesses LO 1-8
	LO 2. Understand the diverse environment of the hospitality industry and the power of teams.		
	LO 3. Understand group problem solving and decision making techniques.		
	LO 4. Explain how to manage time and stress within the work environment.		
	LO 5. Be able to set personal and professional goals for individuals and groups within the organization.		
	LO 6. Manage conflict amongst groups in a business environment.		
	LO 7. Explain ways on how to motivate and counsel employees.		
	LO 8. Identify the power and politics in hospitality organisations.		
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 9. To express his views in regards to organizational issues within the hospitality industry.	
	LO 10. To clearly understand the related areas of organizational behavior.		
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 11. To complete on-going coursework towards their participation grade.	
	LO 12. To prepare for the midterm exam and final exam through the use of resources such as powerpoint presentations, notes, discussed materials in class and textbook.		
	LO 13. To conduct research and contribute towards the submission of a group project.		
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 14. Depending on the topic of interest and selected by the students, research will be conducted to complete their group project in the areas of stress management, burnout, conflict management and counseling management.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively	LO 15. Identify key OB issues based on articles from the hospitality industry and answer/debate following a series of questions.	

	contribute to the following activities or endeavors.		
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Course Title and Code	Learning Outcomes		Methods of Assessment
RESH301 RESEARCH METHOD	Knowledge: At the end of this course, the students will know how to:	LO 1. Select and apply quantitative and qualitative methods to investigate a research question.	Coursework: 60% Quizzes: 20% Assesses LO 1-8 Literature Review: 40% Assesses LO 1-9 Final Exam: 40% Assesses LO 9
		LO 2. Assess and apply principles, methods and techniques to correctly rectify a research sample.	
		LO 3. Analyse the elements in a research setting to soundly construct an appropriate research question.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 4. The relevance of existing literature to a particular business research topic.	
		LO 5. The application of various types of research, and the rate of research in business decision making.	
		LO 6. Appropriate principles, methods and techniques in the collection processing and analysis of data.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 7. Apply principles and best practice to ensure that research us undertaken in an ethical manner.	
		LO 8. Critique and evaluate research findings and publications based on the rigor of the research methods described.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 9. New literature and research findings relating to a business topic or question.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors.	LO 10. Decision making based on effective research within a business enterprise.	
		LO 11. The development of debated and well informed reports.	

Course Title and Code	Learning Outcomes		Methods of Assessment	
SOMT301 SERVICE OPERATIONS MANAGEMENT	Knowledge: At the end of this course, the students will know how to:	LO 1. Examine the main concepts of services operations through a systematic approach highlighting the interrelations between these concepts.	Coursework: 60% Assess all LO Final Exam: 40% Assesses all LO	
		LO 2. Analyse service policies to grasp the importance of such policies in relation to gaining competitive advantage.		
		LO 3. Summarize the main interconnections between the functions, operations, production and others by stressing the importance of management and the influence of external environments.		
		LO 4. Demonstrate the use of services operations management techniques to real examples and exercises.		
		LO 5. Investigate the transferability of the services operations concepts from the industrial sector to the services.		
		LO 6. Identify the issues affecting operations and production, provide the correct solutions to these issues and foresee what effects such solutions may have on the company as a whole.		
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 7. Examine the main concepts of services operations through a systematic approach highlighting the interrelations between these concepts.		
	LO 8. Analyse service policies to grasp the importance of such policies in relation to gaining competitive advantage.			
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 9. Summarize the main interconnections between the functions, operations, production and others by stressing the importance of management and the influence of external environments.		
		LO 10. Demonstrate the use of services operations management techniques to real examples and exercises.		
	Self-Development Competence: Upon completion of this	LO 11. Investigate the transferability of the services operations concepts from the industrial sector to the services.		

	course, students will be able to demonstrate the need to continually research and update the following areas:	LO 12. Identify the issues affecting operations and production, provide the correct solutions to these issues and foresee what effects such solutions may have on the company as a whole.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors.	LO 13. Analyse service policies to grasp the importance of such policies in relation to gaining competitive advantage.	
		LO 14. Identify the issues affecting operations and production, provide the correct solutions to these issues and foresee what effects such solutions may have on the company as a whole.	

Course Title and Code	Learning Outcomes		Methods of Assessment
STAT201 STATISTICS	Knowledge: At the end of this course, the students will know how to:	LO 1. Differentiate between types of data.	Coursework: 30% Assesses LO 1-12 Progress Test: 30% Assesses LO 1-12 Final Exam: 40% Assesses LO 1-12 Bonus: 10%
		LO 2. Present and summarize data with tables and graphs.	
		LO 3. Understand probability distributions and risk.	
		LO 4. Understand statistical estimation and techniques of determining sample size.	
		LO 5. Define a hypothesis and explain the steps of hypothesis testing.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 6. How to gather, organize and record data.	
		LO 7. Use software to analyse and present data.	
		LO 8. Use software to prepare reports to present their finding.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 9. The fair and accurate creating of data and analysis.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 10. Decision making skills through statistical analysis.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 11. Make decisions based on statistical analysis.	
		LO 12. Use software to organize and analyse data.	

Course Title and Code	Learning Outcomes		Methods of Assessment
STMT401 STRATEGIC MANAGEMENT	Knowledge: At the end of this course, the students will know how to:	LO 1. Summarize the importance of strategy and determine what makes (and keeps) companies competitive.	Coursework: 70% Assesses all LO Strategic Management Group Project: 20% Individual Written Case Analysis: 30% Quizzes: 20% Final Exam: 30% Assesses all LO
		LO 2. Learn how to apply the strategic management model to specific business organisations.	
		LO 3. Define key concepts and terms related to strategic management.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 4. Evaluation of the relative competitive strengths of companies within an industry.	
		LO 5. Evaluation of a company's vision and mission.	
		LO 6. Evaluation of a company's value chain and how this can shape the competitiveness of an organization.	
		LO 7. Evaluation of the various internal and external environmental factors that have an influence on the strategies used by tourism and hospitality business.	
		LO 8. Appraisal of different potential strategic options.	
		LO 9. Evaluation of the implementation of different strategic options.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 10. Conduct a full strategic analysis of a hospitality organization and present it in a written format.	
		LO 11. Conduct a full strategic analysis of a hospitality organization and present it in front of an audience.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 12. Learn how to research and find important strategic information which can be used in the strategic decision making process.	
		LO 13. Learn how to identify and use only relevant information which is of great importance to the strategic decision making process.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors.	LO 14. Act as strategic management consultants to hospitality/business organisations.	
		LO 15. Contribute to the strategic decision making process in hospitality companies and organisations.	

Course Title and Code	Learning Outcomes		Methods of Assessment
ACNT301 PRINCIPLES OF INTERNAL CONTROL (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Demonstrate an understanding of internal control concepts.	Coursework: 100% Formative: 35% Assesses LO 1-2 Report and Presentation: 25% Assesses LO 3 Summative: 40% Assesses LO 1-4
		LO 2. Understand the component parts of an internal control system as applied to an operating unit in a hospitality context.	
		LO 3. Demonstrate the ability to apply knowledge gained in LO 1 and LO 2 above in a 'case study' context in a small 'team' environment.	
		LO 4. Understand the problems inherent in controlling hospitality unit operations and how the internal control system attempts sometimes unsuccessfully to solve these.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 5. Demonstrate an understanding of internal control concepts.	
		LO 6. Understand the component parts an internal control system as applied to an operating unit in a hospitality context.	
		LO 7. Demonstrate the ability to apply knowledge gained in LO 1 and LO 2 above in a 'case study' context in a small 'team' environment.	
		LO 8. Understand the problems inherent in controlling hospitality unit operations and how the internal control system attempts sometimes unsuccessfully to solve these.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 9. The fair and accurate creation of an internal control system in a hospitality unit operating context.	
		LO 10. Creating justifiable business decisions at the unit level in a hospitality context based on principles of internal control.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 11. The developments in internal control systems	
		LO 12. Be aware of internal control systems used in hospitality and tourism businesses.	

	<p>Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors.</p>	LO 13. The creation and understanding of internal control systems as they relate the Budgetary Control at unit level in a hospitality business.	
		LO 14. The formulation of decisions based upon internal control at unit level in a hospitality business.	

Course Title and Code	Learning Outcomes		Methods of Assessment
BLAW401 BUSINESS LAW (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Analyse the current laws affecting business operations from management's points of view.	Coursework: 100% Preparedness and Participation (P&P): 10% Assesses LO 1-8 SIC Project: 45% Assesses LO 1-8 Quizzes: 45% Assesses LO 1-8
		LO 2. Interpret the general application of tort and white-collar criminal law in respect to business.	
		LO 3. Interpret the general application of contract law and identify the issues giving rise to actions for breach of contract.	
		LO 4. Explain the debtor/creditor relationship, and related risks and remedies.	
		LO 5. Compare and contrast various business structures and the pros and cons of each within specific contexts.	
		LO 6. Explain the differences between sales of services and sales of goods and related risks and remedies.	
		LO 7. Understand and analyze the growing development of cyberlaw and its relationship to the regulatory cycle.	
		LO 8. Understand and analyze the growing development of cyberlaw and its relationship to the regulatory cycle.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 9. Negotiation of contracts	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 10. Formation of a business under both general partnership and corporate structures.	
	Self-Development Competence: Upon completion of this course, students will be able	LO 11. Analysis of the current laws affecting business operations from management's point of view.	
		LO 12. Interpret the general application of tort and white-collar criminal law in respect to business.	
		LO 13. Interpret the general application of contract law and identify issues giving rise to actions for breach of contract.	
	Self-Development Competence: Upon completion of this course, students will be able	Lo 14. Analysis of the current laws affecting business operations from management's point of view.	
		LO 15. Interpret the general application of tort and white-collar criminal law in respect to business.	

	to demonstrate the need to continually research and update the following areas:	LO 16. Interpret the general application of contract law and identity issues giving rise to actions for breach of contract.	
	Role in Context	LO 17. Quickly progress to managerial positions within hotel operations, or the following specific functional areas: Finance, Human Resource Management, Research and Development.	
	Competence:	LO 18. Research and analyse elements within the International Tourism Industry developing and communicating information to senior managers that is used for decision making.	
	Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 19. Critically apply the business discipline of Law within a commercial enterprise.	

Course Title and Code	Learning Outcomes		Methods of Assessment
CONT301 BUSINESS CONTINUITY PLANNING (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Learn how to apply the Business Continuity Planning model to specific business organizations.	Coursework: 60% Quizzes: 20% Individual Assignment: 40% Assesses LO 1-3, 5-6 Final Exam: 40% Assesses LO 1-6
		LO 2. Define key concepts and terms related to crisis management and business continuity planning.	
		LO 3. Understand the theoretical concepts behind crisis management and business continuity planning.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 4. Evaluation of the relative risks that can have an impact on hospitality companies	
		LO 5. Evaluation of the company's response to different risks.	
		LO 6. Evaluation of the different organizational functional areas and their role during a crisis	
		LO 7. Evaluation of the various internal and external risks that can have an influence on the strategies used by hospitality businesses.	
		LO 8. Appraisal of different potential risk scenarios.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 9. Conduct a full risk analysis of a hypothetical crisis situation.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 10. Learn how to research and find important information which can be used in the crisis management process.	
		LO 11. Learn how to identify and use only relevant information which is of great importance to the crisis management process.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 12. Act as crisis management consultants to hospitality/business organizations	
		LO 13. Contribute to the crisis management decision making process in hospitality companies and organizations.	

Course Title and Code	Learning Outcomes		Methods of Assessment
CRMT301 INTRODUCTION TO CRUISE SHIP MANAGEMENT (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. The cruise ship hospitality sector and be able to identify various types of cruise market segments;	Coursework: 70% Cruise Ship Report: 30% Assesses LO 1-5 Presentation: 30% Assesses LO 1-5 Attendance and Participation: 10% Assesses LO 1-17 Final Exam: 30% Assesses LO 1-5
		LO 2. The historical background and development of the cruise industry global and nationally;	
		LO 3. The challenges and opportunities of practices adopted when dealing with cruise operations management, itinerary/destination planning, organization, coordination and control;	
		LO 4. The operations management on board a cruise ship involving its major functions, processes and procedures;	
		LO 5. The impact of cruise industry on destinations, markets segments, employment, environmental/safety/health issues.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 6. Define and recognize the various segments of the cruise sector and their impact on hospitality;	
		LO 7. Recognize and understand the operating principles used in the cruise ship industry;	
		LO 8. An ability to network with industry professionals by using their terminologies specific to the cruise industry;	
		LO 9. An ability to conduct cruise industry related research to make reasoned and informed assessments and analysis	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 10. How to manage cruise business in a legal, socially responsible, environmental sustainable manner;	
		LO 11. How to balance the requirements of customers, owners, ship management, international and national maritime laws and regulations.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 12. Cruise industry statistics;	
		LO 13. New and established cruise companies, their market penetration trends, business practices, impact upon destinations, economy, and labour market;	
		LO 14. Maritime and economic policies which dictate, drive and influence the cruise industry.	

	<p>Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors.</p>	LO 15. Analyze various cruise market segments and cruise operating processes; LO 16. Conduct research on the cruise industry's impact on global and local economies; LO 17. Research cruise companies' business practices in order to benchmark their performance both internally and externally within the cruise industry and globally within the hospitality industry.	
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Course Title and Code	Learning Outcomes		Methods of Assessment
DEST301 DESTINATION DEVELOPMENT PLANNING (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Demonstrate the ability to understand how culture relates to the provision of services and the interaction between tourist and hosts.	Coursework: 100% Journal Posts: 20% Assesses all LO Destination Development Plan: 80% Assesses all LO
		LO 2. Define and describe the philosophies and principles of marketing for hospitality and tourism.	
		LO 3. Demonstrate how strategy and the macro and micro-environment influence the tourism marketing process and its economic influence.	
		LO 4. Analyse new services development, including branding, service quality, pricing, promotion, distribution channels, segmentation, targeting, positioning.	
		LO 5. Understand the basic principles of economics: demand, supply, pricing, price elasticity and opportunity	
		LO 6. Consider both the positive and negative impacts of tourism on an economy – social, cultural, environmental and economic.	
		LO 8. Appreciate the complexity of tourism, the concept of sustainability and understand the process of tourism planning.	
		LO 9. Understand the use and application of food and beverage products and discuss ethical issues related to the provision of food and drink.	
		LO 10. Demonstrate knowledge of the different uses of food and beverages from satisfying physiological needs to satisfying social and psychological needs.	
		Skill: Upon completion of this course, students will be able to demonstrate:	
	LO 12. The ability to conduct destination research.		
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 13. Conduct an analysis of a destination.	
		LO 14. Formulate an ethically responsible development plan for a destination.	

	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 15. Research for destination reports.	
		LO 16. Writing reports to gather, analyse and make decisions for destinations.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 17. Conduct research into economic, geographical, cultural systems required to better understand business responses.	
		LO 18. Plan development strategies for specific locations.	

Course Title and Code	Learning Outcomes		Methods of Assessment
DSGN301 INTERIOR DESIGN AND ARCHITECTURE (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Relate the art and science of architecture and design to the hospitality industry.	Coursework: 60% Project: 60% Addresses LO 3-6 Final Exam: 40% Assess all LO
		LO 2. Appreciate the internal and external design components of a range of hotel properties and functional hotel areas.	
		LO 3. Develop a realistic perspective about the intricacies of hotel designs in a rapidly changing global environment.	
		LO 4. Understand the elements of environmentally sustainable design and the challenge of sustainability.	
		LO 5. Understand the managerial and financial aspects of hotel design projects.	
		LO 6. Identify management and operational issues within hospitality design projects and apply research skills and techniques to solve them.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 7. The ability to select appropriate concept for a site based on market research and concept selection methodology.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 8. How to formulate and present a submission requesting capital investment for an F&B project.	
		LO 9. The ability to manage complex F&B projects, appreciating and understanding the role of the operator as the specifier in F&B capital projects.	
		LO 10. An understanding of the fundamentals of interior design and their application in the F&B sector.	
		LO 11. An understanding of the capital costs associated with F&B projects.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 12. Methodologies for concept selection.	
		LO 13. Trends in concept themes and ethnicities.	
		LO 14. Innovation in interior design.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors.	LO 15. Selecting the appropriate F&B concept for a site.	
		LO 16. Building a business case to secure investment in the form of a written capital application and presenting the business case.	
		LO 17. Managing interior design projects from the perspective of the operator/specifier.	

Course Title and Code	Learning Outcomes		Methods of Assessment
ECOM301 E-COMMERCE (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Understand what is e-commerce and e-marketplace.	Coursework: 85% In-class assignments: 60% Assesses LO 1-8 Final Project: 15% Assesses LO 8-9 Individual effort: 10% Test: 15% Assesses LO 1-4
		LO 2. Develop insights into e-commerce applications.	
		LO 3. Demonstrate understanding or emerging e-commerce platforms (mobile & social).	
		LO 4. Develop insights into e-commerce strategy and implementation.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 5. Ability to identify and use entry level tools for building e-commerce enabled websites.	
		LO 6. Ability to use digital marketing tools for business intelligence and search engine optimization.	
Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 7. Security & privacy issues including PCI compliance.		
Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 8. Usage of digital tool sets in setting up an online start-up business (entrepreneurship).		
Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 9. Examine current issues related to assessing, adopting and adapting e-commerce solutions in the hospitality sector.		

Course Title and Code	Learning Outcomes		Methods of Assessment
ENTR301 ENTREPRENEURSHIP (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Evaluate prospective business plans.	Coursework: 100% New Business Proposal Presentation: 30% Assesses LO 2, 6, 8, 10, 12, 14-15 New Business Plan: 70% Assesses LO 1,3-5, 7, 8-16
		LO 2. Apply the principles of innovation and creativity to the commercial development of new business concepts and product/process development.	
		LO 3. Apply appropriate approaches and techniques to understand potential customers, markets and competitors, financial planning, new business organization and strategy.	
		LO 4. Develop a comprehensive business plan for a new start-up business.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 5. Sound judgment in selecting and applying appropriate perspectives and techniques to develop a credible business plan.	
		LO 6. Their ability to critically analyse innovation and entrepreneurship processes.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 7. The value in using a variety of sources for, and systematic approaches to, data collection and analysis.	
		LO 8. The need to establish plans with specific goals and objectives that are measurable and realistic.	
		LO 9. The importance of applying ethical principles to decision-making and actions.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 10. The ability to work effectively, both independently and collaboratively, and to exhibit self-motivation.	
		LO 11. The ability to prioritize tasks, manage time and meet deadlines.	
		LO 12. The ability to express their thoughts, arguments and conclusions logically, clearly and concisely in both written and oral communication.	
		LO 13. The adoption of an ongoing commitment to learning and self-improvement.	
	Role in Context Competence: Upon completion of this course, students will be able	LO 14. The use of constructive and creative problem solving that involves recognizing and valuing the contribution of alternative perspective in the formulation on an agreed solution.	

	to effectively contribute to the following activities or endeavors.	LO 15. Recognizing the relevance of information, ideas and solutions to the contemporary reality of the hospitality and tourism industries.	
		LO 16. The establishment and maintenance of cooperative and collaborative relationships with peers and other professionals and organizations involved in the process.	

Course Title and Code	Learning Outcomes		Methods of Assessment
FABM202 FOOD AND BEVERAGE MANAGEMENT (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Analyse the processes and steps required to successfully develop and implement a food and beverage concept	Coursework: 100% Concept Specification Document Learning Outcome 1, 4
		LO 2. Use a range of food and beverage operational techniques and principles in a practical service	Marketing Plan Learning Outcome 1, 4, 5
		LO 3. Apply effective use of food and beverage resources, materials, staff, equipment, time and costs to achieve high levels of productivity	Schedules and Job Descriptions Learning outcome 3, 4
		LO 4. Demonstrate management and supervisory skills of planning, organising, leading and controlling the food and beverage operation	Menus, Recipes, Costs and Purchases Learning Outcome 4, 5
		LO 5. Apply the principles of menu planning and design, human resources and marketing with the operation.	Forecast and Expense account Learning Outcome 3, 6
		LO 6. Analyse customer satisfaction data, finance reports and the overall operational process to formalise a report	Daily and External Evaluator Learning Outcome 2, 3, 4, 5
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 7. Management skills of planning, organising, leading and controlling a food and beverage operation	Hygiene Evaluation Learning Outcome 3, 4
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 8. The principles in effective use of resources in a food and beverage operation	CSI Report Learning Outcome 6
		LO 9. Comply with all government guidelines relating to health and safety LO 10. Consider issues relating to waste management within the industry	Final Report and De-Brief Learning Outcome 6
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 11. The latest technology used in the food and beverage operation to enhance the production and service flow	
		LO 12. The latest trends within the food and beverage business	
	Role in Context Competence:	LO 13. Plan and organise a food service operation	

	Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 14. Complete and submit business reports and data on many areas	
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Course Title and Code	Learning Outcomes		Methods of Assessment
GAST301 GASTRONOMY (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Describe the history of gastronomy, sociology and psychology of food	Coursework: 100% Assesses LO 1-10 Glazed Dish Display: 10% Food and Wine Match: 10% Menu Submission: 10% History of Gastronomy: 10% Food and Beverage calculations and dish specifications: 10% Gastronomy Meal: 45% De-brief: 5% Operation day-break down: Preparation of gastronomic meal: 10% Presentation of food: 10% Flavour of food: 10% Food and beverage match: 10% Glazed dishes for display: 5% Hygiene inspection: 3% Close down of operation: 2%
		LO 2. Describe the conditions required of vineyards.	
		LO 3. Identify and demonstrate specific flavours and aromas of beverages.	
		LO 4. Match food with beverages.	
		LO 5. Demonstrate advanced preparation and cooking techniques on a range of food items.	
		LO 6. Plan a working environment that demonstrates effective uses of resources such as equipment, materials, staff and time.	
		LO 7. Demonstrate at a practical level the skills for planning, organizing, leading and controlling resources.	
		LO 8. Demonstrate an understanding of labour control techniques and labour productivity.	
		LO 9. Apply the principles of food beverage menu planning and design.	
		LO 10. Understand and apply food and beverage cost control and calculations.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 11. Demonstrate advanced practical skills in the kitchen of a food and beverage operation.	
		LO 12. Competency on preparing food and beverage cost control and calculations.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 13. Comply with all government guidelines in health and safety.	
		LO 14. Consider environmental issues on food use and sourcing.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 15. Trends within the food and beverage operation.	
		LO 16. Latest technology used in food techniques.	

	<p>Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:</p>	<p>LO 17. Plan, organize and execute small upmarket events.</p> <hr/> <p>LO 18. Design a food and wine menu to complement the business and its clientele.</p>	
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Course Title and Code	Learning Outcomes		Methods of Assessment
GCCM 301 GOFL AND COUNTRY CLUB MANAGEMENT (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Explain the role and importance of membership within private clubs.	Progress Exam: 15% Assesses all LO In/Out-of-class Assignments: 30% Assesses all LO Term Paper: 25% Assess all LO
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 2. The ability to read and interpret club financial reports.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 3. How to calculate key club membership date (i.e. dues lines, net dues).	
		LO 4. The effect of pricing decisions on the brand equity of private clubs.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 5. Requirements for tax-exempt status within private clubs.	
		LO 6. New technologies relevant to country clubs.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 7. Developments in the area of agronomy.	
		LO 8. The evolution of private golf and country club management.	

Course Title and Code	Learning Outcomes		Methods of Assessment
MICE301 MEETINGS, INCENTIVES, CONVENTIONS & EXHIBITIONS (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Identify the success factors that impact on MICE destinations.	Coursework: 60% Assesses LO 3-4 IT Test: 10% Final Exam: 30% Assesses all LOs
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 2. Complete a range of documentation associated with planning and management of a MICE event.	
		LO 3. Utilise the CVENT software that supports venue selection and group business management.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 4. Utilise the tools and techniques that underpin the planning and management of an event.	
		LO 5. The ability to present information in an effective and informative manner.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 6. To act as independent learners and effectively contribute to classroom discussions.	
		LO 7. To behave in a professional manner in accordance with industry professional standards.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 8. To appreciate and consider the links which exist between the hospitality, tourism and events management industries.	
		LO 9. The planning and management of MICE based events.	
		LO 10. Assess the success factors that contribute to the development of a successful MICE destination.	

Course Title and Code	Learning Outcomes		Methods of Assessment
RDMG202 ROOMS DIVISION MANAGEMENT (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Identify and describe the various room inventory distribution channels currently used in the hospitality industry, and to discuss the evolution and current status of technology behind these channels.	Coursework: 60% Assesses all LOs Group Project: 20% Quizzes/Progress Test: 15% RevSim weekly reflection: 15% Class Participation: 10% Final Exam: 40% Assesses all LOs
		LO 2. Describe the principles of room inventory and rate management applied across the room inventory distribution channels.	
		LO 3. Describe the principles, methodology and practices of yield and revenue management in the hospitality industry.	
		LO 4. Identify major source of hotel reservations contracts and to identify the key components used in the reservations contracts.	
		LO 5. Recognize the use of forecasting and overbooking in reference to room availability by applying the ratios and formulas managers use to forecast room availability.	
		LO 6. Identify and describe various techniques and strategies used for pricing rooms in a hotel environment.	
		LO 7. Understand the typical job responsibilities and reporting relationships of Revenue Managers.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 8. An understanding of Revenue Management in the hospitality industry.	
		LO 9. An understanding of the tools and techniques used to make revenue management decisions in hotels.	
		LO 10. The ability to make simple revenue-management related decisions in a hotel scenario based on the concepts learnt.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting,	LO 11. How revenue management concepts are applied in hotels.	
		LO 12. How to make simple revenue-management related decisions in a hotel scenario.	

	regulating or ethical considerations:	LO 13. How to read and analyse STR reports in a hotel.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 14. The main concepts/steps involved in revenue management.	
		LO 15. The increasing importance of technology usage in making revenue management decisions.	
		LO 16. The fast changing world of hotel room distribution channel management.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 17. Contribute effectively to Revenue meetings held in hotels.	
		LO 18. Make simple revenue management-related decisions in a hotel scenario.	
		LO 19. Critically analyse and question the sales & marketing activities undertaken by a hotel to increase revenue and profit.	

Course Title and Code	Learning Outcomes		Methods of Assessment
SITM301 SPECIAL INTEREST TOURISM (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. To appreciate the range and complexity of the niche markets which contribute to the development of the international tourism industry.	Coursework: 70% Assesses LO 2-6 Final Exam: 30% Assesses LO 1-4
		LO 2. Describe the scope and nature of the international tourism in relation to the growth of Special Interest Tourism.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 3. The ability to present material in an effective and informative manner.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 4. The ability to assess the success factors that contribute to the development of tourism in a given destination.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 5. To act as independent learners and effectively contribute to classroom discussions.	
	Role in Context Competence: Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:	LO 6. To behave in a professional manner in accordance with industry professional standards.	
		LO 7. The effectiveness of destination management and the marketing strategies utilized by DMC's and TO's.	
		LO 8. The factors that motivate tourists to participate in Special Interest Tourism.	
		LO 9. Appreciate the development of the tourism industry internationally and consider the factors that impact on the development of key sectors.	

Course Title and Code	Learning Outcomes		Methods of Assessment
SUST301 SUSTAINABILITY IN THE HOSPITALITY INDUSTRY (ELECTIVE)	Knowledge: At the end of this course, the students will know how to:	LO 1. Recognize and describe the emerging environmental, social and economic challenges facing the planet and its inhabitants	Coursework: 100% Assesses all LOs Research Projects: 40% Presentation: 20% Quizzes: 30% Class Participation: 10%
		LO 2. Analyze the impact the Hospitality Industry produces and provide adequate solutions to the multiple challenges.	
		LO 3. Use and apply the knowledge acquired during the lectures, case study analysis and relevant literature review.	
	Skill: Upon completion of this course, students will be able to demonstrate:	LO 4. Identify the most appropriate resource pertinent to their university concern but also to respond to industry challenges.	
		LO 5. Assist fellow students in resolving conflicts by helping them negotiate agreements within the role play situation.	
		LO 6. Demonstrate the ability to analyze, debate and respond to arguments about sustainability matters	
		LO 7. Communicate information, ideas, problems and solutions to both hospitality and non-hospitality audiences.	
		LO 8. Able to develop and apply effective problem solving skills.	
	Autonomy and Responsibility Competence: Upon completion of this course, students will be able to state the following reporting, regulating or ethical considerations:	LO 9. Students will have the learning skills to allow them to continue to study with a high degree of autonomy.	
		LO 10. Students will have the ability to reflect on social and ethical responsibilities linked to the application of their knowledge.	
	Self-Development Competence: Upon completion of this course, students will be able to demonstrate the need to continually research and update the following areas:	LO 11. Students will have the ability to continuously gather and interpret data pertaining to sustainability matters in the hospitality industry and make informed judgments.	
		LO 12. Students will be able to apply their knowledge and understanding in a manner that indicates a professional approach to the hospitality industry.	
	Role in Context Competence:	LO 13. Conduct a basic impact analysis in the hospitality industry.	

	<p>Upon completion of this course, students will be able to effectively contribute to the following activities or endeavors:</p>	<p>LO 14. Manage resource efficiently (energy, water and others) and mitigate impacts.</p>	
		<p>LO 15. Establish a green marketing strategy in the hospitality industry.</p>	
		<p>LO 16. Decide on and implement an Environmental Management System and/or eco-label in the hospitality industry.</p>	