

# BUSM 1030 THE BUSINESS OF HOSPITALITY

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**Credit Points** 10

**Legacy Code** 200988

**Coordinator** Tim Hall ([https://directory.westernsydney.edu.au/search/name/Tim Hall/](https://directory.westernsydney.edu.au/search/name/Tim%20Hall/))

**Description** The Business of Hospitality employs a case study approach to examine successful hospitality operations and develop an understanding of what is required to plan, design, deliver and manage engaging hospitality experience as the foundation of prosperous hospitality operation. In considering the broader context of the hospitality industry, students will be given the opportunity to explore where they may fit within a hospitality context.

**School** Business

**Discipline** Hospitality Management

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 1 subject

**Incompatible Subjects** BUSM 3047 - Managing Service and Experience

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Distinguish between the various sectors of the hospitality industry and state the operational differences between these sectors;
2. Explain the difference in providing a customer experience as opposed to providing customer service;
3. Describe the relationship of hospitality to a broader societal context;
4. Define the issues and trends that face the hospitality industry today.

## Subject Content

- Starting out in The hospitality industry
- delivering Customer experiences
- quality and control within hospitality
- innovation in hospitality
- social good through hospitality
- hospitality in A broader context
- You in hospitality

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

| Type       | Length      | Percent | Threshold | Individual/<br>Group Task |
|------------|-------------|---------|-----------|---------------------------|
| Report     | 1,500 words | 30      | N         | Individual                |
| Case Study | 3,000 words | 30      | N         | Individual                |
| Final Exam | 2 hours     | 40      | N         | Individual                |