

# BUSM 3022 HOSPITALITY PROFITABILITY AND ENTREPRENEURSHIP

**Credit Points** 10

**Legacy Code** 200994

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**Description** This subject examines operations management in the hospitality sector, as a means to achieve profitability. Students will develop advanced knowledge and desirable attributes applicable to operational planning, financial management, risk management and legal compliance, human resource management, business relationship management and sustainability. Special emphasis is placed on providing students with knowledge and skills to make informed decisions to proceed and develop their own ventures or alternatively be more innovative within existing businesses.

**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 3 subject

**Equivalent Subjects** BUSM 3020 - Hospitality Management Operations

**Assumed Knowledge**

Introductory level of knowledge in hospitality management.

## Learning Outcomes

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

1. Formulate strategy, design and improve the delivery system, and use appropriate tools for managing aspects of a hospitality facility;
2. Apply relevant operations management tools and theories to a range of hospitality business case studies and contemporary operational challenges to identify issues and recommend solutions to problems typically faced by this industry;
3. Critique the interaction between operations and other aspects of hospitality management, including ethical, strategic and financial considerations;
4. Evaluate the styles of leadership and managerial qualities required to function as an effective manager of a Hospitality enterprise;
5. Examine the new service development process and project feasibility analysis.

## Subject Content

- financial management
- contemporary Trends and Global Operations
- Project management in hospitality
- human resource management
- managing capacity and demand
- Asset management
- legal compliance and Risk management
- Entrepreneurship and innovation
- managing business relationships

## 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/ Group Task
Portfolio	3,000 words (6 x 500 word equivalent tasks)	70	N	Individual
Report	2,500 words	20	N	Individual
Presentation	10 minutes	10	N	Individual

Prescribed Texts

- Van der Wagen, L and White, L 2018, Hospitality management (with online Study tools), 4th edn, CENGAGE. ISBN: 9780170411424