

BUSM 3019 HOSPITALITY MANAGEMENT APPLIED PROJECT

Credit Points 10

Legacy Code 200561

Coordinator Bruce Cameron ([https://directory.westernsydney.edu.au/search/name/Bruce Cameron/](https://directory.westernsydney.edu.au/search/name/Bruce%20Cameron/))

Description Students studying Hospitality Management Applied Project may have the opportunity to undertake an international field trip to experience the hospitality industry from an international perspective. This unit provides students a unique opportunity to integrate knowledge gained from operational and theoretical perspectives of hospitality studies into application in an engaged research project in hospitality management. Students will engage in comprehensive projects which bring together real world industry problems and hospitality theory.

School Business

Discipline Business Management

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) BUSM 2036

Equivalent Subjects LGYA 4386 - Tourism and Hospitality Research Project

Incompatible Subjects LGYA 4813 - Sport Management Applied Project

Assumed Knowledge

This is an advanced subject. Students are expected to have gained an introductory level of knowledge in hospitality management.

Learning Outcomes

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

1. Display an ability to integrate action and theory (prior learning) through industry and industry related projects;
2. Develop suggestions and recommendations in response to contemporary hospitality industry based problems;
3. Apply a team based approach to real world problem solving within a hospitality context;
4. Reflect on the process and outcomes of participating with an industry partner on a project with industry applicable outcomes; OR
5. Reflect on an international hospitality environment.

Subject Content

Experience gained from exercising the learning derived in previous core units of the key program through relevant engaged subject which may be at a local or domestic level.

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.

Item	Length	Percent	Threshold	Individual/Group Task
Individual Dossier	1250 words	25	N	Individual
Group Project	Up to 4000 words	50	N	Group
Reflective Journal	1250 words	25	N	Individual

Prescribed Texts

- There is no prescribed text given the individual nature of student interests and projects.

Teaching Periods

Spring

Parramatta City - Macquarie St

Day

Subject Contact Bruce Cameron ([https://directory.westernsydney.edu.au/search/name/Bruce Cameron/](https://directory.westernsydney.edu.au/search/name/Bruce%20Cameron/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3019_22-SPR_PC_D#subjects)

Sydney City Campus - Term 3

Sydney City

Day

Subject Contact Daniel Townsend ([https://directory.westernsydney.edu.au/search/name/Daniel Townsend/](https://directory.westernsydney.edu.au/search/name/Daniel%20Townsend/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM3019_22-SC3_SC_D#subjects)