BUSM 2039 THE ACCOMMODATION INDUSTRY

Credit Points 10

Legacy Code 200993

Coordinator Bruce Cameron (https://directory.westernsydney.edu.au/search/name/Bruce Cameron/)

Description The Accommodation Industry is concerned with developing skills for managing people, operations and business in hotels and hospitality companies. It focuses on the business operations and management issues to be found in successful lodging enterprises. The subject incorporates the application of key aspects of marketing, service management, financial management, revenue management and business development within a hospitality context. It develops effective problem solving and critical thinking skills necessary to meet the service industry's ever-changing needs. Students can expect to find employment in a range of domestic and international accommodation management facilities such as hotels, resort groups, cruise ships and the accommodation sector.

School Business

Discipline Hospitality 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 2 subject

Equivalent Subjects BUSM 2032 - Managing the Accomodation Experience
LGYA 4391 - Managing the Accomodation Experience

Assumed Knowledge

A basic understanding of the core concepts of hospitality.

Learning Outcomes

On successful completion of this subject, students should be able to:
1. Assess components of the accommodation industry;
2. Analyse the management functions in marketing, finance, operations, people and general management;
3. Interpret financial aspects of hotel management, including revenue management;
4. Evaluate sustainable accommodation aspects;
5. Analyse current issues in accommodation management.

Subject Content

- Hotel Operations including front office, The lodging cycle and The application of yield management principles in Forecasting demand
- strategic themes, goals, objectives, strategies, and tactics using specific tools
- Understanding Consumer behaviour, segmentation, targeting and positioning, The extended Marketing mix and ethics in Marketing
- relevant accounting concepts and knowledge applied to interpret and analyse financial performances of An entity
- meeting Customer Expectations and ensuring Customer satisfaction
- explore current Trends and opportunities in Hotel sustainability

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
Report	1500 words	30	N	Individual
Report	3000 words	30	N	Group
Final Exam	2 hours	40	N	Individual

Teaching Periods

Autumn (2022)
Online
Online
Subject Contact Bruce Cameron (https://directory.westernsydney.edu.au/search/name/Bruce Cameron/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2039_22-AUT_ON_O#subjects)

Sydney City Campus - Term 1 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2039_22-SC1_SC_D#subjects)

Spring (2022)
Parramatta City - Macquarie St
Day
Subject Contact Catherine Link (https://directory.westernsydney.edu.au/search/name/Catherine Link/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2039_22-SPR_PC_D#subjects)

Sydney City Campus - Term 3 (2022)
Sydney City
Day
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=BUSM2039_22-SC3_SC_D#subjects)

Sydney City Campus - Term 2 (2023)
Sydney City
On-site
Subject Contact Daniel Townsend (https://directory.westernsydney.edu.au/search/name/Daniel Townsend/)

View timetable (https://classregistration.westernsydney.edu.au/odd/timetable/?subject_code=BUSM2039_23-SC2_SC_1#subjects)