

# BUSM 3064 SERVICE INDUSTRY ANALYTICS

**Credit Points** 10

**Legacy Code** 200991

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**Description** Service Industry Analytics is designed to provide a working knowledge of how to analyse and report information required in planning and operating a services business. It explores the methods, uses and limitations of contemporary research in the sport and hospitality industries. Students will gain experience with the planning and implementation of research and assessment of service research problems, utilising the collection and analysis of both quantitative and qualitative data.

**School** Business

**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 2036 - Service Industry Studies  
 LGYA 4814 - Sport Management Research Methods  
 LGYA 4799 - Hospitality Business Research Methods  
 LGYA 4863 - Services Research Methods  
 MKTG 2011 - Customer Insights

**Restrictions** Only students enrolled in the MT2035 Hospitality Management or MT2036 Sport Management can enrol in this subject.

**Assumed Knowledge**

Basic knowledge of the service and experience economies is assumed.

## Learning Outcomes

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

1. Analyse the scope and function of services research;
2. Evaluate the different types of information to decision making within the sport and hospitality industries;
3. Identify and apply the key stages involved in conducting a services research project;
4. Apply data analysis techniques in services management research;
5. Demonstrate ability to present, write, implement and evaluate proposals and report results.

## Subject Content

- research methodologies and Sampling techniques used in service industries
- planning and designing Projects across sport and hospitality industries
- primary and secondary data sources
- Qualitative research collection and analysis methods within A service context
- quantitative research collection and analysis methods within A service context
- publishing and disseminating research results

## 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	Mandatory
Quiz	3 online quizzes; each of 20 minutes duration	30	N	Individual	Y
Proposal	1,500 words	10	N	Group	Y
Report	2,500 words	20	N	Group	Y
Final Exam	2 hours	40	Y	Individual	Y

Prescribed Texts

- Veal, AJ (latest edition), Research Methods for Leisure & Tourism: A Practical Guide, Financial Times Prentice Hall, Sydney.