MODULE DESCRIPTOR

TITLE	SECTOR INDUSTRY ANALYSIS			
SI MODULE CODE	44-7981-00S			
CREDITS	15			
LEVEL	7			
JACS CODE	N900 - Others in business & administrative studies			
SUBJECT GROUP	HOSPITALITY MANAGEMENT - SBS			
DEPARTMENT	Service Sector Management			
MODULE LEADER	Suzana Pavic			
NOTIONAL STUDY HOURS BY TYPE	Tutor-led	Tutor-directed	Self-directed	Total Hours
	12	24	114	150

MODULE AIM(S)

1. enable you to analyse and evaluate the Food, Tourism, Hospitality and Events industry Sectors with regard to current industry practices;
2. enable you to examine and evaluate approaches to the internal operations management of organisations from the perspective of the Food, Tourism, Hospitality and Events sectors and within the sector specific boundaries;
3. enable you to analyse the strategic approach of Food, Tourism, Hospitality and Events organisations to the diverse and changing external and competitive environment;
4. enable you to scan the external environment in which the Food, Tourism, Hospitality and Events organisations exist;

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to

1. classify business and organisational structures within Food, Tourism, Hospitality and Events Industry Sectors;
2. carry out industrial analysis within the context of Food, Tourism, Hospitality and Events Industry Sectors in order to synthesise information, create and justify links between organisations,
3. analyse, evaluate current practice and future developments within Food, Tourism, Hospitality and Events Industry Sectors;
4. identify, explore and critically evaluate the structure, ownership, supply and distribution of the Food, Tourism, Hospitality and Events Industry Sectors;
5. undertake a critical review of the environment in which Food, Tourism, Hospitality and Events organisations exist;
6. analyse the capital structures of Food, Tourism, Hospitality and Events organisations;

INDICATIVE CONTENT

These are examples of the content of the module

- The importance, nature and scope of the Food, Tourism, Hospitality and Events Industry Sectors
- Structural analysis of industry sectors - Size and ownership of national and international organisations.
- Internal organisational environment analysis.
- Analysis of internal resources and capabilities.
- Strategic Management theories, concepts and approaches to external business environment analysis.
- Trends in the external environment with particular relevance to each industry sector.
- Strategic choice for organisations
- Capital structure of international Food, Tourism, Hospitality and Events companies and their subsidiaries.

LEARNING AND TEACHING METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways

Teaching will consist of two hours instruction per week. A lecture, group meeting and seminar programme will be designed to allow the use of group discussion, industry specific case studies. Directed learning will include the use of electronic data bases and International Journals to supplement and augment classroom based learning.

ASSESSMENT STRATEGY AND METHODS

Formal module assessment has two parts. First, students will collect a portfolio of evidence and be asked to summarise the evidence around specific themes in the form of 5 abstracts. Second, students will complete a time constrained task.

Task No.	Task Description	Task Type	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Portfolio	CW	50	2000	No
2	Timed Constrained Essay	CW	50	60 Minutes	No

ASSESSMENT CRITERIA

Learning Outcome	**Minimum Pass Criteria**
classify business and organisational structures within Food, Tourism, Hospitality and Events Industry Sectors	Able to identify and describe sector specific business and organisational structures with some evaluation.
carry out industrial analysis within the context of Food, Tourism, Hospitality and Events Industry Sectors in order to synthesise information, create and justify links between organisations	Demonstrates some capability in conducting industrial analysis of the relevant and specific industry sector and shows reasonable ability to synthesise information for specific outcomes
analyse, evaluate current practice and future developments within Food, Tourism, Hospitality and Events Industry Sectors	Can conduct a basic analysis and evaluation of current sector specific industry practice and shows a capacity to perform a basic assessment of future developments within the specific sector
identify, explore and critically evaluate the structure, ownership, supply and distribution of the Food, Tourism, Hospitality and Events Industry Sectors	Able to identify and describe the structure, ownership, supply and distribution of the specific Industry sector with some evaluation.
undertake a critical review of the environment in which Food, Tourism, Hospitality and Events organisations exist	Can conduct a basic analysis and evaluation of the environments in which sector specific organisations operate.
analyse the capital structures of Food, Tourism, Hospitality and Events organisations	The ability to describe the capital structures of sector specific organisations operate with some basic analysis.

FEEDBACK

Students will receive feedback on their performance in the following ways

Every week in seminar sessions students are given formative and verbal feedback on required tasks.

Comments and feedback are expected to be built on by the student and incorporated into the final submission of abstracts/portfolios and the timed essay.

Written summative feedback sheet will be returned to students within the timeframe specified through University policy.

LEARNING RESOURCES (INCLUDING READING LISTS)

Brinkman, J., Bateman, I., Harper, D. & Hodgson, C. (2010). *Unlocking the Business Environment*. Hodder Education, London

Daniels, J., Radebaugh, L. & Sullivan, D. (2004). *International Business – Environments & Operations.* 10th Edition., Pearson, Prentice Hall

Dicken, P. (2003). *Global Shift; Reshaping the Global Map in the 21st Century.* 4th Edition., Sage Publishing, London.

Hibbert, E.P. (1997). *International Business Strategy and Operations*. London. Macmillan

Kirkbridge, P. (2001). *Globalization the External Pressures*. Wiley & Sons.

Oded, S. & Yadong. L, (2004). *International Business*. Wiley & Sons.

Tayeb, M. (2000). *International Business: Theory, Policies & Practices*. London: Prentice Hall

Wall, S. & Bronwen, R. (2004). *International Business.* 2nd Edition. Prentice Hall.

'MODEL A' MODULE CURRICULUM DATA

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ASSESSMENT STRATEGY AND METHODS

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SECTION 2 'MODEL A' MODULE (INFORMATION FOR STAFF ONLY)

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	No
EXISTING MODULE - NO CHANGE	Yes
Title Change	No
Level Change	No
Credit Change	No
Assessment Pattern Change	No
Change to Delivery Pattern	No
Date the changes (or new module) will be implemented	n/a

MODULE DELIVERY PATTERN

Module Begins	Module Ends
08/Aug/2011	11/Dec/2011

Is timetabled contact time required for this module?	Yes

Are any staff teaching on this module non-SHU employees?	

MODULE ASSESSMENT INFORMATION

Does the Module Require Either	
Overall Percentage Mark of 40%	
Overall Pass / Fail Grade	

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	
Single Referral Package for All Referred Students	