

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Internationalisation of Hospitality		
<b>Module Code</b>	19-7H11-00S		
<b>Level</b>	7		
<b>Credit Points</b>	15		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 100%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	Long: 2 semesters	Short: 1 semester	<b>Other delivery pattern:</b>
YES	NO	YES	None

### 1 MODULE AIMS

These are the aims of the module are to:

1. develop the understanding of internationalisation in hospitality sectors;
2. understand the competitive environment within which global hospitality businesses operate;
3. reflect on the complex factors that can influence the survival and development of hospitality enterprises in international market;
4. apply international business and strategic management concepts to hospitality business; and
5. develop a critical view of international strategy through applications of management theories in the hospitality industry.

### 2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. understand the complexity of managing hospitality business in diverse international contexts;
2. assess and compare the economic, socio-cultural, environmental and political impacts of international hospitality in a variety of global destinations;
3. demonstrate an awareness of particular issues in the business environment that are likely to create challenges as well as opportunities for international hospitality organisations;
4. collect and interpret industry data about the targeted hospitality organisations;

5. identify and critically analyse international strategies for hospitality enterprises; and
6. explore the implications of trends relating to hospitality internationalisation.

### **3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

Keynote lectures and guest lectures will provide a context of hospitality management and international business development concepts for the module. Discussions and critical evaluation of applied international hospitality case studies will be arranged in seminar. Students are expected to undertake directed reading and personal research in order to be able to contribute effectively to class discussion. Assessments will include a report and presentation on internationalisation of hospitality. Feedback will be provided through a planned mix of formative and summative assessments.

### **4 INDICATIVE MODULE CONTENTS / TOPICS**

- Internationalisation and its impacts on hospitality industry
- Multinational enterprises in hospitality industry
- International business environment for hospitality enterprises
- National cultures in hospitality business
- Methods of international market entry
- International marketing for hospitality industry
- International branding and marketing communication
- International human resource management for hospitality organisations
- Global trend of hospitality industry

### **FURTHER INFORMATION ABOUT THIS MODULE**

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
  - Module Handbook
  - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

