

MODULE DESCRIPTOR

MODULE TITLE	Sector Industry Analysis		
Module Code	44-7981-00S		
Level	7		
Credit Points	15		
Indicative Assessment Components & Percentage Weightings	Coursework 100%		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern:
YES	NO	YES	

1 MODULE AIMS

The aims of the module are to:-

1. enable you to analyse and evaluate the 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 Tourism, Hospitality and Events sectors and within the sector specific boundaries;
3. enable you to analyse the strategic approach of 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 Tourism, Hospitality and Events organisations exist;

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. classify business and organisational structures within Tourism, Hospitality and Events Industry Sectors;
2. carry out industrial analysis within the context of 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 Tourism, Hospitality and Events Industry Sectors;

4. identify, explore and critically evaluate the structure, ownership, supply and distribution of the Tourism, Hospitality and Events Industry Sectors;
5. undertake a critical review of the environment in which Tourism, Hospitality and Events organisations exist;
6. analyse the capital structures of Tourism, Hospitality and Events organisations;

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

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.

The module will be assessed by two tasks a individual presentation and a individual report.

4 INDICATIVE MODULE CONTENTS / TOPICS

- The importance, nature and scope of the 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 Tourism, Hospitality and Events companies and their subsidiaries.

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**