

MODULE DESCRIPTOR

TITLE	Strategic Management for Hospitality and Tourism
SI MODULE CODE	44-6877-00L
CREDITS	20
LEVEL	6
JACS CODE	N800
SUBJECT GROUP	Hospitality and Tourism
DEPARTMENT	Service Sector Management
MODULE LEADER	Wei Chen

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		164	200

MODULE AIM

- develop student knowledge, understanding and analytic approaches to strategic management in hospitality and tourism-related organisations;
- enable students to demonstrate effective business communication skills in selecting, interpreting and reviewing relevant academic literature and near market data;
- develop students ability to select and apply appropriate methods and models of strategic management to identify, interpret and solve strategic management problems in the commercial hospitality and tourism management setting;
- enable students to write up and draw conclusions in a professional and scholarly manner; develop student skills in independent and interdependent learning;
- to enhance students' understanding of trends and future developments in the hospitality and tourism industry.

MODULE LEARNING OUTCOMES

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

1. analyse, prioritise and critically evaluate information, concepts, processes and practices in strategic management;
2. select, interpret and review data of a strategic nature, related to a selected firm, organisation or industry sector in order to design and justify innovative solutions to complex problems;
3. synthesise strategic recommendations based on the results of analysis, relevant to the contemporary environment;
4. communicate written information, ideas, problems and strategic solutions to specialist and non-specialist audiences to a professional standard;
5. continue to develop as a reflective, independent practitioners for personal development and life long learning to facilitate employability in the hospitality industry.

INDICATIVE CONTENT

1. Understanding strategy
2. Strategic Management in the Hospitality and Tourism sector
3. Strategic context - internal and external
4. Strategic content - business level, corporate level and network level
5. Strategy process, formulation, implementation
6. Strategic Management in the international context

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

1. Lectures will introduce the key concepts and provide guidance through the recommended reading
2. Seminars will utilise 3 main learning strategies of, workshops focusing on specific application of Strategic management models to the Hospitality and Tourism sector, regular formative feedback including peer feedback, and at appropriate intervals one to one formative feedback.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Report	CW	100	4000	N

FEEDBACK

Students will receive feedback on their performance in the following ways

1. Formative feedback on a regular basis in seminars through group feedback, peer feedback and individual tutor feedback. The report will allow students to receive formative feedback on drafts and presentations on a regular basis throughout the course
2. Summative feedback on report.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

The Module Key Textbook is:

Okumus, F., Altinay, L., and Chathoth, P. (2010), *Strategic Management for Hospitality and Tourism*, Oxford: Butterworth-Heinemann.

Complimentary readings:

Johnson G., Whittington, R & Scholes, K. (2011) **Exploring Strategy** 9th edition New Jersey Pearson Education Limited

David. F (2009) **Strategic Management: Concepts and Cases** 12th edition New Jersey Pearson Prentice Hall

Enz, C.(2010) **Hospitality Strategic Management** 2nd edition New Jersey John Wiley

Evans, Cambell & Stonehouse, (2002) **Strategic management for Travel and Tourism**. Oxford: Butterworth Heinemann.

Lynch, R. (2009) **Strategic Management** 5th edition Harlow Pearson Education

Masterman, G. (2009) **Strategic Sports Events Management** Oxford Elsevier

Mintzberg H, Ahlstrand, B & Lampel, J. (1998) **Strategy Safari**. London: Prentice-Hall.

Olsen, M, West, J. & Tse (2008) **Strategic Management in the Hospitality Industry** 3rd edition New Jersey Prentice Hall.

Thompson, J.,& Martin, F (2010) **Strategic Management for Hospitality: Awareness & Change** 6th edition.

Tribe, J. (2010) **Strategy for Tourism** London Goodfellow

Journals

Business Horizons

European Business Review

Harvard Business Review

Leadership and Organisational Development

Long Range Planning

Management Decision

Organisational Change Management

Strategic Change

Strategic Direction

Strategy and Leadership

The Economist

Internet sources – students are to find helpful web sites and list below.

http://managementhelp.org/plan_dec/str_plan/str_plan.htm

<http://www.mhhe.com/business/management/thompson/11e/case/research.htm>

<http://www.intute.ac.uk/cgi-bin/browse.pl?id=120261>

SECTION 2 MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	09/2013

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	25/09/2013	01/06/2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
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If yes, please give details of the employer institution(s) below

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

**Choose one only – module cannot include both percentage mark and pass/fail graded tasks*

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 1
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NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	