

MODULE DESCRIPTOR

TITLE	International Hotel Management
SI MODULE CODE	44-6956-00L
CREDITS	20
LEVEL	6
JACS CODE	N860
SUBJECT GROUP	Hospitality
DEPARTMENT	Service Sector Management
MODULE LEADER	David Graham

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

To explore, synthesis and critically evaluate the international market entry theories and approaches of the hotel Industry. Synthesis contemporary issues in the international hotel environment across a range of disciplines, in order to understand a global perspective of its development.

MODULE LEARNING OUTCOMES

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

1. Critically analyse the global importance of the international hotel industry;
2. Evaluate contemporary issues in an international hotel management context;
3. Apply relevant theory across a range of disciplines in international hotel management;
4. Provide a framework for the analysis of international hotel management in its political, legal and economic environment;
5. Evaluate the diversity of the international hotel industry.

INDICATIVE CONTENT

Historical international hotel development.
Mature and emergent market developments.
Internationalisation theories within the service context.
Service market entry modes.
macro-environmental issues and debates.
macro- environment evaluative theories.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

This module will facilitate learning through a combination of lectures, case studies, group work. Seminars will be used to facilitate the case studies and group work. The theoretical elements will be taught in lectures and related to practical issues and cases. Case studies will be used to simulate hospitality decision-making problems.

Assessment will be by Essay and Examination.

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	International Hotel Development - Management Report.	CW	50	2500	Y
2	Exam	EX	50	2 hours	N

FEEDBACK

Students will receive feedback on their performance in the following ways

The seminar series is developed as a student case study approach to enabling on-going and supportive to understand some of the complex issues.

A number of partner institutions and industry contacts will be drawn upon to create a real world context, with feedback linked to

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Daniels, J. Radebaugh, L & Sullivan, D. (2004) <u>International Business – Environments & Operations 10th Edition.</u> Pearson, Prentice Hall
Go, F.H. and Pine, R. (1995) <u>Globalisation Strategy in the Hotel Industry. London.</u> Routledge
Harrison, J. & Cathy. A. (2004) <u>Hospitality Strategic Management.</u> Chichester, John Wiley & Sons
Kirkbride P (2001) <u>Globalization the External Pressures.</u> Wiley & Sons.
Knowles, T., El-Mourhabi, J. & Daamantis, D. (2004) <u>The Globalization of Tourism and Hospitality a Strategic Perspective.</u> London, Thomson Learning.
Laws, E. Prideaux, B. Moscardo, G and Laws, E. (2006) <u>Managing Tourism and Hospitality Services Theory and International Applications Theory.</u> London, CABI publishing.
Shenkar O & Yadong L (2004) <u>International Business.</u> John Wiley & Sons
Slattery, P. (2009) <u>The Economic Ascent of the Hotel Business.</u> Goodfellow Publishers, Oxford, UK.
Teare & Olsen (1992) <u>International Hospitality Management: corporate strategy in practice,</u> Wiley , New York.
Young, S. et al (1989) <u>International Market Entry and Development-Strategies and Management.</u> Hemel Hempstead: Harvester Wheatsheaf
Supplementary and Alternative Texts
Any generic international business text book covering market entry development and macro-environment issues.
<i>Periodicals</i> – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
International Journal of Contemporary Hospitality Management
Harvard Business Review
Progress in Tourism & Hospitality Research
Management Decision
<i>Internet sources</i> – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.
<u>Any international hotel company website</u>

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	September 2013	May 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
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. 2
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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.	