

Handbook 2020

Coursecode

B1318

BACHELOR OF BUSINESS

Murdoch University

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Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

Handbook home page:

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Cancellation of Courses, Majors, Minors and Units

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Group	Course	Offerings
Hospitality and Tourism Management	Hospitality and Tourism Management (BBus)	<ul style="list-style-type: none"> • Kaplan Higher Education Institute and Kaplan Higher Education Academy (Singapore) ['KAPLAN-SGP'] (internal) (language of instruction: English)

HOSPITALITY AND TOURISM MANAGEMENT

HOSPITALITY AND TOURISM MANAGEMENT (BBUS)

Bachelor of Business (BBUS) in Hospitality and Tourism Management

Main Research Areas:

Management, tourism.

Employment Prospects:

Tourism industry such as tour operators, accommodation outlets and resorts; travel wholesalers and retailers, NGOs and government agencies.

Duration: 3 years full-time or part-time equivalent

Management

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

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Admission Requirements (Offshore):

As per normal undergraduate admission requirements.

Availability:

- Kaplan Higher Education Institute and Kaplan Higher Education Academy (Singapore) ['KAPLAN-SGP'] (internal) (language of instruction: English)

A Bachelor of Business (Hospitality and Tourism Management) will provide students with a body of knowledge that includes the understanding of business management principles and contemporary developments in Hospitality and Tourism Management. This degree provides students with core business skills in business management, and the legal framework of business, combined with a broad knowledge base of the contemporary issues within the hospitality and tourism industry.

Students will have knowledge of how research principles and methods inform business decision-making after completing this degree. Graduates will demonstrate the application of knowledge and skills via the planning and completion of significant research-based or scholarship-centred projects.

Recommended Double Majors:

Accounting; Banking; Finance; Human Resources Management; International Business; Management; Marketing

A Bachelor of Business provides a broad understanding of individual, organisational and societal issues. You will have the practical skills to identify business opportunities, analyse problems and implement solutions and you will be able to demonstrate a knowledge of business principles across key functional areas. You will have depth of knowledge in one or more business disciplines: accounting, banking, business law, economics, finance, hospitality and tourism management, human resources management, international business, management, and marketing.

Course Structure - 72 credit points

Year 1 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

BBS100 Academic Skills for Business - 3 points

Breadth Unit for Degree - 3 credit points

BBS150 Transforming Business - 3 points

MSP100 Career Learning: Managing Your Career - 3 points

MURDOCH: S1-external, S2-external

Core Units - 12 credit points

BUS130 Foundational Mathematics for Business - 3 points

BUS176 Foundations of Management and Governance - 3 points

BSL165 Foundations of Business Law - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

TOU101 Introduction to Tourism Systems - 3 points

MURDOCH: S1-internal, S1-external

General Electives - 6 credit points

Select from any 100-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Part II - 48 credit points

University-Wide Breadth Units - 6 credit points

Select from the prescribed list of University-Wide Breadth Units. A unit cannot be used to satisfy both this Breadth Unit requirement and the requirements of a major or minor. If taken at 100 level the unit(s) will be attributed to Part I. Note that no more than 30 credit points at Part I may be credited towards course completion requirements.

Year 2 - 21 credit points

Research Skills Unit - 3 credit points

BBS200 Understanding Business Research: An Introductory Approach - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TMA-internal, TSA-internal

Core Units - 9 credit points

BSL204 Tourism and Hospitality Law - 3 points

MURDOCH: S1-internal, S1-external

KAPLAN-SGP: TMA-internal

BUS293 Organisational Theory and Behaviour - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TMA-internal, TSA-internal

TOU221 Sustainable Tourism - 3 points

MURDOCH: S1-internal, S1-external

KAPLAN-SGP: TJA-internal, TSA-internal

General Electives - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Year 3 - 21 credit points

Research Skills Unit - 3 credit points

BBS300 Empirical Research Methods for Business - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TSA-internal

OR

BBS301 Applying Mixed Methods Research to Business - 3 points

MURDOCH: S1-internal, S1-external, S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TMA-internal

Core Units - 9 credit points

BUS349 Strategic Management - 3 points

KAPLAN-SGP: TMA-internal

TOU323 Destination Management - 3 points

MURDOCH: S2-internal, S2-external

KAPLAN-SGP: TMA-internal

TOU306 Hospitality and Tourism Project - 3 points

MURDOCH: S2-internal, S2-external

KAPLAN-SGP: TJA-internal, TSA-internal

General Electives - 9 credit points

Select from any 200- to 400-level units offered by the University, subject to individual unit prerequisites. Students are advised to consider using General Elective points to meet the requirements of a second major or minor. Any recommended double majors and minors will be included in the major's description.

Recommend electives:

BUS358 Professional Internship in Business - 9 points

BUS267 Work-Based Learning - 3 points

MURDOCH:

S1-internal (quota of 50 places)

Tourism and Hospitality Law (BSL204)

NA

Transforming Business (BBS150)

Nil.

Understanding Business Research: An Introductory Approach (BBS200)

BBS100 Academic Skills for Business or BJU100 Australian Legal System

Work-Based Learning (BUS267)

Nil.

PREREQUISITES

Academic Skills for Business (BBS100)

Enrolment in Bachelor of Business, Bachelor of Commerce, Bachelor of Economics, Bachelor of Business in Applied Accounting, or Bachelor of Digital Marketing and Media, Bachelor of Business in Sustainability, or Bachelor of Science, or Bachelor of Arts

Applying Mixed Methods Research to Business (BBS301)

BBS200 Business Research: An Integrated Approach

Career Learning: Managing Your Career (MSP100)

Nil.

Destination Management (TOU323)

TOU201 Sustainable Tourism or TOU221 Sustainable Tourism; AND completion of at least 20 points of Part II level units. Highly recommended: BUS176 Foundations of Management and Governance.

Empirical Research Methods for Business (BBS300)

BBS200 Business Research: An Integrated Approach.

Foundational Mathematics for Business (BUS130)

Nil.

Foundations of Business Law (BSL165)

Nil.

Foundations of Management and Governance (BUS176)

Nil.

Hospitality and Tourism Project (TOU306)

TOU221 Sustainable Tourism; BSL204 Tourism and Hospitality Law; BUS293 Organisational Theory and Behaviour

Introduction to Tourism Systems (TOU101)

Nil.

Organisational Theory and Behaviour (BUS293)

BUS145 Principles of Management or BUS176 Foundations of Management and Governance or PSY217 Psychology: Work and Organisations or BUS123 Management in a Global Environment.

Professional Internship in Business (BUS358)

Must be in final year of degree; GPA 2 or higher

Strategic Management (BUS349)

BUS223 Organisational Theory and Behaviour or BUS240 Organisation Development and Human Resources Management; BUS298 Organisation Development and Change or BUS293 Organisational Theory and Behaviour

Sustainable Tourism (TOU221)

TOU101 Introduction to Tourism Systems or TOU102 Travel and Tourism in Society or enrolment in graduate studies in Tourism.

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		