

Handbook 2020

Coursecode

B1359

BACHELOR OF COMMERCE

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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Group	Course	Offerings
Hospitality and Tourism Management	Hospitality and Tourism Management (BCom)	<ul style="list-style-type: none"> • Murdoch campus (internal) • Murdoch campus (external)

HOSPITALITY AND TOURISM MANAGEMENT

HOSPITALITY AND TOURISM MANAGEMENT (BCOM)

Availability:

- Murdoch campus (internal) Murdoch campus (external)

Recommended Double Majors:

Human Resources Management; International Business; Management; Marketing; Tourism and Events

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Management

Recommended Minors:

Human Resources Management; Management; Marketing

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

Tourism and hospitality industries are becoming increasingly sophisticated and are growing rapidly. The Hospitality and Tourism Management major prepares students to meet the challenges of this exciting industry by providing them with core knowledge and skills in both the areas of business and tourism. Students will gain an understanding of business management principles and contemporary developments in hospitality and tourism management through the study of management principles, sustainable tourism and destination management. They will apply their knowledge and skills through the planning and completion of a significant project.

Bachelor of Commerce (BCom) in Hospitality and Tourism Management

A Murdoch Bachelor of Commerce graduate is future enabled with a global mindset. Murdoch's Commerce degree provides you with the knowledge and skills to succeed in an ever changing world. The degree is workplace-focused, enabling you to develop your critical thinking and creative problem solving skills by working on real organisational projects, learning from professionals and through a range of internship opportunities.

The Bachelor of Commerce offers ten majors across a broad range of industry. The course is flexible allowing students to choose up to two majors, a major and a two minors or a major, a minor and a range of electives. Majors include; accounting, banking, business law, finance, hospitality and tourism management, human resources management, international business, management, global business and politics, and marketing.

Students studying a BCom may be eligible to enrol in Murdoch University's MasterClass Program. MasterClass gives students the opportunity to complete a postgraduate qualification whilst studying for an undergraduate degree. To participate in the MasterClass Program students must have completed 1 year of a degree (24 credit points), and maintained a GPA of 3.0 or more (or equivalent). In addition, to the academic requirements students may be required to take part in a competitive selection process.

Excluded Double Majors:

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.

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Course Structure - 72 credit points

Where a course core unit is listed in a major structure, an elective unit may be required. Please contact your Student Advisor for further advice

Year 1 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

MSP100 Career Learning: Managing Your Career - 3 points
MURDOCH: S1-external, S2-external

Core Units - 15 credit points

BUS122 Business in Society - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

BUS123 Management in a Global Environment - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

BUS124 Global Marketing - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

BUS163 Introduction to Accounting - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

BUS171 Foundations of Economics - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

Major Units - 3 credit points

Refer to Major structure

Options - 3 credit points

Major 2 /Co-Major /Minor /General Elective

Year 2 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

MSP200 Building Enterprise Skills - 3 points
MURDOCH: S1-external, S2-external

MSP201 Real World Learning - 3 points
MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external

Core Unit - 3 credit points

BUS368 Cultures of Innovation - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

Major Units - 6 credit points

Refer to Major structure

Options - 12 credit points

Major 2 /Co-Major /Minor /General Elective

Year 3 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

Select from the following:

BUS399 Signature Experience - 3 points
MURDOCH: S2-internal, S2-external

MSP201 Real World Learning - 3 points
MURDOCH: S1-external, S2-external, SUM-external, W-external, Y-external

Major Units - 12 credit points

Refer to Major structure

Options - 9 credit points

Major 2 /Co-Major /Minor /General Elective

Major Structure - 24 credit points

Core Units - 24 credit points

BUS123 Management in a Global Environment - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

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

BSL204 Tourism and Hospitality Law - 3 points
MURDOCH: S1-internal, S1-external

BUS293 Organisational Theory and Behaviour - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

TOU221 Sustainable Tourism - 3 points
MURDOCH: S1-internal, S1-external

BUS338 Global Strategic Management - 3 points
MURDOCH: S2-internal, S2-external

TOU323 Destination Management - 3 points
MURDOCH: S2-internal, S2-external

Sustainable Tourism (TOU221)

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

Tourism and Hospitality Law (BSL204)

NA

PREREQUISITES

Building Enterprise Skills (MSP200)

Nil.

Business in Society (BUS122)

Nil.

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.

Foundations of Business Law (BSL165)

Nil.

Foundations of Economics (BUS171)

Nil.

Global Marketing (BUS124)

Nil.

Global Strategic Management (BUS338)

BUS219 International Business, or BUS230 Change Management or BUS293 Organisation Theory and Behaviour

Introduction to Accounting (BUS163)

Nil

Introduction to Tourism Systems (TOU101)

Nil.

Management in a Global Environment (BUS123)

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.

Real World Learning (MSP201)

Normally completed an equivalent of 24 credit points

Signature Experience (BUS399)

BUS123 Management in a Global Environment
BUS170 Introduction to Accounting
BUS171 Foundations of Economics
BUS124 Global Marketing
BUS122 Business in Society
BUS368 Cultures of Innovation

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		