

Handbook 2020

Coursecode

B1367

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

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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"> • Murdoch campus (internal) • Murdoch campus (external)

HOSPITALITY AND TOURISM MANAGEMENT

HOSPITALITY AND TOURISM MANAGEMENT (BBUS)

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, finance, hospitality and tourism management, human resources management, international business, management and marketing.

Admission Requirements (Onshore):

As per normal undergraduate admission requirements.

Management

Employment Prospects:

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

Bachelor of Business (BBus) in Hospitality and Tourism Management

Course Codes: B1367

Excluded Double Majors:

Hospitality and Tourism Management

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.

Main Research Areas:

Management, tourism.

Recommended Double Majors:

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

Availability:

- Murdoch campus (internal) Murdoch campus (external)

Duration: 3 years available both full-time and part-time

Recommended Minors:

Management

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

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

BSL165 Foundations of Business Law - 3 points
MURDOCH: S1-internal, S1-external, S2-internal, S2-external

Major Units - 6 credit points

Refer to Major structure - Major List below

Year 2 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

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

OR

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

Major Units - 9 credit points

Refer to Major structure - Major List below

Options - 12 credit points

Major 2/Co-major/Minor/General Electives

Year 3 - 24 credit points

Murdoch Spine: Career Learning - 3 credit points

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

OR

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

Major Units - 9 credit points

Refer to Major structure - Major List below

Options - 12 credit points

Major 2/Co-major/Minor/General Electives

Major List

Accounting Major
Banking Major
Business Law Major
Finance Major
Global Business and Politics Major
Hospitality and Tourism Management Major
Human Resources Management Major
International Business Major
Management Major
Marketing Major

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

PREREQUISITES

Building Enterprise Skills (MSP200)

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

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

Personal Study Plan

Unit Sets:

Year	Semester 1	Semester 2
1		
2		
3		
4		