

MASTER OF APPLIED HOSPITALITY MANAGEMENT

Course title: Master of Applied Hospitality Management

Abbreviation: MAHM

1. Credit points:

- a. The MAHM requires the successful completion of 160 credit points (cp) in total, where one unit of study (unit) is worth ten (10) cp, including, where appropriate, any advanced standing or credit for prior academic achievement.
- b. EFTSL value of units: All units in this course have an EFTSL value of 0.125 per unit.
- c. The maximum credit that may be granted for other studies not taken with Le Cordon Bleu Australia in a cognate course is 80 cp.

2. Rate of progression:

- a. The expected normal rate of progression is 80 cp (or 1.0 EFSTL) per calendar year for a full-time study load.
- b. Students may not take more than 40 cp per trimester.
- c. Students may take a maximum of 12 units (120 cp) per calendar year where they have not failed a unit in the first two trimesters of any year of study.
- d. The maximum duration of completion of the course is fourteen (14) trimesters
- e. No unit can be taken more than once unless that unit is repeated because of failure.
- f. Once passed, a unit cannot be repeated.
- g. Units may be taken in any sequence in accordance with course progression rules and availability.
- h. Students may repeat a failed unit once without being asked to show cause as to why they should remain in the course. Students who fail a unit twice may be asked to show cause.
- i. Students may enrol as full- or part-time and vary this status from trimester to trimester.
- j. Students are not required to undertake consecutive trimesters whether full- or part-time, providing that they meet the minimum progression requirements for full-time, which is 80 cp per year.

3. Exit qualifications:

- a. The Graduate Certificate in Hospitality Operations is an exit qualification nested in the MAHM comprising the first four (4) units of the Master of Applied Hospitality Management.
- b. The Graduate Diploma in Hospitality Operations is an exit qualification nested in the MAHM comprising the first eight (8) units of the Master of Applied Hospitality Management.

4. Requirements for Completion of the Degree

To qualify for the degree, a student must complete

160 cp from the **Schedule of Unit Offerings**, consisting of:

- (i) 90 cp of Core units
- (ii) 10 cp Capstone unit
- (iii) 40 cp Hospitality Industry Experience
OR
40 cp Hospitality Industry Research Project
- (iv) 20 cp of Elective units

5. Definitions

Core unit: a core unit is a required unit that must be passed in order to fulfil the requirements of the degree.

Elective: is a unit for which students have a choice of units available to fulfil credit point requirements for that unit. In the context of the MAHM, an elective is any unit from a Specialisation in the Master of Business Administration. The capstone unit may not be taken as an elective.

GRADUATE CERTIFICATE IN HOSPITALITY OPERATIONS

Course title: Graduate Certificate in Hospitality Operations

Abbreviation: GradCertHospOps

1. Description

- a. The GradCertHospOps is an exit qualification nested in the Master of Applied Hospitality Management and the Master of Applied Hospitality Management/ Master of Business Administration qualifications.
- b. As an exit qualification, students may not enrol in the GradCertHospOps but only exit it with it on successful completion of constituent units.
- c. Advanced standing may not be awarded towards the GradCertHospOps as a qualification in its own right but only as a consequence of advanced standing towards the qualifications in which it is embedded.

2. Credit points:

- a. The GradCertHospOps requires the successful completion of 40 credit points (cp) in total, where one unit of study (unit) is worth ten (10) cp.
- b. EFTSL value of units: All units in this course have an EFTSL value of 0.125 per unit.

3. Rate of progression:

- a. The expected normal rate of progression is 80 cp (or 1.0 EFSTL) per calendar year for a full-time study load.
- b. Students may not take more than 40 cp per trimester. Therefore, the minimum time in which the requirements for the GradCertHospOps may be completed is one (1) trimester.
- c. Students may take a maximum of 12 units (120 cp) per calendar year where they have not failed a unit in the first two trimesters of any year of study.
- d. The maximum duration for completion of the requirements for the GradCertHospOps is three (3) trimesters
- e. No unit can be taken more than once unless that unit is repeated because of failure.
- f. Once passed, a unit cannot be repeated.
- g. Units may be taken in any sequence in accordance with course progression rules and availability.
- h. Students may repeat a failed unit once without being asked to show cause as to why they should remain in the course. Students who fail a unit twice may be asked to show cause.
- i. Students may enrol as full- or part-time and vary this status from trimester to trimester.

4. Requirements for Completion of the Qualification

To satisfy the requirements for the exit qualification of GradCertHospOps, a student must complete 40 cp from the **Schedule of Unit Offerings**, consisting of:

- (i) People, Leadership & Performance
- (ii) Marketing Management
- (iii) Accounting for Managers
- (iv) Service Quality Management

GRADUATE DIPLOMA IN HOSPITALITY OPERATIONS

Course title: Graduate Diploma in Hospitality Operations

Abbreviation: GradDipHospOps

1. Description

- a. The GradDipHospOps is an exit qualification nested in the Master of Applied Hospitality Management and the Master of Applied Hospitality Management/ Master of Business Administration qualifications.
- b. As an exit qualification, students may not enrol in the GradDipHospOps but only exit it with it on successful completion of constituent units.
- c. Advanced standing may not be awarded towards the GradDipHospOps as a qualification in its own right but only as a consequence of advanced standing towards the qualifications in which it is embedded.

2. Credit points:

- a. The GradDipHospOps requires the successful completion of 80 credit points (cp) in total, where one unit of study (unit) is worth ten (10) cp.
- b. EFTSL value of units: All units in this course have an EFTSL value of 0.125 per unit.

3. Rate of progression:

- a. The expected normal rate of progression is 80 cp (or 1.0 EFSTL) per calendar year for a full-time study load.
- b. Students may not take more than 40 cp per trimester. Therefore, the minimum time in which the requirements for the GradDipHospOps may be completed is two (2) trimesters.
- c. Students may take a maximum of 12 units (120 cp) per calendar year where they have not failed a unit in the first two trimesters of any year of study.
- d. The maximum duration for completion of the requirements for the GradDipHospOps is six (6) trimesters
- e. No unit can be taken more than once unless that unit is repeated because of failure.
- f. Once passed, a unit cannot be repeated.
- g. Units may be taken in any sequence in accordance with course progression rules and availability.
- h. Students may repeat a failed unit once without being asked to show cause as to why they should remain in the course. Students who fail a unit twice may be asked to show cause.
- i. Students may enrol as full- or part-time and vary this status from trimester to trimester.

4. Requirements for Completion of the Qualification

To satisfy the requirements for the exit qualification of GradDipHospOps, a student must complete 80 cp from the **Schedule of Unit Offerings**, consisting of:

- (i) People, Leadership & Performance
- (ii) Marketing Management
- (iii) Accounting for Managers
- (iv) Service Quality Management
- (v) Managing Hospitality in the International Context
- (vi) Hospitality Operations Management
- (vii) Research Methods for Decision Making

Plus:

One (1) 10 cp Elective from any Specialisation in the Master of Business Administration

SCHEDULE OF UNIT OFFERINGS

COMMON CORE UNITS (MAHM + MBA + MAHM/MBA)

| Unit Code | Unit title | Pre-requisite | Credit Points |
|-----------|--------------------------------------|---------------|---------------|
| ACCT502 | Accounting for Managers | - | 10 |
| HRMT501 | People, Leadership & Performance | - | 10 |
| MGMT505 | Research Methods for Decision Making | - | 10 |
| MGMT602 | Business Continuity Management | - | 10 |
| MRKT501 | Marketing Management | - | 10 |

ADDITIONAL CORE UNITS (MAHM)

| Unit Code | Unit title | Pre-requisite | Credit Points |
|-----------|---|---------------|---------------|
| HOSP501 | Managing Hospitality in the International Context | - | 10 |
| SCMT502 | Operations Management | - | 10 |
| HOSP606 | Revenue Management | - | 10 |
| MGMT502 | Service Quality Management | - | 10 |
| HOSP605 | Hospitality Business Planning (Capstone) | 110 cp | 10 |

WORK INTEGRATED LEARNING (MAHM)

| | | | |
|---------|---|--------|----|
| WORK601 | Hospitality Industry Experience A | 110 cp | 20 |
| WORK602 | Hospitality Industry Experience B | 110 cp | 20 |
| RESP601 | Hospitality Industry Research Project A | 110 cp | 20 |
| RESP602 | Hospitality Industry Research Project B | 110 cp | 20 |

ADDITIONAL CORE UNITS (MBA)

| Unit Code | Unit title | Pre-requisite | Credit Points |
|-----------|---|---------------|---------------|
| ACCT503 | Financial Accounting and Reporting | - | 10 |
| DEST501 | Design Thinking and Innovation | - | 10 |
| ISYS501 | Knowledge Management | - | 10 |
| MGMT603 | Business Analysis | - | 10 |
| MGMT604 | Corporate Governance and Social Responsibility (Capstone) | 140 cp | 10 |

ADDITIONAL CORE UNITS (MBA/MAHM)

| Unit Code | Unit title | Pre-requisite | Credit Points |
|-----------|---|---------------|---------------|
| ACCT503 | Financial Accounting and Reporting | - | 10 |
| DEST501 | Design Thinking and Innovation | - | 10 |
| HOSP501 | Managing Hospitality in the International Context | - | 10 |
| SCMT502 | Operations Management | - | 10 |
| HOSP606 | Revenue Management | - | 10 |
| ISYS501 | Knowledge Management | - | 10 |
| MGMT502 | Service Quality Management | - | 10 |
| MGMT603 | Business Analysis | - | 10 |
| HOSP605 | Hospitality Business Planning (Capstone) | 110 cp | 10 |
| MGMT604 | Corporate Governance and Social Responsibility (Capstone) | 140 cp | 10 |

WORK INTEGRATED LEARNING (MAHM/MBA)

| | | | |
|---------|---|--------|----|
| RESP601 | Hospitality Industry Research Project A | 110 cp | 20 |
| RESP602 | Hospitality Industry Research Project B | 110 cp | 20 |
| WORK601 | Hospitality Industry Experience A | 110 cp | 20 |
| WORK602 | Hospitality Industry Experience B | 110 cp | 20 |



SPECIALISATIONS

APPLIED DESIGN THINKING

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|---------------------------------|----------------------|----------------------|
| DEST502 | User Experience Design | - | 10 |
| DEST503 | Service Systems Design | - | 10 |
| GAST503 | Food Product and Process Design | - | 10 |
| SCMT501 | Supply Chain Planning | - | 10 |

FINANCE

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|-------------------------------|----------------------|----------------------|
| MGMT506 | Risk Management | - | 10 |
| ACCT504 | Management Accounting | - | 10 |
| LAWS501 | Business and Corporations Law | - | 10 |
| ACCT505 | Managerial Finance | - | 10 |

FOOD MANAGEMENT

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|---------------------------------|----------------------|----------------------|
| GAST501 | Food Systems | - | 10 |
| SCMT501 | Supply Chain Planning | - | 10 |
| GAST503 | Food Product and Process Design | - | 10 |
| GAST601 | Food Governance and Security | 110 cp | 10 |

FOOD ENTREPRENEURSHIP

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|---------------------------------|----------------------|----------------------|
| ENTR501 | Entrepreneurship | - | 10 |
| GAST501 | Food Systems | - | 10 |
| GAST503 | Food Product and Process Design | - | 10 |
| SCMT503 | Food Supply Chain Management | - | 10 |

GASTRONOMY

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|-----------------------------------|----------------------|----------------------|
| GAST504 | Gastronomic Discourse and Culture | - | 10 |
| GAST505 | Advanced Culinary Practice | - | 10 |
| GAST506 | Gastronomic Tourism | - | 10 |
| GAST602 | Food and Wine Strategy | 110 cp | 10 |



HOTEL MANAGEMENT

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|-------------------------------------|----------------------|----------------------|
| HOSP503 | The Hotel Asset Ecosystem | - | 10 |
| SCMT502 | Operations Management | - | 10 |
| HRMG501 | Strategic Human Resource Management | - | 10 |
| HOSP606 | Revenue Management | - | 10 |

MANAGEMENT

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|-------------------------------------|----------------------|----------------------|
| HRMG501 | Strategic Human Resource Management | - | 10 |
| ECON501 | Managerial Economics | - | 10 |
| ACCT504 | Management Accounting | - | 10 |
| MGMT605 | Strategic Management | 110 cp | 10 |

MARKETING

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|-------------------------------------|----------------------|----------------------|
| MRKT502 | Integrated Marketing Communications | - | 10 |
| MRKT503 | Social Marketing | - | 10 |
| MRKT504 | Brand Management | - | 10 |
| MRKT601 | Advanced Consumer Behaviour | 110 cp | 10 |

PROJECT MANAGEMENT

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|--|----------------------|----------------------|
| PROM501 | Project Management Principles and Techniques | - | 10 |
| MGMT506 | Risk Management | - | 10 |
| SCMT501 | Supply Chain Planning | - | 10 |
| MGMT605 | Strategic Management | 110 cp | 10 |

SERVICE MANAGEMENT

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|-------------------------------------|----------------------|----------------------|
| DEST503 | Service Systems Design | - | 10 |
| MGMT502 | Service Quality Management | - | 10 |
| HRMG501 | Strategic Human Resource Management | - | 10 |
| DEST502 | User Experience Design | - | 10 |

SUPPLY CHAIN MANAGEMENT

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|--|----------------------|----------------------|
| PROM501 | Project Management Principles and Techniques | - | 10 |
| SCMT501 | Supply Chain Planning | - | 10 |
| SCMT502 | Operations Management | - | 10 |
| SCMT503 | Food Supply Chain Management | - | 10 |

HOSPITALITY MANAGEMENT

MAHM Units that may be taken as electives in the MBA or first 4 as HOSPITALITY MANAGEMENT Specialisation in the MBA. Hospitality Business Planning may be taken as an elective in the MBA, but not as a capstone.

| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|---|----------------------|----------------------|
| MGMT502 | Service Quality Management | - | 10 |
| HOSP501 | Managing Hospitality in the International Context | - | 10 |
| SCMT502 | Operations Management | - | 10 |
| HOSP606 | Revenue Management | - | 10 |
| HOSP605 | Hospitality Business Planning | 110 cp | 10 |

POSTGRADUATE UNITS

| Unit Code | Unit title | Pre-requisite | Credit Points |
|-----------|---|----------------------|---------------|
| ACCT502 | Accounting for Managers | - | 10 |
| ACCT503 | Financial Accounting and Reporting | - | 10 |
| ACCT504 | Management Accounting | - | 10 |
| ACCT505 | Managerial Finance | - | 10 |
| DEST501 | Design Thinking and Innovation | - | 10 |
| DEST502 | User Experience Design | - | 10 |
| DEST503 | Service Systems Design | - | 10 |
| ECON501 | Managerial Economics | - | 10 |
| ENTR501 | Entrepreneurship | - | 10 |
| GAST501 | Food Systems | - | 10 |
| GAST503 | Food Product and Process Design | - | 10 |
| GAST504 | Gastronomic Discourse and Culture | - | 10 |
| GAST505 | Advanced Culinary Practice | - | 10 |
| GAST506 | Gastronomic Tourism | - | 10 |
| GAST601 | Food Governance and Security | Completion of 110 cp | 10 |
| GAST602 | Food and Wine Strategy | Completion of 110 cp | 10 |
| HOSP501 | Managing Hospitality in the International Context | - | 10 |
| HOSP503 | The Hotel Asset Ecosystem | - | 10 |
| HOSP605 | Hospitality Business Planning (Capstone) | Completion of 110 cp | 10 |
| HOSP606 | Revenue Management | - | 10 |
| HRMG501 | Strategic Human Resource Management | - | |
| HRMT501 | People, Leadership & Performance | - | 10 |
| ISYS501 | Knowledge Management | - | 10 |
| LAWS501 | Business and Corporations Law | - | 10 |
| MGMT502 | Service Quality Management | - | 10 |
| MGMT505 | Research Methods for Decision Making | - | 10 |



| Unit Code | Unit title | Pre-requisite | Credit Points |
|------------------|---|--------------------------------|----------------------|
| MGMT506 | Risk Management | - | 10 |
| MGMT602 | Business Continuity Management | - | 10 |
| MGMT603 | Business Analysis | - | 10 |
| MGMT604 | Corporate Governance and Social Responsibility (Capstone) | Completion of 110 cp | 10 |
| MGMT605 | Strategic Management | Completion of 110 cp | 10 |
| MRKT501 | Marketing Management | - | 10 |
| MRKT502 | Integrated Marketing Communications | - | 10 |
| MRKT503 | Social Marketing | - | 10 |
| MRKT504 | Brand Management | - | 10 |
| MRKT601 | Advanced Consumer Behaviour | Completion of 110 cp | 10 |
| PROM501 | Project Management Principles and Techniques | - | 10 |
| RESP601 | Hospitality Industry Research Project A | Completion of 110 cp | 20 |
| RESP602 | Hospitality Industry Research Project B | Completion of 110 cp & RESP601 | 20 |
| SCMT501 | Supply Chain Planning | - | 10 |
| SCMT502 | Operations Management | - | 10 |
| SCMT503 | Food Supply Chain Management | - | 10 |
| WORK601 | Hospitality Industry Experience A | Completion of 110 cp | 20 |
| WORK602 | Hospitality Industry Experience B | Completion of 110 cp & WORK601 | 20 |