

## **MASTER OF APPLIED HOSPITALITY MANAGEMENT / MASTER OF BUSINESS ADMINISTRATION**

**Course title:** Master of Applied Hospitality Management/ Master of Business Administration

**Abbreviation:** MAHM/MBA

### **1. Credit points:**

- a. The MAHM/MBA requires the successful completion of 240 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 120 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 twenty (20) 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 Master of Applied Hospitality Management/Master of Business Administration comprising the first four (4) units of the Master of Applied Hospitality Management/Master of Business Administration.
- b. The Graduate Diploma in Hospitality Operations is an exit qualification nested in the Master of Applied Hospitality Management/Master of Business Administration comprising the first eight (8) units of the Master of Applied Hospitality Management/Master of Business Administration.

### **4. Requirements for Completion of the Double Degree**

To qualify for the degree, a student must complete

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

- (i) 130 cp of Core units
- (ii) 40 cp Hospitality Industry Experience  
**OR**  
40 cp Hospitality Industry Research Project
- (vi) 20 cp of Capstone units
- (iv) 50 cp from the MBA Specialisations or electives in one of the following combinations:
  - c. 1 Specialisation + 1 Electives drawn from any other Specialisation or the MAHM
  - d. 5 Electives from any Specialisation or the MAHM

## 5. Definitions

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

**Specialisation:** is a set of four (4) prescribed units in a named discipline.

**Elective:** is a unit for which students have a choice of units available to fulfil credit point requirements for that unit and is any unit from a Specialisation otherwise not taken in a Specialisation. The capstone unit may not be taken as an elective.

## 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**

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

### **MANAGEMENT**

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

### **MARKETING**

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

### **PROJECT MANAGEMENT**

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

### **SERVICE MANAGEMENT**

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

### **SUPPLY CHAIN MANAGEMENT**

<b>Unit Code</b>	<b>Unit title</b>	<b>Pre-requisite</b>	<b>Credit Points</b>
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.

<b>Unit Code</b>	<b>Unit title</b>	<b>Pre-requisite</b>	<b>Credit Points</b>
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





<b>Unit Code</b>	<b>Unit title</b>	<b>Pre-requisite</b>	<b>Credit Points</b>
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