

Liverpool John Moores University

Title: Management and Leadership in Tourism
Status: Definitive
Code: **4005SSLN** (122762)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Kelsy Hejjas	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 40
Total Learning Hours: 200
Private Study: 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group Presentation	40	
Portfolio	AS2	Portfolio	60	

Aims

This module aims to provide an introduction to management and leadership theory with particular reference to tourism. It aims to develop management and leadership skills in students, which they can apply in employment or in practical elements of their degree.

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the theory and practice of management, with contextualised reference to the tourism industry.
- 2 Reflect on the theory and practice of leadership as applicable to tourism organisations.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1	2
Portfolio	1	2

Outline Syllabus

Definitions of management and the evolution of management thinking. Management roles and functions. Theory of business and management processes including business planning, strategic management, and financial management. The theory and practice of service management. Definitions of leadership and the evolution of leadership theory. The importance of leadership for tourism organisations.

Learning Activities

Activities will be student centred and facilitate group and individual work. They will include lectures, seminars, tutorials, and case study discussions, all contextualised to the tourism industry.

Notes

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