

Liverpool John Moores University

Title: CURRENT ISSUES IN HOSPITALITY MANAGEMENT
Status: Definitive
Code: **7022TEFMA** (112837)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Steve Burns	Y

Academic Level: FHEQ7 **Credit Value:** 40 **Total Delivered Hours:** 44

Total Learning Hours: 400 **Private Study:** 356

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	28
Seminar	14
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	3000 Word Overview and Plan	40	
Report	AS2	5000 Word Critical Case Study Report	60	

Aims

To develop and extend students' opportunity to investigate current and contemporary issues of importance within the hospitality industry.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse and critically evaluate a management process within the hospitality industry
- 2 Evaluate and synthesise responses to a range of management problems in operations and planning
- 3 Apply knowledge and critical understanding to current and contemporary issues within the hospitality industry

Learning Outcomes of Assessments

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

Overview and Plan	1	2	3
Case Study Report	1	2	3

Outline Syllabus

Marketing tourism and hospitality organisations, Globalisation of the hospitality industry; Sustaining tourism; Quality management; Current issues in the managed services; Strategic planning and operational management; The service encounter in tourism and hospitality.

Learning Activities

Lectures and seminars will form the basis of this module with identified industry professionals contributing as guest speakers. Students will participate in small group discussions based on real and current issues.

Notes

This module provides the opportunity to study selected topics of current issues in hospitality management.