

Bachelor of Business (Hospitality Management) (BBUSHOS16)

1. About the Bachelor of Business (Hospitality Management)

The Bachelor of Business (Hospitality Management) (BBUSHOS16) course, together with the nested awards of the Associate Degree and Diploma, has been designed to provide a broad understanding of business for those graduates wishing to enter the diverse areas found within the business sector in Australia, and globally. The course design enables graduates to combine key core business knowledge with their chosen specialisation majoring in Hospitality Management. The course also offers a student the possibility, within the Bachelor of Business, to experience a range of knowledge and skills from across the specialisations.

The course aims to develop graduates with attitudes of intellectual curiosity, independent thinking, a commitment to lifelong learning, and to be ethical, reflective professional practitioners.

Graduates may find a range of career pathways and employment opportunities related to their area of expertise and use their acquired skills to develop successful business practice. The proposed course structure will prepare graduates for, and provide pathway opportunities to, further academic and professional study.

Graduate employment opportunities

Graduates may find a range of career pathways and employment opportunities including:

- Operations Director
- Restaurant Owner
- Hospitality Entrepreneur
- Resort Manager
- Hotel Executive
- Services Manager
- Business Analyst and Consultant

Course Overview

Course Title	Bachelor of Business (Hospitality Management) (BBUSHOS16)		
Study Options – Domestic Australian students	Face to Face delivery at The Rocks campus Online delivery Hybrid delivery at Melbourne, Adelaide (Domestic students only) Full-time, accelerated and part-time options available.	Study Options – International students	Full-time Blended (Face to face on campus plus facilitated online – no more than 33% online) International students are allowed to study a maximum of 33% of their total course through online learning. International students must study at least one subject that is not online in each compulsory study period.
Start Dates	February, June, September For specific dates visit the website .	Course Length	Full-time: 3 years Accelerated: 2 years Part-time: 6 years
Payment Options - Domestic Australian students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date. FEE-HELP FEE-HELP is Australian Government’s loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold. Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.	Payment Options – International students	Upfront payment This means tuition fees will be invoiced each trimester and payment is required on or before the due date.
Course study requirements	Each subject involves 10 hours of study per week, comprising 3 hours of facilitated study and 7 hours self-directed study.	Assessment	Practical demonstration, reflective journal, essay, presentation and work integrated learning project work
Locations	Sydney (The Rocks Campus and William Blue Dining), Adelaide, Melbourne	Delivered by	William Blue College of Hospitality Management at Torrens University Australia
Provider	Torrens University Australia Ltd is registered as a self-accrediting Australian university by the Tertiary Education Quality and Standards Agency (TEQSA).	CRICOS Course Code	094179F
Provider obligations	Torrens University is responsible for all aspects of the student experience, including the quality of course delivery, in compliance with the Higher Education Standards 2015	Accrediting body	Torrens University Australia Limited ABN 99 154 937 005, CRICOS Provider Code: 03389E. RTO No. 41343

Course Fees	For details, refer to the website .	Any other fees	For details, refer to the website .
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2. Essential requirements for admission

The general admission criteria that apply to Torrens University Australia courses can be located by visiting the Torrens University Australia website - <https://www.torrens.edu.au/general-admission-information-for-torrens-university-australia-ltd>.

3. Student Profile

The table below gives an indication of the likely peer cohort for new students in this course. It provides data on students who commenced in this course in the most relevant recent intake period, including those admitted through all offer rounds and international students studying in Australia.

Applicant background	Trimester one / Full year intake [2020]	
	Number of students	Percentage of all students
(A) Higher education study (includes a bridging or enabling course)	5	6%
(B) Vocational education and training (VET) study	<5	N/P
(C) Work and life experience (Admitted on the basis of previous achievement not in the other three categories)	<5	N/P
(D) Recent secondary education: <ul style="list-style-type: none"> • Admitted solely on the basis of ATAR (regardless of whether this includes the consideration of adjustment factors such as equity or subject bonus points) • Admitted where both ATAR and additional criteria were considered (e.g. portfolio, audition, extra test, early offer conditional on minimum ATAR) • Admitted on the basis of other criteria only and ATAR was <i>not</i> a factor (e.g. special consideration, audition alone, schools recommendation scheme with no minimum ATAR requirement) 	<5 0 6	N/P 0% 8%
International students	60	76%
All students	79	100%

Notes: "**<5**" – the number of students is less than 5.
 N/A – Students not accepted in this category.
 N/P – Not published: the number is hidden to prevent calculation of numbers in cells with less than 5 students.

4. Admission Criteria

Title of course of study	Bachelor of Business (Hospitality Management) (BBUSHOS16)
Applicants with higher education study	A completed higher education qualification at AQF level 5 (diploma) or above, or equivalent, from an Australian University or another accredited higher education provider OR Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 6 (Associate Degree) or above, or equivalent, from an Australian University or another accredited higher education provider
Applicants with vocational education and training (VET) study	A completed vocational education qualification at AQF level 4 (Certificate IV) or above, or equivalent, from a registered training organisation (RTO) OR Successful completion of at least 1 EFTSL (equivalent full-time student load, or one full year) of an AQF level 5 (Diploma) or above, or equivalent, at a registered training organisation (RTO)
Applicants with work and life experience	Demonstrated ability to undertake study at the required level: <ul style="list-style-type: none"> • broadly relevant work experience (documented e.g. CV), demonstrating a reasonable prospect of success; OR • formal, informal or non-formal study, completed or partially completed, demonstrating a reasonable prospect of success; OR • written submission to demonstrate reasonable prospect of success.
English Language Proficiency (applicable to international students, and in addition to academic or special entry requirements noted above)	IELTS (or equivalent) score of 6.0 minimum (Academic Module) or above, with no skills band less than 5.5
Applicants with recent secondary education (within the past two years) with ATAR or equivalent* (for applicants who will be selected wholly or partly on the basis of ATAR)	Year 12 or equivalent

Title of course of study	Bachelor of Business (Hospitality Management) (BBUSHOS16)								
<p><i>*ATAR profile for those offered places wholly or partly on the basis of ATAR in T1 2020:</i></p> <table border="1"> <thead> <tr> <th>(ATAR-based offers only, across all offer rounds)</th> <th>ATAR (OP in QLD) (Excluding adjustment factors) *</th> </tr> </thead> <tbody> <tr> <td>Highest rank to receive an offer</td> <td><5</td> </tr> <tr> <td>Median rank to receive an offer</td> <td><5</td> </tr> <tr> <td>Lowest rank to receive an offer</td> <td><5</td> </tr> </tbody> </table> <p><i>Notes: * "<5" – indicates less than 5 ATAR-based offers were made</i></p>		(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *	Highest rank to receive an offer	<5	Median rank to receive an offer	<5	Lowest rank to receive an offer	<5
(ATAR-based offers only, across all offer rounds)	ATAR (OP in QLD) (Excluding adjustment factors) *								
Highest rank to receive an offer	<5								
Median rank to receive an offer	<5								
Lowest rank to receive an offer	<5								

Other admission options

(For applicants who will be selected on a basis other than ATAR)

Special Entry	Applicants in any category whose study, work or life experiences have been impacted by disability, illness or family disruption will be given special consideration for admission. Each application will be considered on its merit, based on the evidence supplied by the applicant attesting to the circumstances of the applicant. Applicants for special entry may need to complete written or numerical tasks to assist with assessing eligibility for admission.
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5. How to apply

Via direct application to the institution

- o <https://apply.torrens.edu.au/>

6. Advanced standing/academic credit/recognition of prior learning (RPL)

You may be entitled to credit for prior learning, whether formal or informal. Formal learning can include previous study in higher education, vocational education, or adult and community education. Informal learning can include on the job learning or various kinds of work and life experience. Credit can reduce the amount of study needed to complete a degree.

Applicants admitted based on prior higher education study may be eligible for Advanced Standing in the form of credit and/or recognition of prior learning (RPL) under the Torrens University Australia [Credit Policy - \(https://www.torrens.edu.au/policies-and-forms\)](https://www.torrens.edu.au/policies-and-forms).

- Students with completed subjects may be eligible for specified credit and/or elective exemptions

- Students who have completed a qualification at AQF level 5 (diploma) or above may be eligible for block credit (where a block credit agreement exists)
- Students with a mix of formal study and informal and/or non-formal learning may be eligible for recognition of prior learning in addition to any credit approved.

Credit will not be applied automatically. Applicants must apply for credit and/or RPL as early as possible prior to each study period, with applications not accepted after week 2.

For further information about credit and recognition of prior learning please see <http://www.torrens.edu.au/apply-online/course-credits>.

7. Where to get further information

- Torrens University Australia (TUA) Website
 - <https://www.torrens.edu.au/>
- Universities Admissions Centre (UAC) Website
 - <http://www.uac.edu.au/>
- Quality Indicators for Learning and Teaching (QILT) Website
 - <https://www.qilt.edu.au/>

8. Additional Information

Course Structure

The Bachelor of Business (Hospitality Management) course structure comprises 8 common business core subjects, 10 specialised hospitality subjects and 6 elective subjects over levels 100, 200 and 300.

Course Rules

To be awarded the Bachelor of Business (Hospitality Management) students must complete 240 credit points over 24 subjects including 2 Industry Practicums. Each subject has a value of 10 credit points. A minimum of 800 hours of industry placement needs to be completed during the second year of the course.

Subjects

SUBJECT DETAILS
SUBJECT TITLE, DESCRIPTOR
<p>BIZ101 Business Communications</p> <p>The aim of this subject is to provide you with the knowledge and skills to enhance your personal effectiveness, employability, and academic success. This subject introduces you to the concepts of business communications and transferable academic skills.</p> <p>You will examine the different stakeholders and communication contexts which occur in the internal and external business environment, developing the skills and knowledge to effectively interpret and deliver messages in a variety of business situations. This subject will provide you with essential business skills in information literacy, presenting, writing, academic integrity and the use of technology.</p>
<p>MKT101A Marketing Fundamentals</p> <p>Students will gain a solid foundation in the marketing discipline introducing relevant and contemporary concepts, theories and models. The unit magnifies the importance of understanding consumer behaviour, market segmentation, targeting and positioning, the extended marketing mix and ethics in marketing. Industry relevance provides students with the opportunity of applying key concepts in practical settings. These marketing foundations are expanded on in other subjects available as electives.</p>
<p>BIZ102 Understanding People and Organisations</p> <p>The aim of this subject is to develop an understanding of modern organisations, their structure and how people collaborate within these structures to achieve the organisation's strategic objectives and deal with the uncertainty of the 21st Century economy. This knowledge will form a foundation of theoretical knowledge about organisational behaviour that will be built on in future subjects. Moreover, it will develop the student's emotional intelligence and the understanding of their strengths and their application in the business context. These learning objectives will be achieved through a mixture of theoretical readings, class discussions and group projects focusing on how theoretical concepts apply to the work environment. Additionally, reflective journals will be used to apply theory to develop the students own professional capability.</p>
<p>BIZ104 Customer Experience Management</p> <p>The 21st Century economy is dynamic and driven by customers ever changing wants and needs. To remain competitive businesses need to understand what their customers want and how to deliver a quality customer experience that goes beyond the product or service offering. This subject explores how a customers' perceptions – both conscious and subconscious – effect their relationship with a brand's value proposition. Students will explore how a customer's interactions with a brand during the customer life cycle will determine levels of customer satisfaction. Students will analyze Customer Journey Mapping techniques, Employees engagement in the customer experience strategy and metrics of satisfaction, loyalty and advocacy.</p>

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<p>THE101 Introduction to Tourism, Hospitality and Events</p> <p>This subject explores the major components and organisational structure of the hospitality, tourism and events industries. It presents historical development, opportunities and current trends including food service, lodging, tourism, and event management. Topics will include key issues within the larger visitor economy discipline including transportation and distribution systems, attractions, accommodation, and event management. This subject will introduce students to both global and local brands as well as develop skills required to source information on the Tourism, Hospitality and Events industries as well as incorporating aspects of career planning.</p>
<p>FOO101 Front Office Operations</p> <p>The Rooms Division within a hotel is a key revenue generating area within the context of hotel operations. This subject will introduce students to the Front Office department within the Rooms Division and how it plays an integral role in the overall customer experience. In particular, students will learn how critical the effective use of Property Management System (PMS) Micros Opera can contribute to the overall guest experience through the various functions within it. Students will cover daily front desk/reception tasks like:</p> <p>Complete guest reservation, check daily arrivals accurately, allocate rooms, complete guest registration, check guests in and out of their rooms and complete invoicing of guest charges within typical workplace time constraints. In addition prepare and distribute relevant departmental reports.</p>
<p>EGY101 Exploring Gastronomy</p> <p>This subject introduces the student to gastronomy and gastronomic heritage, focussing on the role of beverages, the history of meals and their significance to both guests and service providers, the history and importance of restaurants and the development of gastronomic writing. Contemporary regional and indigenous cuisines are explored, including the importance of ethical foods such as organics, the slow food movement, socially responsible food and sustainable or eco gastronomy. This subject focuses strongly on gastronomic tourism, and uses case studies and practical assessments of both Australian and international gastronomic destinations to illustrate the rise, opportunities and challenges and innovations of sustaining such tourism. The impacts of gastronomic tourism, issues relating to regional destination marketing, and the growth of both food and wine tourism are examined through an introduction to wine varieties and their influence on food.</p>
<p>INP201 Industry Practicum 1</p> <p>This industry placement allows students to challenge, test, and hone the knowledge and skills they have acquired and developed in the classroom and to anticipate future areas of study. Through this experience, students become familiar with the culture of the hospitality industry, developing the values, attitudes, and behaviours that will make them successful in the workplace. Each student must complete this 400-hour supervised internship at an approved internship site.</p>
<p>INP202 Industry Practicum 2</p> <p>This industry placement allows students to further challenge, test, and hone the knowledge and skills they have acquired and developed in the classroom and to anticipate future areas of study. Through this experience, students will be immersed further within the culture of their chosen industry, developing the values, attitudes, and behaviours that will make them successful in the workplace. Each student must complete this 400-hour supervised placement at an approved placement site.</p>
<p>BIZ201 Accounting for Decision Making</p> <p>The subject aims to provide non-accounting students with a broad, business-based introduction to the conceptual foundations of accounting and finance. The use of management accounting information assists in key areas of planning, controlling, reporting, and decision making. It introduces students to basic concepts and functions of the balance sheet, profit and loss statements, cash flow statements, techniques for analysing financial statements investment decisions, full costing and opportunity costing analysis and managing working capital.</p>

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<p>BIZ202 The Business Environment</p> <p>The aim of this subject is to help students develop an understanding of how organisations work and the ability to evaluate factors that influence them. This includes all aspects of modern business and the changing external environmental forces at the micro and macro level.</p> <p>Students should be able to take a strategic view of a business and contribute to the process of developing and implementing strategy. The focus will be on the political, legal, economic, social, cultural and technological environment. Analytical techniques will be used to uncover the opportunities and threats to businesses. An awareness of potential risks and challenges as well as corporate social responsibility of the organisation will be introduced as a key learning goal.</p> <p>This case-based unit is designed to provide an overview of the business environment at the global, market and organisational level. This subject is designed to develop effective problem solving, critical analysis, and communication skills around the contemporary issues challenging the pursuit of sustainable business practice.</p>
<p>PDR201 Product Distribution and Revenue Management</p> <p>This subject covers the information technology needs of hospitality and tourism businesses. The subject will focus on the Internet and information technology as tools that influence hospitality and tourism businesses. Emphasis is placed on providing a thorough understanding of how e-marketing, e-commerce and online information distribution are keys to commercial success. Students will be taught about the opportunities and problems created by the development of e-commerce, e-commerce IT, E-commerce portals and business models and the legal and ethical issues of e-commerce through the context of Yield and Revenue Management. Students will also learn to use various tools which will assist them in predicting customer demand at the micro market level, and the maximization of revenue through pricing optimization. Students will be required to interpret and utilize financial data to make revenue and yield decisions.</p>
<p>GIT201 Global Innovations and Trends in Tourism and Hospitality</p> <p>Managers in any area of a business need to be equipped to predict, analyse and explain the industry they're currently immersed in. In this subject, students will learn how to stay up to date with current innovations within the industry as well as explore and predict future trends through analysing various data sources, spotting trends, prioritizing details, and highlighting information most pertinent to business decisions.</p>
<p>BIZ301 Organisational Creativity and Innovation</p> <p>This subject seeks to build the knowledge, skills and attitudes required to succeed as an entrepreneur. These knowledge and skills are then applied to identify and evaluate innovative high-growth product and service opportunities in the context of a start-up, a corporation, a not-for-profit or a government institution. The subject equips students with practical skills, including creativity tools, cash-flow modelling, business model analysis and lean experimentation.</p>
<p>MGT301A Ethics and Sustainability</p> <p>This subject is built on broad aspects of sustainable development, corporate responsibility, stakeholder thinking and accountability. It explores how organisations acknowledge their impact of their activities in economic, social, and environmental terms. Students will examine why organisations around the world are increasingly moving to reduce the adverse effects of business operations on their stakeholders and local communities. It discusses some of the most common practices associated with environmental ethics evolving to sustainability ethics. It also examines the link between social responsibility and corporate governance. This course will equip you with a set of tools for managing and leading organisations more ethically and sustainably.</p>
<p>HOT301 Hospitality Entrepreneurship – HOTS</p> <p>This subject focuses on the role of entrepreneurship in the growth & development of the wider hospitality industry. Students will explore the characteristics of entrepreneurs & key factors in successful entrepreneurial ventures through the analysis of industry case studies. In addition, students will manage the operations of a virtual hotel for multiple simulated years using the HOTS hotel system. Students will consider their hotel's</p>

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<p>ongoing financial position and use data from within the simulation to implement strategies to improve the overall performance of their hotel. In addition, students will research emerging consumer & industry trends to identify opportunities within the hospitality industry and use these to propose growth targets & innovative strategies to support the financial success of their simulated hotel in the future. Students will present their strategies to investors in an effort to gain financial support for their hotel. This subject will require students to utilise the skills & knowledge gained from previously completed subjects to engage in strategic decision-making.</p>
<p>PDH301 Planning and Designing Hospitality Venues</p> <p>The growth of hospitality has created an increase in the number of innovative hospitality experiences. In this subject students learn about the feasibility process for hotels, restaurants, bars, nightclubs and other hospitality venues and how this informs the concept development, planning and designing for successful businesses. The subject considers design from inception to completion, sustainable design practices and the impact of design on all aspects of operations.</p> <p>Students consider all aspects of launching a new enterprise; they design the space, develop a business plan including budgets. Drawing on each other's experiences students work in teams to produce and present a portfolio for critique and feedback.</p>
<p>RCM301 Risk and Crisis Management</p> <p>The subject introduces students to the discipline of risk management in a hospitality context. Risk management involves the identification, analysis, and monitoring of risks that have the potential to be of importance (for good or ill) to organisations as well as how they respond to them. In this subject students will explore the background to risk management, who the key stakeholders are, the role of risk management in strategic planning and environmental scanning, and how risk management impacts upon both the public and private sectors. It discusses risk management strategies and introduces students to the field of crisis communication management and corporate social responsibility. Current risks are identified and tracked to give students an idea of environmental scanning and risk identification. The subject will also explore Incident and Accident reporting requirements and the financial implications of risk management.</p>
<p>Students are required to choose an additional 6 subjects from the Bachelor of Business suite.</p>

*Note that some of the above subjects have pre-requisite requirements.

Locations

The Bachelor of Business (Hospitality Management) (BBUSHOS16) can be studied fully online or at the below Torrens University Campuses:

- Sydney
 - The Rocks – 1-5 Hickson Road, The Rocks Sydney NSW Australia 2000
 - William Blue Dining, 105-107 George Street Sydney, NSW
- Adelaide – 82-98 Wakefield Street, Adelaide, SA 5000
- Melbourne – 196 Flinders Street, Melbourne VIC 3000

Campus Facilities and Services

All campuses are designed to provide students with professional spaces in which to learn and work. They have been planned with student study needs in mind with well-equipped accessible learning spaces as well as student breakout areas for group work and spending time with friends.

A positive student experience

Torrens University Australia values the importance of a positive student experience, and therefore has robust processes to resolve student complaints. The Student Complaints Policy, and associated procedures, can be accessed from the [website](https://www.torrens.edu.au/policies-and-forms) (<https://www.torrens.edu.au/policies-and-forms>).

Paying for your qualification

We offer two payment options for this course:

- **Upfront payment**

If you want to complete your qualification debt-free you can choose to pay as you go. This means tuition fees will be invoiced each semester and payment is required on or before the due date using EFTPOS, credit card or direct transfer.
- **FEE-HELP**

FEE-HELP is Australian Government's loan scheme for higher education degree courses. It can assist you in paying for all, or part of, your course fees. Repayments commence via the tax system once your income rises above a minimum threshold (\$45, 881 in 2019-20). Just like with any other debt, a FEE-HELP debt is a real debt that impacts your credit rating.

Further information about FEE-HELP, including eligibility, is available at:

- FEE-HELP website:
<http://studyassist.gov.au/sites/studyassist/help-payingmyfees/fee-help/pages/fee-help->
- FEE-HELP booklets:
<http://studyassist.gov.au/sites/studyassist/helpfulresources/pages/publications>

Austudy and Abstudy

Students enrolled in this course may be eligible for government assistance, such as [Austudy](#) or [Abstudy](#).