



Faculty of **Business**

Bachelor of **Business Administration** (Hospitality Management)

This is an articulated degree that requires the completion of the Drysdale Institute of TAFE Advanced Diploma in Hospitality management or equivalent as a prerequisite.

Introduction

It builds on the Advanced Diploma to produce graduates with a sound knowledge of the fundamental principles and concepts of management, a familiarity with significant literature in the field and the ability to review, consolidate, extend and apply the knowledge and techniques to the hospitality management sector. It seeks to produce graduates with knowledge, skills and understanding of best practice in hospitality management. Graduates develop professional skills in such areas as interpersonal communication, services management, working in teams, report writing and problem-solving techniques.

Articulation

Applicants who have completed the Drysdale Institute of TAFE Advanced Diploma of Hospitality will be granted credit for fourteen units towards the Bachelor of Business Administration (Hospitality Management) degree. Candidates with an equivalent award will also be considered on an individual basis and, following the advice from the course coordinator, may be granted credit.

Course Structure

The Bachelor of Business Administration in Hospitality Management in 2007 consists of 16 specified core units and 8 specialised hospitality units (There are no elective units). There will be variations in 2008 due to some units being offered in different semesters.

Location

Hobart and Launceston

Year 1

Semester 1

At Drysdale Institute of TAFE

Semester 2

At Drysdale Institute of TAFE

Year 2

Semester 1

At Drysdale Institute of TAFE

Semester 2

At Drysdale Institute of TAFE

Summer School

Semester 3

BMA221 Management of Human Resources

BMA251 Principles of Marketing

Year 3

Semester 1

BMA201 Organisational Behaviour

BMA211 Business Communication

BMA258 Services Marketing

BMA325 HRM in Service Industries

Semester 2

BMA241 Workplace Relations

BMA281 Introduction to International Business

BMA302 Strategic Management

BMA2/391 Managerial Social Responsibility

Careers

Hospitality Management is a key part of Tasmania's service industry and an increasing employer of graduates. Graduates have obtained professional positions in areas of hospitality management (such as accommodation, food & beverage, convention), in tourism businesses, in the public sector as well as more general management positions.