MODULE DESCRIPTOR

TITLE	International Hotel Management
MODULE CODE	44-6956-00L / 44-604568
LEVEL	6
CREDITS	20
FACULTY	Sheffield Business School
DEPARTMENT	Service Sector Management
SUBJECT GROUP	Hospitality
MODULE LEADER	David Graham
DATE OF APPROVAL	2nd December 2015

MODULE AIM

To explore and critically evaluate the international market entry theories and approaches of the hotel Industry. Synthesising contemporary issues in the international hotel environment across a range of disciplines, in order to understand the hotels global, multinational and transnational orientation and the challenges that these bring.

MODULE LEARNING OUTCOMES

LO	Learning Outcome
1	Critically analyse the global importance of the international hotel industry.
2	Apply relevant theory across a range of disciplines in international hotel management.
3	Provide a framework for the analysis of international hotel management in its cultural, political, legal and economic environment.

INDICATIVE CONTENT

- Historical international hotel development
- Mature and emergent market developments
- Internationalisation theories within the service context
- Service market entry modes
- Cultural theory and it practical application
- Environment evaluative theories and techniques
- Macro and micro environmental issues and debates

LEARNING, TEACHING AND ASSESSMENT STRATEGY AND METHODS

This module will deploy a combination of lectures, case studies, group work and video conferencing. Seminars will be used to facilitate case studies, group work video conferencing, being a key feature of working with international partners. The theoretical elements will be taught in lectures and related to practical issues and cases. Case studies will be used to simulate international hospitality decision-making problems.

ASSESSMENT DESCRIPTION

Assessment will be by Essay and Examination.

ASSESSMENT PATTERN - TASK INFORMATION (STANDARD ASSESSMENT MODEL)

Task No.*	Description of Assessment Task	Task Weighting %	Word Count or Exam Duration**	Sub-tasks Y/N+	IMR^ Y/N	Final Task Y/N
1	Report	50%	3,000	N	Y	N
2	Exam	50%	2 hrs	N	N	Y

ANY ADDITIONAL REQUIREMENTS FOR THIS MODULE

Video conference facilities

FEEDBACK TO STUDENTS

The seminar series is developed as a student case study approach to enable an on-going and supportive understanding of the complex and challenging conceptual issues taught in this module.

A number of partner institutions and industry contacts will be drawn upon to create a real world context, with feedback linked to video conferencing

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

The online resource list for this module is available at

https://shu.rl.talis.com/lists/D9297344-0449-8CD8-C48B-3EE80A24CF26.html

RESEARCH MODULES ONLY: DOES MODULE REQUIRE APPROVAL OF FACULTY RESEARCH ETHICS COMMITTEE? NO

MODULE STUDY HOURS (KEY INFORMATION SET)

Module Study Hours - Breakdown of Hours by Type		
Scheduled Learning and Teaching Activity type*	**Hours by type**	**KIS category**
Lecture	12	Scheduled L&T
Seminar	24	Scheduled L&T
Scheduled Learning and Teaching Activities sub-total	**36**	
Guided Independent Study	164	Independent
Total Number of Study Hours (based on 10 hours per credit)	**200**	

CHECKED

Date	Reason
07/04/2016	Checked on SI - correct

REVISIONS

Date	Reason