



# The Bachelor of Business Administration International Hotel & Resort Management

The Bachelor of Business Administration (option International Hotel & Resort Management) extends traditional studies in hotel management by exploring the areas of offshore resort management, eco-tourism management, the socio-economic impact on a host environment, energy management issues in remote locations, facilities and property management and consumer behavior.

In this final year of the program, leading industry specialists will be available to critically evaluate a range of contemporary issues facing the international hospitality industry.



## First Year : General management studies

**FIRST SEMESTER:** September 2004 to January 2005

CODE	Topics	Number of Hours	Number of Credits
BUS 100	Introduction to Business (2 credits) and to Hospitality Business Communications (1 credit)	45	3
BUS 110	Business mathematics	45	3
BUS 311	Business Law	45	3
BUS 317	Statistics and probability	45	3
MIS 210	Information Technology (Hospitality Computing Applications)	45	3

**SECOND SEMESTER:** February 2005 to June 2005

CODE	Topics	Number of Hours	Number of Credits
MKT 220	Principles of Marketing	45	3
ACT 320	Management Accounting	45	3
MIS 310	Management Information Systems	45	3
MGT 220	Principles of Management	45	3
MIS 320	Quantitative Business Analysis (Business Information Management)	45	3



## Second Year: General and specialized studies

**THIRD SEMESTER:** September 2005 to January 2006

CODE	Topics	Number of Hours	Number of Credits
LCB 210	Food Service Operations	75 Theory and practical	3*
LCB 220	Beverage Service Operations	75 Theory and practical	3*
LCB 230	Restaurant Food and Beverage Service	75 Theory and practical	3*
LCB 240	Cuisine A	90 Theory and practical	3*

**Industry placement: 150 hours**

**FOURTH SEMESTER:** February 2006 to June 2006

CODE	Topics	Number of Hours	Number of Credits
MGT 330	Human Resources Management	45	3
LCB 250	International Tourism and Hospitality Business	45	3
FIN 310	Financial Management	45	3
MGT 405	Project Management	45	3

**Summer Industry placement: 450 hours**



## Third Year: General and specialized studies

**FIFTH SEMESTER:** September 2006 to January 2007

CODE	Topics	Number of Hours	Number of Credits
MKT 435	Marketing Management	45	3
MGT 320	Organizational behavior (Supervision Management)	45	3
LCB 310	Contemporary Industry Trends and Issues	45	3
LCB 320	Wine Studies	45	3
LCB 330	Rooms Division Operations	75 Theory and practical	3*
MGT 345	International Business	45	3

**Industry placement: 300 hours**

**SIXTH SEMESTER:** February 2007 to June 2007

CODE	Topics	Number of Hours	Number of Credits
LCB 410	Food and Beverage Management	45	3
MGT 420	Strategic Management	45	3
LCB 420	Rooms Division Management	45	3
LCB 430	Resort Development and Management	45	3
LCB 440	Facility and Property Development and Management	45	3
MKT 310	Consumer Behavior	45	3

**Industry placement: 300 hours**

\* Estimated credits for the practical topics