



## TOURISM & HOSPITALITY MANAGEMENT

# POSTGRADUATE COURSE GUIDE 2013

- Business Administration in Hotel and Tourism Management
- Convention and Event Management
- International Tourism and Hotel Management
- Gastronomic Tourism



**It's all about U**  
[scu.edu.au/tourism](http://scu.edu.au/tourism)



# ABOUT SOUTHERN CROSS UNIVERSITY

Southern Cross University is a vibrant, contemporary Australian university offering a range of undergraduate and postgraduate degrees on-campus and by distance education. Postgraduate degrees by coursework are available in disciplines including health and human sciences, environmental, marine and forest science, tourism, education and social sciences. The Southern Cross Business School delivers the Master and Doctor of Business Administration, and other postgraduate degrees in accounting, sport management, human resources and information technology.

Research degrees are available in arts, business, law, science and education. Students undertake an independent research project which is sent out for external and independent examination. The students are supported through the Research Training Unit and can enrol at any time. The University's research is undertaken in areas that are regionally relevant and globally

significant, in disciplines as diverse as environmental science, plant science, geoscience, forestry, gambling research, marine science, business, education and tourism.

Located on the east coast of Australia, in a region renowned for its natural beauty, the University has campuses at the Gold Coast, Lismore and Coffs Harbour, where it also operates the National Marine Science Centre. The Centre operates a survey and research vessel and includes a flow-through seawater system that supplies laboratories, a tank farm, aquarium and hatchery.

Many postgraduate courses are available by distance education, providing flexible study options for those who are juggling work, study and other commitments. Explore our full range of postgraduate course offerings at [scu.edu.au/courses](https://scu.edu.au/courses)

## SCHOOL OF TOURISM AND HOSPITALITY MANAGEMENT

The School of Tourism and Hospitality Management is a pioneer of tourism education in Australia, having offered innovative tourism and hospitality degrees since 1989. With the School's history comes many years of accumulated knowledge and experience in delivering world-class tourism, hospitality and events courses that accommodate the changing needs of twenty-first century students.

The coursework Masters degrees offered by the School produce graduates able to meet the challenges of managing or owning tourism, hospitality or events organisations and businesses. The degrees are industry-relevant and academically rigorous.

The School has a strong research culture and actively contributes to global knowledge concerning tourism and hospitality. The School has two research centres, the Centre for Gambling Education and Research and the Centre for Tourism, Leisure and Work.

Through education collaborations, the School also delivers undergraduate and postgraduate courses in Singapore. Most recently, it forged a partnership with Le Cordon Bleu to deliver the innovative Master of Gastronomic Tourism.



## LE CORDON BLEU MASTER OF GASTRONOMIC TOURISM

### GRADUATE DIPLOMA IN GASTRONOMIC TOURISM

### GRADUATE CERTIFICATE IN GASTRONOMIC TOURISM

**Location and intake:** Distance education: Trimester A, B and C

**Duration:** Master: 2 years (two units per trimester), 4 years (one unit per trimester)

### About this course

The Le Cordon Bleu Master of Gastronomic Tourism (MGT) has been developed by Southern Cross University and Le Cordon Bleu, a leading international provider of culinary, hospitality management and gastronomy education. The MGT is designed for those with a passion for gastronomy and tourism, but uniquely, it combines an academic approach to understanding food and drink within historical, cultural and contemporary contexts, integrated with tourism business management applications. The course maximises a graduate's capacity to use the latest theoretical and cultural understanding of food and drink in context and in the practical pursuit of commercial objectives in business enterprises.

### Major areas of study

Topics range from sustainability and food security to contemporary trends in cuisine and culinary arts; from food writing for media to the history of gastronomy and the restaurant; and from small business management to entrepreneurship and the application of ethical business practices in tourism operations.

Students can undertake a research component of independent study (in place of two units), to focus on an aspect of Gastronomic Tourism.

### Teaching methods

This course is delivered online via the University's distance education study option. The online study environment is highly interactive and strives to promote collaboration and a sense of community. Students may receive a combination of podcast or video-linked lectures, electronic study materials, workshops, online discussion forums and virtual classes. The method of teaching may vary from unit to unit.

### Assessment methods

Assessment methods vary by unit and may include examinations, essays, reports, projects and other written assignments and presentations.

**Early exit points:** Subject to successful completion of the required units.

- Graduate Diploma in Gastronomic Tourism
- Graduate Certificate in Gastronomic Tourism

Le Cordon Bleu CRICOS Provider: SA 01818E, NSW 02380M

This course is not available to international students studying in Australia.

### Career opportunities

Potential career paths include:

- Professional food writer / reviewer
- Cellar-door manager
- Food trail operator / tour guide
- Entrepreneur in a food and wine related business
- Manager in sustainable food and wine production/ marketing
- Food, wine and tourism policy adviser / advocate.

This course aims to produce graduates with a broad understanding of the potential to add value to food and wine tourism and related business operations. Crucially, this understanding has social responsibility at its core. Graduates will be both innovators and protectors of tradition, helping to revitalise and strengthen local and regional food cultures.



## MASTER OF BUSINESS ADMINISTRATION IN HOTEL AND TOURISM MANAGEMENT

### GRADUATE DIPLOMA OF BUSINESS ADMINISTRATION IN HOTEL AND TOURISM MANAGEMENT

### GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION IN HOTEL AND TOURISM MANAGEMENT

**Location and intake:** Gold Coast: Trimester A, B and C; Distance education: Trimester A, B and C

**Duration:** Master: 1 year full-time (based on 4 units per trimester); 2 years part-time

### About this course

The Master of Business Administration in Hotel and Tourism Management (MBA-HTM) is designed to provide high-level management education and industry specific studies to those already working in the field of tourism and hospitality management.

### Major areas of study

Students study six core units and select six elective units. Core units are Foundations of Management, Leading and Managing People, Strategic Management, Accounting and Finance for Managers, Marketing Management and Strategic Information Systems. Elective units include studies in international tourism systems, destination marketing, tourism planning, plus a range of management topics such as event, employee, environmental and service management.

### Teaching methods

Classes for most units are conducted once weekly, Monday to Friday and are normally three hours long. Generally, a lecture format is the usual teaching method.

Students have access to the Learning and Research Centre at the Gold Coast campus and can also borrow from the extensive tourism and hospitality collection at the University library. Students are also able to use reciprocal borrowing arrangements with other university libraries.

Each student receives a comprehensive study materials package for each unit. This includes a prescribed textbook and a CD of study materials. The study package is comprised of a unit information guide, study guide and a book of readings.

The distance education study option is highly interactive and strives to promote collaboration and a sense of community. Students receive electronic study materials and will be invited to participate in online workshops, online discussion forums and virtual classes. The method of teaching may vary from unit to unit.

### Assessment methods

Generally, assessment tasks are assignment-based (essays, reports, case studies) and may include oral presentations. Students will be required to sit end-of-trimester examinations in the majority of units.

**Early exit points:** Subject to successful completion of the required units.

- Graduate Diploma in Convention and Event Management
- Graduate Certificate in Convention and Event Management

### Career opportunities

This course is highly transportable and is an ideal way of consolidating proven industry skills into an MBA, which is an internationally recognised postgraduate degree.



## MASTER OF CONVENTION AND EVENT MANAGEMENT GRADUATE DIPLOMA IN CONVENTION AND EVENT MANAGEMENT GRADUATE CERTIFICATE IN CONVENTION AND EVENT MANAGEMENT

**Location and intake:** Gold Coast: Trimester A, B and C; Distance education: Trimester A, B and C  
**Duration:** Master: 1 year full-time (based on 4 units per trimester), 2 years part-time

### About this course

The School of Tourism and Hospitality Management has a long history of providing education for the meetings and events industries. The Master of Convention and Event Management was developed in response to the demand for specialised postgraduate studies within both the business events and the special events and festivals industries.

### Major areas of study

Significant areas of study include business event management, festival and special event project management, accounting and finance for events, hazard management for events, event design and information systems for events.

### Teaching methods

Classes for most units are conducted once weekly, Monday to Friday and are normally three hours long. Generally, a lecture format is the usual teaching method.

Students have access to the Learning and Research Centre at the Gold Coast campus and can also borrow from the extensive tourism and hospitality collection at the University library. Students are also able to use reciprocal borrowing arrangements with other university libraries.

Each student receives a comprehensive study materials package for each unit. This includes a prescribed textbook and a CD

of study materials. The study package is comprised of a unit information guide, study guide and a book of readings.

The distance education study option is highly interactive and strives to promote collaboration and a sense of community. Students receive electronic study materials and will be invited to participate in online workshops, online discussion forums and virtual classes. The method of teaching may vary from unit to unit.

### Assessment methods

Generally, assessment tasks are assignment-based (essays, reports, case studies) and may include oral presentations. Students will be required to sit end-of-trimester examinations in the majority of units.

**Early exit points:** Subject to successful completion of the required units.

- Graduate Diploma in Convention and Event Management
- Graduate Certificate in Convention and Event Management

### Career opportunities

This industry-specific course is designed to advance the knowledge and skills of professionals and managers already working within or looking to enter the meetings and events sector.



## MASTER OF INTERNATIONAL TOURISM AND HOTEL MANAGEMENT

### MASTER OF INTERNATIONAL TOURISM AND HOTEL MANAGEMENT (ADVANCED)

#### GRADUATE DIPLOMA IN INTERNATIONAL TOURISM AND HOTEL MANAGEMENT

#### GRADUATE CERTIFICATE IN INTERNATIONAL TOURISM AND HOTEL MANAGEMENT

**Location and intake:** Gold Coast : Trimester A, B and C; Distance education: Trimester A, B and C

**Duration:** Master: 1 year full-time (based on 4 units per trimester), 2 years part-time;

Master (Advanced): 1.5 years full-time (based on 4 units per trimester), 3 years part-time

Program duration will be longer for students studying internship or research course schedules

### About this course

The Master of International Tourism and Hotel Management (Advanced) (15 units) and the Master of International Tourism and Hotel Management (12 units) are designed for students with or without industry experience who wish to gain a higher degree in the field of tourism and hospitality studies.

The degree is flexible with students able to choose a course of study that matches their prospective career path. Two schedules are available: a coursework schedule consisting of hotel and tourism units that enables students to study specialist fields including tourism management, convention and event management and an optional workplace internship; plus a research schedule consisting of tourism specialisation units, research methods units and a two-trimester research project. This research schedule is designed to articulate directly into PhD study and/or provide intense research in a student's area of interest.

### Professional placement

As part of this Masters degree, coursework students may choose to undertake a trimester-long internship in either a paid or volunteer role. This practical experience, combined with theoretical understanding, enhances the learning experience for students who have a professional and personal interest in this high growth area.

Students are responsible for securing their internship placement and are given extensive assistance in interview and application procedures, access to an extensive database of potential employers and roles and ongoing support from the dedicated work integrated learning team.

### Major areas of study

The coursework schedule provides a comprehensive study of all aspects of tourism and hotel management from both theoretical and practical 'real world' perspectives taught by academics with industry backgrounds.

### Teaching methods

Classes for most units are conducted once weekly, Monday to Friday and are normally three hours long. Generally, a lecture format is the usual teaching method.

Students have access to the Learning and Research Centre at the Gold Coast campus and can also borrow from the extensive tourism and hospitality collection of the University library. Students are also able to use reciprocal borrowing arrangements with other university libraries.

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### Assessment methods

Generally, assessment tasks are assignment-based (essays, reports, case studies) and may include oral presentations. Students will be required to sit end-of-trimester examinations in the majority of units.

**Early exit points:** Subject to successful completion of the required units.

- Graduate Diploma in International Tourism and Hotel Management
- Graduate Certificate in International Tourism and Hotel Management

### Career opportunities

Graduates may move into areas such as professional management in resorts, hotels, government tourism bodies, airlines, attractions and other special interest tourism operations.

## Learning resources

The SCU library provides a wealth of services and print and electronic resources including document supply service, full-text journal literature, past exam papers, databases, ebooks, ereadings and librarian assistance.

MySCU is a student's point of entry to a range of online services and resources that support study and student life. The portal includes unit learning sites and information sites where students can access resources, communication tools and useful links that are integral to their studies.

The web-based program Blackboard Collaborate delivers advanced on-line learning environments for students and lecturers to communicate and collaborate through virtual meeting spaces and classrooms. They can share files, presentations and applications. If the session is recorded, students can view it afterwards.

The Academic Skills Development team supports student learning by offering online and on-campus academic skills workshops, email, phone and one-on-one support.

## Professional recognition

Southern Cross University's School of Tourism and Hospitality Management is a founding member of The International Centre of Excellence in Tourism and Hospitality Education (THE-ICE).

### ACCREDITED MEMBER



International Centre  
of Excellence in  
**Tourism and Hospitality  
Education (THE-ICE)**



Accredited to meet THE-ICE Standards of Excellence

## HOW TO APPLY

### Master of Business Administration in Hotel and Tourism Management, Master of Convention and Event Management, Master of International Tourism and Hotel Management

Apply online direct to the University

Visit: [scu.edu.au/howtoapply](http://scu.edu.au/howtoapply)

T: 1800 626 481

E: [enquiry@scu.edu.au](mailto:enquiry@scu.edu.au)

### Le Cordon Bleu Master of Gastronomic Tourism

For more information and to apply, contact Le Cordon Bleu

Visit: [lecordonbleu.com.au](http://lecordonbleu.com.au)

T: 1800 064 802

E: [australia@cordobleu.edu](mailto:australia@cordobleu.edu)

## Advanced standing

### Your previous work or study

At Southern Cross University, your previous study may help you cut time off your degree.

### Recognition of previous study

Advanced standing may be granted to a student for tertiary studies successfully completed within the last 10 years at this University or at another approved post secondary institution including TAFE, private providers or other universities.

The University recommends that you apply for advanced standing at the same time as you apply for admission, because the amount and type of credit awarded will determine your study plan.

For more information visit:

[scu.edu.au/advancedstanding](http://scu.edu.au/advancedstanding)

## International applicants

Southern Cross University welcomes applications from international students. However this brochure is intended for use by Australian citizens and permanent residents only and should not be relied upon by international students. Brochures and information specifically for international students can be obtained from the University's International Office and website:

[scu.edu.au/international](http://scu.edu.au/international)

### Further information

Freecall: 1800 626 481

E: [enquiry@scu.edu.au](mailto:enquiry@scu.edu.au)

For further course information visit:

[scu.edu.au/courses](http://scu.edu.au/courses)

*This brochure is a guide to Southern Cross University and the postgraduate studies offered by the University. The information set out in this brochure is an expression of intent only and should not be taken as a firm offer or undertaking.*

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