

# Diploma of Hotel Management (Year 2)

Diploma of Hotel Management graduates will be suitably equipped to work in commercial enterprises under supervision, in hospitality and tourism-related positions that require skills gained in their Diploma. This program is taught on ECU's state-of-the-art Joondalup Campus West.

The program consists of 8 units of study and can be completed over 2 or 3 trimesters. Students who complete the ECC Diploma of Hotel Management (Year 2) will receive up to 8 units (120 credit points) advanced standing, the equivalent of the first year, in the respective Bachelor degree at ECU. A minimum of 50 percent pass in all units is required for progression to ECU

Entry into 2 <sup>nd</sup> year of your ECU degree	Number of unit exemptions granted towards ECU degree	Duration at ECU after Diploma (Year 2)	Units to enrol at ECC
<b>Bachelor of Hospitality and Tourism Management</b>	8 units	2 years	<b>Core for all majors:</b> <ul style="list-style-type: none"> <li>• PAC1100D Professional and Academic Communication</li> <li>• TSM2111D Introduction to Hospitality and Tourism</li> <li>• HOS2325D Managing the Service Experience</li> <li>• SBL1600D Business Identity and Protocols</li> <li>• MKT1600D Marketing Principles and Practices</li> <li>• HOS2110D Food and Beverage Management</li> </ul> <b>Plus 2 Electives from Diploma of Commerce</b>
<b>Bachelor of Commerce (all majors)</b>	8 units	2 years	
<small>International students must study a full-time study load. ECC reserves the right to cancel classes due to insufficient demand. Timetable clashes may be unavoidable.</small>			

## UNIT DESCRIPTORS

### **SBL1600D – Business Identity and Protocols**

Incorporating hands-on activities, reflective practices, and opportunities for feedback, students within the unit create and articulate their own personal brand. The unit explores the fundamentals of culture and the importance of cross-cultural literacy, as well as the principles of effective professional communication. Key experiences throughout the unit are documented within an electronic portfolio which can be added to throughout students' academic career, and used when applying for positions.

### **PAC1100D – Professional and Academic Communication**

This core unit equips students with the knowledge and skills to communicate effectively within Australian academic and professional environments. Students acquire essential skills – selecting, summarising, evaluating information, applying knowledge to a range of oral and written tasks, within simulated workplace scenarios. Language literacy is embedded through scaffolded tasks, enhanced feedback, and within assessment criteria the unit uses case studies to acculturate students to Australia workplaces and university environments.

### **HOS2110D – Food and Beverage Management**

This unit covers the complexities presented by F&B operations and management. Students learn skills in menu design and management, operating and control practices, and examine emerging trends in the industry. Students also gain an understanding of the importance the guest plays in a successful food and beverage operation.

### **MKT1600D – Marketing Principles and Practices**

This unit introduces principles/concepts of marketing that encompass the marketing planning process, marketing environment, consumer behaviour, market segmentation, and marketing mix elements. The unit's major feature is the trimester-long marketing plan project based on a marketing case.

### **HOS2325D – Managing the Service Experience**

This unit examines the relationship between delivering superior guest service and the behaviours of people and systems involved in this delivery. It focuses on creating a culture of superior guest service through strategy, staff and systems development, implementation and evaluation. It places particular emphasis on the application of theory to challenges likely to confront managers today and in the future in the endeavour to deliver superior guest service. Case studies, exercises and field research are used to illustrate superior guest service issues within the hospitality and tourism context.

### **TSM2111D – Introduction to Hospitality and Tourism**

This unit aims to provide an overview of the contemporary global tourism and hospitality industries providing a foundation from which students can make informed choices later in their program. It reflects on a number of models relating to hospitality and tourism supply and demand from a managerial perspective. Through an experiential field trip, the unit also allows students to apply theoretical principles and investigate the economic, environmental and sociocultural impacts of hospitality and tourism in an applied industry setting.

#### **Methods of Assessment at ECC**

Methods of assessment may differ depending on the program and subjects you choose. Most subjects will be assessed through a combination of written examinations and assignments, essays, presentations, seminars and tutorial participation. Some coursework will include group-based projects and practical activities. At the beginning of each unit, students are given an outline that includes due dates for the completion of assignments. Students who fail to meet these submission deadlines may be penalised even though the work was completed. Attending all classes is essential in order to be successful at ECC. **Flyer is current as of 2 June 2022.**

#### **Important information for students**

International students must study a full-time study load.

ECC reserves the right to cancel classes due to insufficient demand. Timetable clashes may be unavoidable.