

## **B.Sc. HOSPITALITY AND TOURISM MANAGEMENT**

This programme, which is offered on a part time basis, is targeted towards persons with an Associate degree in Tourism, Hospitality and/or Entertainment Management, who require additional training in the management of hotels, restaurants, and other tourism-related facilities. In order for students to be at a competitive advantage in the hospitality and tourism industry, this programme has an internship and a language requirement.

### **SEMESTER I**

#### **MS22A (MGMT2008): ORGANIZATIONAL BEHAVIOUR**

This course exposes students to the various ways in which individuals and organizations interact to create goods and services in a competitive and dynamic environment. The course begins with a broad overview of the nature and structure of organizations and in particular of Caribbean organizations. The focus then narrows to examine the ways in which individuals and groups behave within the context of the organization. Topics to be examined include power, leadership, groups, teams, conflict and individual behaviour.

#### **MS23C (MGMT2012): INTRODUCTION TO QUANTITATIVE METHODS**

This course is an introductory level survey of quantitative techniques, and is intended to provide an overview of commonly used mathematical models and statistical analyses to aid in making business decisions. These techniques include linear programming, decision theory and simulation. The primary emphasis is to prepare students to become intelligent users of those techniques. An understanding of the assumptions and limitations of the techniques; and also, how these techniques might be used outside the classroom environment are of particular importance.

#### **S20H: SPANISH FOR THE HOSPITALITY INDUSTRY 3**

### **SEMESTER II**

#### **TR21C: TRANSPORTATION AND TRAVEL**

The course will focus on the dimensions of tourism; historical, economic, social, cultural, psychological and environmental characteristics as they relate to the development of the travel and tourism industry with special emphasis on the transportation sector. With ever increasing tourism demand, the transportation sector has had to adjust in order to accommodate the volume of international and domestic travelers. Adequate transportation infrastructure and access to generating markets is one of the most important prerequisites for the development of any destination. Thus tourism travel and transport is a very active element of the tourist product and experience.

#### **HM 22C: HOSPITALITY MANAGERIAL COMMUNICATION**

This course is designed to enable students to understand the nuances of communication within hospitality organizations across functional units as well as external communication needs such as press releases, advertisements and proposals. The nature of this service industry demands sensitivity in communicating valuable information, and as such the course aims at cultivating necessary communication skills at the management level in these organizations.

#### **S21H: SPANISH FOR THE HOSPITALITY INDUSTRY 4**

#### **SUMMER: PROFESSIONAL SEMINAR SERIES**

## **SEMESTER III**

### **TR20A: INTERNATIONAL TOURISM**

This course will equip students with information about world tourism statistics, fastest growing tourism industries, best practice and general information about the competitiveness of tourism destinations worldwide. The case study methodology will be used extensively.

### **TR31E: CULTURAL INTERACTION IN CARIBBEAN TOURISM**

This course will allow students to gain some depth in analyzing the nuances of cultures in the Caribbean and how these have shaped tourism growth and development in the region. This will involve historical analysis as well as situational analyses, with particular focus on prospects and challenges. This contextualization is important in creating tourism planners and officials who will shape the future of the region's tourist product.

### **HM30E: HOSPITALITY CONSUMER BEHAVIOUR**

The emphasis of this course is on hospitality consumers in particular, with a view to understanding how consumption patterns for tourism have changed. The changing consumer is a key area which must be understood, as there are increasing opportunities to introduce pull factors for various types of tourists. From an economic standpoint, some now view tourism as more than a luxury good which has implications for marketing efforts.

## **SEMESTER IV**

### **MS25E (ACCT2017): MANAGEMENT ACCOUNTING 1**

This course seeks to provide an in-depth understanding of: the conceptual issues and techniques used in the design of cost accounting information systems, and the use of costing information for managerial decision-making and business strategy in both manufacturing and service firms. An important feature of the course is its emphasis on cost analysis and the preparation of managerial reports.

### **HM30B: MEETINGS & CONVENTION MANAGEMENT**

This course offers the student the opportunity to study a unique combination of business and management and to explore the specialist area of the meetings and conventions sector. It will cover many areas within this discipline including events, meetings, conventions and conferences.

### **HM35A: ENTERTAINMENT MANAGEMENT**

The entertainment business is a multi-billion dollar industry that touches people in every corner of the world. The Caribbean presents very enticing prospects for better participation in this business through better management of the entertainment industry and in particular its music products. Closely aligned to the music industry are the areas of fashion designing, cosmetology, filmmaking, choreography, management, marketing, tourism, gaming, graphic design, law and technology. This course will introduce students, to the knowledge and skills that will help them to manage the Caribbean entertainment product. Students will specifically develop an understanding of the workings of the local and international music industry, sports, and related sectors. They will be introduced to some rights and obligations, and some production concerns in putting together events, festivals, films, music and other forms of entertainment.

## **SUMMER: INTERNSHIP (HM224)**

## **SEMESTER V**

### **MS34A (MGMT3036): ENTREPRENEURSHIP AND NEW VENTURE CREATION**

This course deals with one of the most challenging issues confronting developing countries. It focuses on understanding and appreciating the entrepreneurial mindset in relation to the ability to create new ventures successfully. The course also focuses on “intrapreneurship” or in the reinvigoration of existing enterprises with an attitude of innovation, responsiveness and receptivity to change, and it considers entrepreneurship in an international context.

### **MS32J (MGMT3061): TEAM BUILDING & MANAGEMENT**

The objectives of this course are to: define teams including the self-managed team, the virtual team and the temporary team, identify a sports team and trace its development, its success and failure, apply team learning to at least one organization, measure the effectiveness of a team, work in a team to undertake a project and understand the team process, explain the increased use of teams in organizations today, particularly in the Caribbean, and build and manage effective teams.

### **HM329: TOURISM MANAGEMENT**

## **SEMESTER VI**

### **MS32I (MGMT3069): QUALITY SERVICE MANAGEMENT**

Quality service management introduces students to the strategies and techniques that will lead to effective management of services. The course is designed to be a highly experiential one in which students will study the performance of service organizations as well as their response to that performance. Students who take this course will be exposed to knowledge about the best practices of local and international service organizations, the human resource practices that will lead to effective service delivery and the design of effective service organizations.

### **HM340: CARIBBEAN TOURISM: SUSTAINABLE DEVELOPMENT**

The main objective of this course is to discuss sustainable tourism, with special emphasis on the Caribbean. Caribbean nations are dependent on services in general and tourism in particular as a means of ensuring economic growth and development. The Course will focus on the following issues: the importance of Tourism to Caribbean Economies; the social, economic and environmental impacts of Tourism; the Concept of Sustainable Tourism and its relevance to the Caribbean; Policy and Planning mechanisms to achieve Sustainable Tourism in the Caribbean; and International, Regional and National Actions to achieve Sustainable Tourism.

### **TR31D – DESTINATION MANAGEMENT**

The purpose of this course to expose students to the importance of, and issues surrounding, the effective management of tourism destinations. More specifically the course focuses on: destination development, issues surrounding destination management, destination management policies, tourism demand, impact of tourism, destination sales and marketing issues, and destination planning.

### **SUMMER: INTERNSHIP (HM343)**

**Please Note:**

- This document is provided for information purposes only, and is subject to revision.
- Each Faculty of Social Sciences course is normally 3 credits.
- Students are required to do a minimum of 30 credits at Level I and 60 credits at Levels II and III.
- Where the core courses in the programme outline account for less than 60 credits at Levels II and III, students will be required to take additional electives.

Faculty of Social Sciences  
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