

Subject Name	Capstone Consulting Project
Subject Code	HTM566
No. of Credits	6 Credits
Total Contact Hours	20 hours
Prerequisite	Research Methods <u>or</u> equivalent

Subject Description:

The purpose of this subject is to provide students with the knowledge and skills to prepare, develop and present a consultancy project report for a client.

Intended Learning Outcomes:

Upon completion of the subject, students will be able to:

- A) Evaluate the knowledge and relevant concepts of tourism & hospitality:
- a) Students will be able to comprehend, apply and evaluate the concepts of and tools used in consulting.
 - b) Students will be able to understand and evaluate the dynamic, interactive, and complex nature of consulting.
(*PLO – 1, 2, 4*)
- B) Analyze the structure, products, services, and interactions in tourism & hospitality:
- a) Students will be able to understand, apply, and evaluate the consulting process.
(*PLO – 2, 4*)
- C) Examine the role of tourism & hospitality in communities and environments that they affect:
- a) Students will be able to assess and evaluate the problems, impacts and issues of tourism & hospitality development.
 - b) Students will be able to synthesise and integrate relevant information in the preparation of a consultancy project report.
(*PLO – 1, 2, 3, 4 & 6*)
- D) Evaluate and implement, in the context of tourism & hospitality, appropriate management theories and concepts:
- a) Students will be able to assess and evaluate tourism & hospitality problems & issues
 - b) Students will be able to undertake an analysis of a tourism or hospitality problem or issue.

c) Students will be able examine and apply the appropriate measures used to manage tourism & hospitality.

d) Students will be able to prepare a project consultancy project report.

(PLO – 2, 3, 4, 6, 7 & 9)

E) Communicate and respond to the diversity that prevails with the tourism & hospitality industry:

a) Students will be able to communicate and respond properly to various stake-holder needs and concerns.

b) Student will be able to effectively communicate and present their analysis, findings, plans or recommendations to different stake-holders.

(PLO – 6)

F) Evaluate and apply professional skills and management knowledge to complex and unstructured problems in tourism & hospitality:

a) Students will be able to analyse a tourism or hospitality problem or issue.

b) Students will be able to critically evaluate documents, development projects or management issues.

(PLO –1, 4 & 6)

Assessment Weighting:

Continuous Assessment 100%

Indicative Content:

- 1) Introduction
- 2) Consulting & Consultants
- 3) Use & Selection of Consultants
- 4) The Consultancy Process
- 5) Preparing a Project Proposal
- 6) Developing a Project Strategy
- 7) Preparing the Feedback / Assessment Report
- 8) Presentation of Consultancy Findings & the Final Report