

Subject Name	Strategic Management for Hospitality Business
Subject Code	HTM536
No. of Credits	3 Credits
Total Contact Hours	39 Hours
Prerequisite	None

Subject Description:

The objective of the subject is to enable students to develop a comprehensive and critical understanding of the business environment, concepts and principles of strategic planning and management in the hospitality industry. Students are required to tap into their work experiences and knowledge of all areas of business and integrate that knowledge to craft and implement the most appropriate strategic plan for specific destinations. Students are encouraged to learn from peers by encouraging free and open expression of ideas in class.

Intended Learning Outcomes:

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

1. Discuss and explain various theories, principles and models in strategic management and evaluate their relevance and applicability in determining growth and profitability of hospitality businesses in various markets.
2. Analyze and critically assess the internal structure, operation and organization of the hospitality firm, the external and market environment and the pertinent interactive relationship/s between them in the process of strategic formulation, implementation and control.
3. Apply an integrative approach to develop appropriate hospitality strategies for the growth of the industry. They will be able to identify relevant ethical management issues and viable approaches to deal with them in the real world.
4. Apply, evaluate and criticize various strategic management theories, concepts and models in designing appropriate corporate, business and functional strategies for hospitality companies in various markets.
5. Present and communicate their own ideas proactively to various stakeholders in the industry and revise them based on feedback from these stakeholders.
6. Identify strategic changes in the market and evaluate new dynamic industry forces in order to develop new directions for the future.

Assessment Weighting:

Continuous Assessment	60%
Examination	40%

Indicative Content:

- Strategic Management and Marketing in the Hospitality Industry
- The Process of Crafting and Executing Strategy
- Evaluating External Environment
- Evaluating Company's Resources and Competitive Position
- Creating Competitive Advantage
- Five Generic Competitive Strategies
- Other Business Strategic Choices
- Strategies for Competing in Foreign Markets
- Market Diversification for Group Businesses
- Ethics, Social Responsibility and Environmental Sustainability
- Crisis Management
- Strategy Execution and Evaluation
- Corporate Culture and Leadership