

<b>Subject Name</b>	Multi-Unit Hospitality Management
<b>Subject Code</b>	HTM538
<b>No. of Credits</b>	3 Credits
<b>Total Contact Hours</b>	39 Hours
<b>Prerequisite</b>	Hospitality and Tourism Financial Management

**Subject Description:**

This subject is designed to introduce students to theoretical frameworks and practical applications of multi-unit management in the hospitality industry. The students will be provided opportunities to learn from the growth and development of major hospitality chains and to analyze multi-unit firms' strategies and tactics at different levels and markets. This subject will also enable the students to understand different perspectives of various stakeholders including owners, developers, operators and other parties. The students will develop their analytical and interpretive skills in a global setting, be able to identify and suggest ways to solve the principle problems and challenges faced by multi-unit hospitality firms, and to anticipate future trends and prospects.

**Intended Learning Outcomes:**

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

1. Describe the fundamental characteristics of, and interactions between different types of multi-unit hospitality firms.
2. Discuss the essential theories and principles of the development and management of multi-unit hospitality firms.
3. Identify and analyze strategies at different levels of hospitality organizations.
4. Evaluate strategic changes and dynamic industry forces in order to develop new directions and strategies for the future.
5. Demonstrate independent thinking and ability to generate and evaluate business strategies and operations through case studies.
6. Analyze and critically assess the internal and external environment of various types of hospitality organizations and the pertinent interactive relationships between them.
7. Develop appropriate strategies and propose effective implementation and evaluation methods for hospitality organizations.

**Assessment Weighting:**

Continuous Assessment	70%
Examination	30%

**Indicative Content:**

- Overview of multi-unit operations in the hospitality industry
- Fundamental theories and principles of multi-unit management
- Development and competitive strategies of hospitality chains and brands
- Perspectives of owners, developers and lenders in the hospitality industry
- Development, investment and asset management of hospitality firms
- Management contract, franchising and strategic alliance
- Innovations, trends and hot topics in multi-unit hospitality management