

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Diploma in International Hospitality and Tourism Management
Module Title	Strategic Management in the Hospitality Industry (Elective)
Module Syllabus No. (if any)	NIL
Year Offered	2018
Start-Date	May 2018 /September 2018
End-Date	May 2019 /September 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <p>a) Understand the theories that lead alignment of strategies with the mission and vision.</p> <p>b) Understand the concepts that affect and effect change in organizations along with the factors that drive a change.</p> <p>Subject - specific Skills</p> <p>d) Analyse the impact of scanning on the strategy of businesses.</p> <p>e) identify Competitive Methods and Industry Performance while investing in Competitive Methods</p> <p>Key Skills</p> <p>f) Identifying core competencies and implementation and execution of strategies.</p>
No. of Teaching Hours	<p>Teacher Managed Learning Eg : Lectures : 48 Hrs</p> <p>Student Managed Learning Eg : Tutorials, Seminars etc : 152 Hrs</p> <p>TOTAL = 200</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Examination Period (not all modules have end-of-semester / year examinations) Indicative: December 2018 & May 2019/ January 2019 & September 2019
Recommended Text	Johnson G, Scholes K & Whittington R. (2008,) Exploring Corporate Strategy: Text and Cases,8th edition, FT/Prentice Hall
Additional Reference Texts (if any)	Lynch R. (2009) Strategic Management, 5th edition, FT/Prentice Hall
Additional Remarks (if any)	NIL

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Lesson No.	Learning Outcome
1	Leadership, Strategy and the Value Adding Manager and The Coalignment Model
2	General Concepts in Scanning
3	Identifying Forces Driving Change
4	Scanning the Remote Environment, Scanning the Task Environment
5	Investing in Competitive Methods
6	Competitive Methods and Industry Performance
7	Developing, Maintaining and Enhancing Core Competencies
8	Implementation and Execution of Strategy-Achieving and Managing Co-alignment

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