



Bachelor of International Tourism and Hotel Management (Domestic students)

Program code 1408	Entry requirements 15	Prerequisites English (4SA)
Available at Gold Coast Campus	Overall position (OP) 2019 66	Assumed knowledge Nil
Duration 3 years full-time 6 years part-time	Rank 2019 (more) OR VET qualification Certificate III (Additional requirements)	OP 1-6 Guarantee If you receive an OP 1-6 or equivalent and meet subject prerequisites, you are guaranteed a place in this program.
Credit points 240	Offered in Trimester 1, Trimester 2 and Trimester 3	
Indicative fee \$10,958.00* per year (more) * 2019 indicative annual CSP fee Calculate your fees		

Degree requirements: Students who started Trimester 1 - 2019

For Domestic and those International students not required to complete the English Language Enhancement course

For the award of *Bachelor of International Tourism and Hotel Management (BIntTourHoMgt)*, you must successfully complete 240 credit points, made up of the core courses AND

- 60 credit points for the Tourism Management major or Hospitality Management major; AND
 - 60 credit points for a second major and 10 credit points of listed and/or Undergraduate free-choice elective/s, **or**
 - 70 credit points of listed electives and/or Undergraduate free-choice elective/s.

Other program requirements

You must successfully complete:

- no more than 100 credit points of Level 1 courses (the first digit of a course code denotes the level);
- at least 60 credit points of Level 3 courses or higher.

This degree/s may be awarded **with Distinction** where a student achieves a minimum program GPA of 6.5 with no failed courses. The words 'This award was achieved with Distinction' will be recorded on the testamur and will appear below the conferral date of the award.

Australian Qualifications Framework (AQF) Level and Type

The [Australian Qualifications Framework \(AQF\)](#) is the national policy for regulated qualifications in Australian education and training. This qualification is accredited as an AQF Level 7 - Bachelor Degree.

English Language Enhancement

Domestic students enrolled in this program whose first language is not English may complete the following **English Language Enhancement (ELE)** course as an elective.

- [5901LHS Language and Communication for Business and Commerce](#)

Students whose first language is English are not permitted to undertake this ELE course.

Program learning outcomes

Program learning outcomes

Program Learning Outcomes communicate to the community the value of the Griffith educational experience as benchmarked against national qualification standards.

Program Learning Outcomes for this award describe the knowledge, skills and the application of knowledge and skills you will acquire through studying the Griffith program of your choice.

Course list: Students starting Trimester 1 - 2019

Note: Students must check the prerequisite and incompatible requirements before selecting any course within this program.

Courses in this program may be available at multiple campuses and during different Trimesters. Click the **course code** to find out more information on where and when the course is offered.

English Language Enhancement course

International students required to complete the English Language Enhancement course must complete the following course in their first Trimester of study in place of an elective course:

Trimester	Course code	Course title	CP
Tri 1,2 or 3	5901LHS	Language and Communication for Business and Commerce	10

Year 1

You must complete the following courses. You are advised to complete the Year 1 level courses before commencing your major.

Trimester	Course code	Course title	CP
Tri 1,2 or 3	1303AFE	Economics for Decision Making 1	10
Tri 1,2 or 3	1101IBA	Management Concepts	10
Tri 1,2 or 3	1003MKT	Introduction to Marketing	10
Tri 1,2 or 3	1102AFE	Accounting for Decision Making	10
Tri 1,2	1005THS	People and Places in the Service Industries	10
Tri 1,2	1220THS	Information Systems for Services Industries	10
Tri 1,2 or 3	2232THS	International Tourism and Hotel Management Principles	10
Tri 1,2 or 3		Listed elective	10
		OR	
Tri 1,2 or 3		Free-choice elective	10

Years 2 and 3

You must complete the following core courses:

Trimester	Course code	Course title	CP
Tri 1,2	2230THS	Interpreting Tourism Management Information	10
Tri 1,3	3214THS	Financial Management for Tourism and Hotels (GC: Tri 1, Tri 3; NA: Tri 1)	10
Tri 2,3	3201THS	Managing Risk in Tourism, Events and Hospitality (GC: Tri 2; NA: Tri 2, Tri 3)	10
Tri 1,2	3400THS	Career Development	10

You must complete at least one of the following majors:

Trimester	Course code	Course title	CP
Tri 1,2		Tourism Management major	60
		OR	
Tri 1,2		Hospitality Management major	60

You must complete:

Trimester	Course code	Course title	CP
Tri 1,2 or 3		A second major	60
		OR	
Tri 1,2 or 3		Listed electives and/or Free-choice electives	60

Majors (8 available)

Event Management

You must complete the following courses:

Trimester	Course code	Course title	CP
Tri 1	2219THS	Event Management Principles	10
Tri 1	2315THS	Event Marketing and Sponsorship	10
Tri 2	2209THS	Managing Projects in Service Industries	10
Tri 1	3117THS	Facility and Venue Management	10
Tri 2	3213THS	Conference and Convention Management	10
Tri 2	3204THS	Event Evaluation (capstone course)	10

Hospitality Management

You must complete the following courses:

Trimester	Course code	Course title	CP
Tri 1	2208THS	International Food and Beverage Management	10
Tri 1,3	2222THS	Hotel Distribution and Sales	10
Tri 2	2216THS	Rooms Division Management	10
Tri 2	3231THS	Managing Hospitality Service Experiences	10
Tri 1,2	3215THS	Hotel Service Operations Management (capstone course)	10
Tri 1	3203THS	Tourism and Hotel Economic Analysis	10

Human Resource Management

You must complete the following courses:

Trimester	Course code	Course title	CP
Tri 1,3	2002EHR	Human Resource Management Principles (Tri 1 NA,GC,OL; Tri 3 NA,GC)	10
Tri 1,2	2005EHR	Organisational Behaviour (Tri 1: OL,GC,NA; Tri 2: GC,NA)	10
Tri 1,2,3	2009EHR	Recruitment and Selection (Tri 1&2: GC,NA; Tri 3: OL)	10
Tri 1,2	3010EHR	Training and Development (Tri 1: NA,GC; Tri 2: OL)	10
Tri 1,2	3011EHR	Performance Management (Tri 1: NA,GC; Tri 2: OL)	10
Tri 1,2,3	3012EHR	Applied Human Resource Management and Change (capstone course) (Tri 1: GC,NA; Tri 2: GC,NA; Tri 3: OL)	10

Management

You must complete the following courses:

Trimester	Course code	Course title	CP
Tri 1,3	2128IBA	Business Processes (Tri 1&3: GC,NA; Tri 3: OL)	10
Tri 1,2	2005EHR	Organisational Behaviour (Tri 1: OL,GC,NA; Tri 2: GC,NA)	10
Tri 1,3	3144IBA	Quality Management (Tri 1: OL,GC,NA; Tri 3: NA)	10
Tri 1,2 or 3	3112IBA	Management Strategy and Decision Making (Tri 1: GC,NA; Tri 2: OL,GC,NA; Tri 3: NA)	10
Tri 1,2 or 3	3114IBA	Management Problem Solving (capstone course) (Tri 1&2: GC,NA; Tri 3: OL)	10
Tri 2,3	3006IBA	Business Ethics and Corporate Governance (Tri 2: OL, GC & NA; Tri 3: NA)	10

Marketing

You must complete the following courses:

Trimester	Course code	Course title	CP
Tri 1,3	2004MKT	Consumer Psychology	10
Tri 2	2034MKT	Market Research	10
Tri 1	2029MKT	Advertising and Creative Strategies	10
Tri 2	3006MKT	Services Marketing	10
Tri 1,3	3040MKT	Digital and Social Media Marketing	10
Tri 2	3028MKT	Marketing Strategy and Metrics (capstone course)	10

Real Estate and Property Development

You must complete the following courses:

Trimester	Course code	Course title	CP
Tri 1	2009THS	Real Estate and Property Development Principles	10
Tri 2	2209THS	Managing Projects in Service Industries	10
Tri 2	2211AFE	Real Estate Finance	10
Tri 1	3220THS	Real Estate and Property Development Law	10
Tri 1	3216THS	Strata Communities and Management	10
Tri 2	3219THS	Property Development Process (capstone course)	10

Note: You can complete the Real Estate License externally through a variety of independent accredited providers including the Queensland real estate industry peak body the Real Estate Institute of Qld (REIQ) and apply for credit towards an elective through the University Credit processes.

Sport Management

You must complete the following courses:

Trimester	Course code	Course title	CP
Tri 1	2309THS	Sport Management Principles	10
Tri 1	2018THS	Organising and Staging Major Sport Events	10
Tri 1	3110THS	Contemporary Issues in Sport Business	10
Tri 2	2312THS	Sport Information	10
Tri 2	3323THS	Sport Marketing	10
Tri 2	3333THS	Sport Development Systems (capstone course)	10

Tourism Management

You must complete the following courses:

Trimester	Course code	Course title	CP
Tri 1	2204THS	Tourism Management Principles	10
Tri 1	3200THS	Destination Marketing	10
Tri 2	2233THS	Tourism Impact Assessment	10
Tri 1	3120THS	Tourism and Culture	10
Tri 2	3018THS	Destination Management	10
Tri 2	3307THS	Tourism Small Business Management (capstone course)	10

Electives (2 available)

Listed electives

The listed elective interest groups are provided to assist you in choosing electives that align with your career interests. You are not limited to selection from any one group - you can select from across the listed elective interest groups. You must ensure that you do not exceed the **maximum of Level 1 courses (100 credit points)** in your entire program. If you require guidance, please liaise with your Program Director.

Elective courses may be available at multiple campuses and during a different trimester. Click on the **course code** to find out more information on where and when the course is offered.

Tourism Management

Trimester	Course code	Course title	CP
Tri 1	2315THS	Event Marketing and Sponsorship	10
Tri 1	2018THS	Organising and Staging Major Sport Events	10
Tri 1	3006THS	Cruise Industry Management	10
Tri 1	3118THS	Planning Sustainable Communities	10
Tri 1	3226THS	Tourism Study Tour	10
Tri 1	3203THS	Tourism and Hotel Economic Analysis	10
Tri 1	3117THS	Facility and Venue Management	10
Tri 1,2	3410THS	Tourism, Hospitality, Event, Sport and Property Internship I	10
Tri 1,2	3411THS	Tourism, Hospitality, Event, Sport and Property Internship II	20
Tri 1,3	2222THS	Hotel Distribution and Sales	10
Tri 2	2213THS	Food and Wine Tourism	10
Tri 2	2208THS	International Food and Beverage Management	10
Tri 2	2209THS	Managing Projects in Service Industries	10
Tri 2	3016EHR	Disruption, Technology and Workplaces	10
Tri 2	3207THS	Event Business Development	10
Tri 2	3224THS	Community Events and Festivals (not offered in 2018)	10
Tri 2	3204THS	Event Evaluation	10
Tri 2	3213THS	Conference and Convention Management	10
Tri 2	3231THS	Managing Hospitality Service Experiences	10
Tri 3	2217THS	Wine Studies	10
Tri 3	3008THS	Cruise Industry Experience	10
Tri 3	3340THS	Event Experience Hong Kong (offered in 2018 only)	10
Tri 3	3310THS	Community Based Ecotourism Field Study (offered in 2018 & 2019)	10

Hospitality Management

Trimester	Course code	Course title	CP
Tri 1	2018THS	Organising and Staging Major Sport Events	10
Tri 1	2315THS	Event Marketing and Sponsorship	10
Tri 1	3006THS	Cruise Industry Management	10
Tri 1	3117THS	Facility and Venue Management	10
Tri 1	3118THS	Planning Sustainable Communities	10
Tri 1	3200THS	Destination Marketing	10
Tri 1	3226THS	Tourism Study Tour	10
Tri 1,2	3410THS	Tourism, Hospitality, Event, Sport and Property Internship I	10
Tri 1,2	3411THS	Tourism, Hospitality, Event, Sport and Property Internship II	20
Tri 2	2209THS	Managing Projects in Service Industries	10
Tri 2	2213THS	Food and Wine Tourism	10
Tri 2	2233THS	Tourism Impact Assessment	10
Tri 2	3018THS	Destination Management	10
Tri 2	3204THS	Event Evaluation	10
Tri 2	3207THS	Event Business Development	10
Tri 2	3210THS	Contemporary Issues in Tourism and Hotel Management	10
Tri 2	3213THS	Conference and Convention Management	10
Tri 2	3224THS	Community Events and Festivals (not offered in 2018)	10
Tri 3	1120THS	Hospitality Services Practices	10
Tri 3	2217THS	Wine Studies	10
Tri 3	3008THS	Cruise Industry Experience	10
Tri 3	3340THS	Event Experience Hong Kong (offered in 2018 only)	10
Tri 3	3310THS	Community Based Ecotourism Field Study (offered in 2018 & 2019 only)	10

Employability electives

The following courses focus on preparation for and gaining employment. For more information please visit Griffith Business School Student Opportunities.

Trimester	Course code	Course title	CP
Tri 1,3	2008EHR	Business Communication (Tri 1: OL,GC,NA; Tri 3: GC,NA)	10
Tri 1,2 or 3	2043MKT	Entrepreneurship and New Business Ventures (Tri 1: NA,OL; Tri 2: SB,GC; Tri 3: NA,GC)	10
Tri 1,2 or 3	3114IBA	Management Problem Solving (Tri 1&2: GC,NA; Tri 3: OL)	10
Tri 1,2	3001GBS	UG Business Internship I	10
Tri 1,2	3000GBS	UG Business Internship II	20
Tri 1,2	3035IBA	Asian Politics/Business Research Project (offered at NA from 2019)	10
Tri 1,2 or 3	3002LFC	Community Internship	10
Tri 1,2 or 3	3029MKT	Self-Marketing (NA Tri 1 & Tri 3; GC Tri 2 & Tri 3)	10
Tri 2,3	3001EHR	Negotiation	10
Tri 1,2 or 3	3031IBA	Griffith Innovation Challenge	10
Tri 2	3014IBA	International Business Negotiation	10
Tri 2	3102GBS	Business Simulation	10
Tri 1	3101GBS	Applied Work Integrated Learning in Start-Ups and Social Enterprise	10
Tri 1,2 or 3	3002GBS	Industry Project	10
Tri 3	3100AFE	Engaging with Aboriginal and/or Torres Strait Islander Business Communities	10
Tri 3	3003GBS	UG Global Mobility Internship II	20
Tri 3	3034IBA	Asian Immersion Study Tour (offered from 2019)	10
Tri 3	3340THS	Event Experience Hong Kong (offered in 2018 only)	10
Tri 3	3310THS	Community Based Ecotourism Field Study (offered in 2018 & 2019)	10

Event Management

Trimester	Course code	Course title	CP
Tri 1	2018THS	Organising and Staging Major Sport Events	10
Tri 1	3118THS	Planning Sustainable Communities	10
Tri 1	3226THS	Tourism Study Tour	10
Tri 1,2	3410THS	Tourism, Hospitality, Event, Sport and Property Internship I	10
Tri 1,2	3411THS	Tourism, Hospitality, Event, Sport and Property Internship II	20
Tri 2	2220THS	Athlete Management Principles	10
Tri 2	3207THS	Event Business Development	10
Tri 2	3224THS	Community Events and Festivals (not offered in 2018)	10
Tri 2,3	3201THS	Managing Risk in Tourism, Events and Hospitality	10
Tri 2,3	3340THS	Event Experience Hong Kong (offered in 2018 only)	10
Tri 2,3	3310THS	Community Based Ecotourism Field Study (offered in 2018 & 2019 only)	10

Management

Trimester	Course code	Course title	CP
Tri 1	3009EHR	International Human Resource Management	10
Tri 1	3027GIR	Business and Politics in the Asia Pacific Region	10
Tri 2	2011IBA	Export Management	10
Tri 2	3155IBA	Operations Management	10
Tri 3	3004IBA	Intercultural Management (also offered online via OUA in Study Period 1)	10

Marketing

Trimester	Course code	Course title	CP
Tri 2	2002MKT	Corporate Communications and Public Relations	10
Tri 1,2	2036MKT	Retail Marketing (Tri 1: SB,GC; Tri 2: OL,NA)	10
Tri 1	3007MKT	Social Marketing: Applying Marketing for Social Change	10
Tri 2	3042MKT	Marketing Globally	10
Tri 1	3055MKT	Green Marketing	10
Tri 3	3013MKT	Entertainment and the Arts Marketing	10

Real Estate and Property Development

Trimester	Course code	Course title	CP
Tri 1	3118THS	Planning Sustainable Communities	10
Tri 1,2	3410THS	Tourism, Hospitality, Event, Sport and Property Internship I	10
Tri 1,2	3411THS	Tourism, Hospitality, Event, Sport and Property Internship II	20
Tri 1,2 or 3		Real Estate License (see Note 1)	10
Tri 1,3	2008EHR	Business Communication (Tri 1: OL,GC,NA; Tri 3: GC,NA)	10
Tri 2,3	3001EHR	Negotiation	10

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Sport Management

Trimester	Course code	Course title	CP
Tri 1	2219THS	Event Management Principles	10
Tri 1	2315THS	Event Marketing and Sponsorship	10
Tri 1	3117THS	Facility and Venue Management	10
Tri 1,2	3410THS	Tourism, Hospitality, Event, Sport and Property Internship I	10
Tri 1,2	3411THS	Tourism, Hospitality, Event, Sport and Property Internship II	20
Tri 2	2209THS	Managing Projects in Service Industries	10
Tri 2	2220THS	Athlete Management Principles	10
Tri 2	3204THS	Event Evaluation	10
Tri 2	3224THS	Community Events and Festivals (not offered in 2018)	10

Free-choice electives

You may select free-choice electives from the lists below or any **Undergraduate free-choice elective** offered across the University provided pre-requisites are met. You must ensure that you do not exceed the **maximum of Level 1 courses (100 credit points)** in your entire program. If you require guidance, please liaise with your Program Director.

Trimester	Course code	Course title	CP
Tri 1	1084LHS	Modern Standard Chinese (Mandarin) 1A	10
Tri 2	1085LHS	Modern Standard Chinese (Mandarin) 1B	10
Tri 1	1080LHS	Spanish 1A	10
Tri 2	1081LHS	Spanish 1B	10
Tri 2	1090LHS	Italian 1A	10
		OR	
Tri 3	1092LHS	Intensive Italian 1A	10
Tri 2	1091LHS	Italian 1B	10
		OR	
Tri 3	1093LHS	Intensive Italian 1B	10
Tri 1,3	1032LHS	Japanese 1A	10
Tri 2,3	1033LHS	Japanese 1B	10

Trimester	Course code	Course title	CP
Tri 1	1621ICT	Web Technologies	10
Tri 1	1611ICT	Emerging Technologies	10
Tri 1,3	1043SCG	Introduction to Environmental Sustainability	10
Tri 1,3	1007ICT	Computer Systems and Networks	10
Tri 1,3	1001PSY	Introduction to Psychology 1	10
Tri 2,3	1002PSY	Introduction to Psychology 2	10
Tri 2,3	1803ICT	Information Systems Foundations	10
Tri 2,3	1802ICT	Foundations of Systems Development	10
Tri 2,3	1701ICT	Creative Coding	10
Tri 2	1003GIR	Globalisation, the Asia-Pacific and Australia	10
Tri 2	1102GIR	The Mechanics of Power	10
Tri 2	1213LHS	Approaches to Human Security	10
Tri 2	1003CCJ	Law Government and Justice	10
Tri 2	1510LHS	Introduction to Public Relations (not offered from 2019)	10
		OR	
Tri 1	1505LHS	Introduction to Communication and Journalism	10
Tri 2	1508LHS	Introduction to Journalism (not offered from 2019)	10
		OR	
Tri 2	1507LHS	Research Skills and Writing for Communication and Journalism	10
Tri 3	1024LHS	Japan Study Tour (not offered from 2019)	10
		OR	
Tri 3	2424LHS	Japan Study Tour	10
Tri 1	2814ICT	Data Management	10
Tri 1,3	2513LHS	Media Law	10
Tri 2	2509LHS	Media, Politics and Public Opinion	10
Tri 2	2501LHS	Public Relations Theory, Ethics and Professional Practice (not offered from 2020)	10
		OR	
Tri 2	2505LHS	Ethical Communication (offered from 2020)	10
Tri 2	2030ICT	Introduction to Big Data Analytics	10
Tri 1	3014LHS	Chinese/English Written Communication 1	10
Tri 2	3015LHS	Chinese/English Written Communication 2	10
Tri 1	3012LHS	Chinese/English Business Interpreting 1	10
Tri 2	3013LHS	Chinese/English Business Interpreting 2	10
Tri 1	3518LHS	Media Campaigns and Strategies	10
Tri 2	3533LHS	Japanese for Professional Purposes	10
Tri 3	3340THS	Event Experience Hong Kong (offered in 2018 only)	10
Tri 3	3310THS	Community Based Ecotourism Field Study (offered in 2018 & 2019 only)	10
Tri 1,3	4030ICT	Big Data Analytics and Social Media	10