

## 2019 SUBJECT OFFERINGS

*\*Subject offerings are reviewed prior to each term and are subject to change.*

Subject Code	Subject name	Subject Offered in		
		Feb 19	May 19	Sep 19
<b>ACC100</b>	<p><b>Accounting Fundamentals</b></p> <p>This subject aims to provide you with the accounting knowledge to understand the principles of accounting &amp; how it relates to the internal and external decision making of an economic entity. It focuses on the development of an understanding of accounting generally, the fundamental accounting processes &amp; issues, as well as critical, analytical &amp; quantitative skills. You will be presented with the knowledge &amp; skills to enable them to demonstrate the application of accounting concepts &amp; principles when they analyse &amp; process business activity then prepare &amp; present that accounting information in financial statements. The aim of the subject is to provide you with the basic information and skills relevant to understanding and evaluating accounting as an information system and process. It includes the processing of financial data, the completion of the accounting cycle and the preparation of basic financial reports from the trial balance. This should enable you to deal with accounting information systems in the complex &amp; diverse business environment in Australia &amp; internationally. In addition to this, the subject helps you develop an awareness of the ethical issues facing business &amp; understand the ethical framework in which accounting operates.</p>	Yes	Yes	Yes
<b>COM100</b>	<p><b>Business Communication</b></p> <p>The aim of this unit is to encourage, develop and improve business communication skills, both verbally and nonverbally.</p>	Yes	Yes	Yes
<b>ECO100</b>	<p><b>Business Economics</b></p> <p>The aim of this subject is to equip students with the foundation skills essential for understanding the micro and macroeconomic environment within which all entities operate.</p>	Yes	Yes	Yes
<b>ENT100</b>	<p><b>Small Business and the SME Sector</b></p> <p>This subject explains the value of small businesses and the SME sector to the Australian economy and why many people chose to be active or employed in a small business enterprise. The subject also explains and demonstrates the important business skills that must be acquired and used to successfully acquire and manage a small business.</p>	Yes	No	No
<b>ENT110</b>	<p><b>Franchising</b></p> <p>To provide you with an understanding of Franchising operations. Additionally, the subject is designed to equip you with foundation skills and techniques required to successfully evaluate and manage a franchise operation.</p>	No	Yes	No

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ENT120	<p><b>Introduction to Project Management</b></p> <p>Project Management is a complex and all-inclusive business discipline. This introductory subject aims to give the learner an understanding of the body of knowledge associated with the discipline, including an introduction to the established PMBOK framework of Project Management; its tools and processes and the cross-reliant and iterative, progressive aspects of Project Management. Upon completion of the subject the student will have a strong understanding of the Project Management discipline which will best equip them with the necessary core management knowledge and skills required for successful project achievement in the contemporary business environment.</p>	No	No	Yes
ENT200	<p><b>New Enterprise Creation</b></p> <p>This subject will enable a student to discover their unique talent for entrepreneurship as well as these other human factors that are needed for the success of a new venture. The subject leads students through the process of taking an idea to an opportunity and then commercialising and facilitating the new venture. Critical factor evaluation is described and the steps needed to secure venture capital are examined. Students will develop individual critical and analytical skills necessary to form and then launch a viable and sustainable new venture.</p>	Yes	Yes	Yes
ENT210	<p><b>Entrepreneurship and Innovation</b></p> <p>This subject is designed to encourage innovation in business and develop entrepreneurs and entrepreneurship in the business community. You will be using real-world examples from tourism hospitality and business contexts. You will develop the skills to identify and justify entrepreneurial opportunities.</p>	Yes	No	No
EVT100	<p><b>Event Operations and Logistics</b></p> <p>The aim of this subject is to provide students with the skills and experience necessary to undertake planning and management of event operations and logistics. Incorporated in this aim, is the importance of understanding event management principles and logistics of Project, Site, Labour, Financial, Risk, Transport and Time management, required to control and budget all aspects of event logistics.</p> <p>The Events Pro Software component provides a solid introduction to Events Pro, a fully integrated event project software program. Tutorials involve simulated entries, based on the organisation of meetings, conferences and exhibitions, using the Events Pro software. This subject will examine how these computer programmes can assist in tracking all the issues associated with event planning and implementation.</p>	Yes	Yes	Yes

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<b>EVT110</b>	<b>Introduction to the Event Industry</b> This subject provides an introduction to the Event Industry, its categories, the personnel and stakeholders, concept and planning phases.	Yes	Yes	Yes
<b>EVT120</b>	<b>Venue and Hospitality Ops</b> The aim of this subject is to provide a basic introduction to venue management as it applies to the event management industry. It is designed to give event management students skills in how to negotiate and liaise with venues when staging an event.	Yes	Yes	Yes
<b>EVT200</b>	<b>Event Production and Design</b> This subject examines the concept of themed events and provides an overview of the reasons for special events, an event producer's responsibilities and roles within the event team. Focus is on exploring creative ideas, understanding what makes a winning proposal, and putting the student's knowledge into practise.	Yes	Yes	Yes
<b>EVT210</b>	<b>Legal Issues for Event Management</b> The aim of this subject is to provide the student with basic knowledge of the relevant New South Wales/Commonwealth Law pertaining to the Event Management Industry. Students are introduced to both the Common and Statute Law that relates to the numerous areas of liability affecting the Event Management Industry.	Yes	No	Yes
<b>EVT220</b>	<b>Event Practicum</b> This subject allows the student to apply theory and practical knowledge learnt in introductory event units and industry training to project manage real events. There will be numerous events, the details of which will be identified and allocated in week one.	Yes	No	Yes
<b>EVT230</b>	<b>Exhibition Services</b> The aim of this subject is to provide students with a sound understanding of the key aspects of the exhibition industry and exhibition management, highlighting each step in the development of an exhibition including exhibition management perspectives; identifying key players; selecting locations and venues; the role of Convention and Visitors Bureau and the marketing and promotion principles.	No	Yes	Yes
<b>EVT300</b>	<b>Promotions and Sponsorship</b> The overall aim of the subject is to prepare and equip the student with the necessary skills to evaluate and pursue sponsorship opportunities and to integrate sponsorship with the creative and media strategies required to drive a successful integrated marketing communications campaign.	Yes	Yes	Yes
<b>EVT320</b>	<b>International Events</b> The overall aim of the course is to provide you with an understanding of the issues and operational considerations associated with producing mega events, and the rationale behind government and private sector involvement in such events.	Yes	No	No

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EVT330	<p><b>Conventions &amp; Meetings Management</b></p> <p>The overall aim of the subject is to provide the student with a solid understanding and insight into the conference and convention industry, its players, processes and future trends.</p>	No	No	Yes
FIN201	<p><b>Techniques and Elements of Finance</b></p> <p>The aim of this subject (unit) is to provide an introduction to the financial sector of the economy and to the mathematics of finance. Students will be introduced to a wide range of financial instruments and the methods of valuing them.</p>	Yes	Yes	Yes
HOS100	<p><b>Hospitality Operations I</b></p> <p>The overall aim of the subject is to provide you with the basic understanding of how food and beverage outlets and activities interact with each other in a quality hotel environment to provide an overall customer experience. The subject also provides the basic foundation for advancement into Hospitality Operations 2.</p>	Yes	Yes	Yes
HOS112	<p><b>Introduction to Hospitality and Tourism Management</b></p> <p>This subject aims to provide a solid introduction to the key concepts and terminology, stakeholders and relationship, innovation, current trends and management issues, as a foundation for future tourism and hospitality subjects. It also focuses on the dynamic nature of the main operational sectors with an emphasis on potential career opportunities.</p>	Yes	Yes	Yes
HOS120	<p><b>Rooms Division Operations</b></p> <p>This subject provides students with the skills and knowledge at an introductory level that are required to manage front office and housekeeping departments in hospitality operations.</p>	Yes	Yes	Yes
HOS200	<p><b>Hospitality Operations II</b></p> <p>This subject will provide students with the advanced knowledge and skills in hospitality operations building on the foundation gained in Hospitality Operations I (HOS100). The theoretical base underpins the practical learning experience and gives fusion to the subject matter. On completion of this subject students will have the practical and theoretical knowledge to be considered for industry training placement in the hospitality sector.</p>	Yes	Yes	Yes
HOS210	<p><b>Operational Management and Cost Control</b></p> <p>This subject provides you with the skills and knowledge to manage and control the financial performance of the Food and Beverage Department. You will learn to produce and analyse a number of cost control tools and financial reports.</p>	Yes	Yes	Yes
HOS220	<p><b>Rooms Division Management</b></p> <p>The subject aims to give you an insight into the everyday tasks performed by a Front Office Manager and the Executive Housekeeper. It also aims to assess the students' ability to think as a manager in Rooms Division with regard to financial and service related matters. The overall aim is to ensure that you have a sound knowledge of the responsibilities of running a Rooms Division department.</p>	Yes	Yes	Yes

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HOS230	<p><b>Gastronomy</b></p> <p>The overall aim of this subject is to introduce you to the broad topic of gastronomy. The multidisciplinary approach will facilitate an understanding of food and drink in its historical, cultural and functional forms. You will evaluate and analyse the social aspects of food in relation to global changes to the construction and consumption practices.</p>	Yes	Yes	Yes
HOS303	<p><b>Global Trends in Hospitality and Tourism</b></p> <p>The aim of this subject is to create an awareness of global trends as they relate to the hospitality and tourism industry. It will develop an understanding of the major influences affecting the international hospitality and tourism business environment, and it will enable students to assess the strategic issues and trends resulting from globalization.</p>	Yes	Yes	Yes
HOS320	<p><b>Hotel Management Simulations</b></p> <p>The aim of this subject is to engender your confidence in analysing and implementing decisions in semi-complex safe business situations. You will be able to evaluate broad ranges of accumulated learning by running a business within a safe and accelerated environment. Periodic reports assess team performance whilst simultaneously developing word processing and spreadsheet skills.</p>	Yes	Yes	Yes
HOS330	<p><b>Global Wine Tourism</b></p> <p>The aim of this subject is to provide knowledge and understanding of the importance of the wine tourism industry to regional destinations and its economic development. The relationship and interest among the various stakeholders in wine tourism will be discussed along with the ways in which the current wine tourism product can be diversified. You will propose a wine tourism development plan for the region of your choice aiming for long term sustainability, visitor satisfaction and a quality wine tourism product.</p>	Yes	Yes	Yes
HRM100	<p><b>Introduction to Human Resources</b></p> <p>This subject aims to provide you with fundamental knowledge about Human Resource Management Practices such as strategy and its relationship to people management and processes. In addition to the discipline-based learning objectives, all academic programs at ICMS seek to develop students' generic skills in a range of areas. You will also develop skills in the following:</p> <ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Critical Analysis Skills</li> <li>• Creative Thinking Skills</li> <li>• Report Writing Skills</li> </ul>	Yes	Yes	Yes

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HRM220	<p><b>Career Planning &amp; Strategy</b></p> <p>This course will provide students with an understanding of career planning and development and how that applies to the individual. To develop skills in researching employers and industries, job sourcing, interview techniques and networking strategies. Development of a career plan that enhances employability, the ability to apply self-assessment, decision making and negotiating career transitions. Identify contextual factors that influence work and career changes. Development of written and oral communication skills in a professional work environment.</p>	Yes	Yes	Yes
HRM320	<p><b>Managing Workplace Conflict</b></p> <p>To introduce students to the process of critically analysing and solving work place conflict. At the end of the subject students will be able to implement concepts and theories relating to conflict in the workplace.</p>	Yes	Yes	Yes
ISY100	<p><b>Introduction to Information Systems and Technologies</b></p> <p>The aim of this subject is to provide students with the necessary knowledge and skills to be able to optimise their current and future skills use in Information Technology (IT) and grasp new opportunities as the technology develops.</p>	Yes	No	Yes
LAW200	<p><b>Business Law</b></p> <p>The aim of this unit is to provide the student with basic knowledge of the relevant New South Wales /Commonwealth Law pertaining to the tourism, hospitality, retail, event, property and sports management industries. Participants are introduced to both the Common and Statute Law that relate to the numerous areas of liability affecting these industries.</p>	Yes	Yes	Yes
MGT101	<p><b>Managing People &amp; Organisations</b></p> <p>This subject aims to explore exactly what is meant by vision and value management: how to create visions and values, how to implement them and how to measure their success. An historical perspective of management of organisations is developed. Operations and human resource management are examined from an inter-cultural perspective to ensure participants are aware of the impact that national culture has on how people behave in the organisation. This is extended with a contemporary perspective, discussing ethics and change as significant issues facing organisations. This subject examines organisations and their activities from a number of perspectives. It aims to show students that organisations bring people together with a vision and values to achieve what they could not possibly achieve individually.</p>	Yes	Yes	Yes

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MGT202	<p><b>Service Management and Innovation</b></p> <p>The overall aim of the subject is to provide the students with the basic information and skills relevant to understanding and evaluating quality service management. In particular, it focuses on service encounters and moments of truth in satisfying customers' needs. It also explores the base concepts of positive Service Culture.</p>	Yes	Yes	Yes
MGT203	<p><b>Applied Leadership</b></p> <p>The aim of Applied Leadership is to explore the importance of personal values and beliefs as foundations for effective leadership. Another aim is to highlight the advantages of efficient group dynamics and communication in an experiential and real setting. The conference structure provides a range of learning experiences, some real (group performances) and simulations (outdoor activities). These learning experiences are reviewed with links drawn from real life, industry situations and upcoming events at ICMS.</p>	Yes	Yes	Yes
MGT211	<p><b>Cross-Cultural Management</b></p> <p>This subject incorporates cross-cultural management case studies. It introduces major issues encountered in cross-cultural interactions, reviews the relevant literature and applies the acquired knowledge to specific business situations. It also helps gain a real, practical and usable understanding of the economic, social and business context of Asian economies. The aims of the subject are to develop your understanding of cross-cultural diversity; to acquire high cross-cultural competence; to develop problem-solving skills and ability to successfully manage conflict situations; to learn how to work effectively with a diverse range of people in an environment, which continues to present new challenges.</p>	Yes	Yes	Yes
MGT230	<p><b>Facilities Management</b></p> <p>This subject provides students with an understanding of a wide range of issues involved in the provision of a safe, healthy and secure workplace and to develop their ability to apply that understanding in a range of circumstances. This understanding is developed within the context of a broader understanding of effective management of the built facility.</p>	Yes	Yes	Yes
MGT300	<p><b>Strategic Management</b></p> <ul style="list-style-type: none"> <li>• Articulate the importance of an holistic understanding of corporate and functional strategy.</li> <li>• Assess the competitive rivalry, behaviour and dynamics within industries.</li> <li>• Analyse the internal resources, capabilities and core competencies to determine competitive advantage.</li> <li>• Analyse dimensions of the external environment that may affect the firm's strategic plans.</li> <li>• Apply strategy implementation techniques including outcome monitoring and evaluation.</li> <li>• Explain the importance of strategic leadership and entrepreneurship</li> </ul>	Yes	Yes	Yes

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MGT320	<p><b>Business Ethics</b></p> <p>You examine various moral frameworks that promote and lead to decisions, particularly business related ones, including that of the perspective of all stakeholders to a decision. During the course you will explore several ethical perspectives and their implications for a range of key business functions and contexts. The subject aims at developing your ability to evaluate the relative arguments and the interests these stakeholders represent.</p>	Yes	Yes	Yes
MGT330	<p><b>Quality Management &amp; Customer Service</b></p> <p>In general terms, the aim of the subject is to expose students to:</p> <ol style="list-style-type: none"> <li>1 The concept of quality in manufacturing and services and how it can be defined</li> <li>2 The importance of fluctuations in demand on how these influence the capacity of organisations to deliver quality</li> <li>3 The notion of supply chain and how its performance affects the quality delivered by organisations</li> <li>4 Basic mathematical and statistical concepts used to measure, monitor, control and improve quality in a wide variety of contexts</li> </ol>	No	Yes	No
MKT100	<p><b>Principles of Marketing</b></p> <p>This subject explains and demonstrates the basic knowledge and concepts of marketing with particular attention paid to the specific characteristics of service industries such as the hospitality industry, tourism, events, sports and retail.</p>	Yes	Yes	Yes
MKT130	<p><b>Consumer Behaviour</b></p> <p>The overall aim of the subject is to understand what influences consumer behaviour and psychology and apply that to the marketing process.</p> <p>The topics examined range from the psychology of purchasing decisions to the resulting impacts on product or service development, equipping graduates with the skills necessary for future roles in marketing. Students will understand how to apply current research to actual marketing issues.</p>	Yes	Yes	No
MKT300	<p><b>Strategic Marketing Management</b></p> <p>In general terms, the aim of the subject is to expose students to:</p> <ul style="list-style-type: none"> <li>• methods of strategic thinking and a set of practical tools and concepts that will enable students to develop, evaluate and implement innovative marketing strategies; and</li> <li>• theories, frameworks and examples relating to the management of critical aspects of strategic marketing activity and as it relates to management and marketing law.</li> <li>• the concept of Intellectual Property, unfair selling practices and misuse of competitive power and other laws governing marketing with a focus on the regulation of advertising and promotional activities.</li> </ul>	Yes	Yes	Yes



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MMM100	<p><b>New Media and Marketing</b></p> <p>The aim of this subject is to give students an understanding of digital marketing and digital media technology. It provides the theory as well as practical applications of the theory to current digital marketing operations and applications.</p>	No	Yes	No
MMM110	<p><b>Brand Management and Strategy</b></p> <p>The aim of this subject is for understand the management and strategies that going into an organisations brand. It provides the theory as well as practical applications of the theory to brand management and strategy.</p>	No	Yes	No
MMM200	<p><b>Global Media and Communication</b></p> <p>This subject aims to prepare students to compete and thrive in the world of new media that will await them in their careers. Students will learn about the development, impact and future of communications media; the theme being that these technologies are converging to create a new communications environment.</p>	No	Yes	No
MMM320	<p><b>Applied Market Research</b></p> <p>This subject examines and describes the research methods used to understand the changing needs of customers in order to guide the decision making of marketing managers. It highlights the importance of market research to the organisation and demonstrates how effective market research leads to the implementation of successful marketing programs.</p>	No	Yes	No
PRO110	<p><b>Principles of Valuation</b></p> <p>The overall aim of the unit is to introduce candidates to valuation methodologies that can be applied to the valuation of residential and income producing properties.</p>	Yes	Yes	No
PRO120	<p><b>Introduction to the Property Industry</b></p> <p>The overall aim of the unit is to provide candidates with an understanding of basic property and facility management and development concepts.</p>	Yes	No	Yes
PRO134	<p><b>Property Development</b></p> <p>To understand the importance of land use controls as they apply to property development projects and the highest and best use of land. To provide candidates with the ability to access and analyse the legislative and statutory framework that affects the development and use of land.</p>	No	Yes	Yes
PRO200	<p><b>Commercial Valuation</b></p> <p>To provide you with the overall understanding of the role of pro-active property management covering all the different facets of management so that the property or portfolio of properties support the achievement of the property investment or development objectives and are also managed on an economical and environmentally sustainable basis</p>	No	No	Yes
PRO210	<p><b>Land and Property Law</b></p> <p>To provide students with a basic knowledge of the relevant New South Wales Land and Property Law pertaining to Property Management. Students will be introduced to both Common and Statue Law, in these specific areas.</p>	No	No	Yes

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PRO210	<p><b>Land and Property Law</b></p> <p>To provide students with a basic knowledge of the relevant New South Wales Land and Property Law pertaining to Property Management. Students will be introduced to both Common and Statute Law, in these specific areas.</p>	No	No	Yes
PRO220	<p><b>Property Management</b></p> <p>To provide students with an overall understanding of the role of pro-active property management covering all the different facets of management so that the property or portfolio of properties support the achievement of the property investment or development objectives and are also managed on an economical and environmentally sustainable basis.</p>	No	Yes	No
PRO300	<p><b>Property Investment &amp; Finance</b></p> <p>The aim of the unit is to provide students with the theoretical knowledge and practical skills to understand and apply financial criteria and investment strategies to manage property investments for individual investors and larger scale property portfolios.</p>	Yes	No	No
PRO320	<p><b>Commercial Real Estate</b></p> <p>To provide students with an overall understanding of the role of pro-active Corporate Real Estate planning and management to support the achievement of business or organisation operating priorities and strategic objectives.</p>	Yes	No	No
PRO330	<p><b>Design Concepts</b></p> <p>To provide enough expertise in the area of workplace design to enable communication and real decision making in a constructive and meaningful way with the character and quality of the work environment.</p>	No	Yes	No
RES300	<p><b>Research Methods</b></p> <p>The aim of RES300 is to provide students with the skills and techniques appropriate to the successful tackling of industry or organisational issues.</p> <p>This aim will be achieved through:</p> <ul style="list-style-type: none"> <li>• Identification and clarification of an organisational or industry problem</li> <li>• Formulation of a research question pertinent to the problem identified and research planning and execution</li> </ul>	Yes	Yes	Yes
RES310	<p><b>Research Project</b></p> <p>The aim of this subject is to provide students with an opportunity to develop and implement a solution to a research problem within a 'real-life' setting, to understand actual project deliverables, to draw conclusions and assess practical implications from this research project.</p>	Yes	Yes	Yes

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		Feb 19	May 19	Sep 19
RET101	<p><b>Introduction to Retail Management</b></p> <p>The aim of this subject is to provide students with an overview of the nature and scope of retailing, and the elements required to develop and maintain a successful retailing strategy. This is critical in a constantly changing business environment.</p>	No	Yes	No
RET112	<p><b>Buying &amp; Retail Logistics</b></p> <p>The aim of this subject is to provide students with a knowledge and understanding of purchasing and supply chain management in retail organisations. It provides the theory as well as practical applications of the buying and retail logistics. Topics considered include: Introduction to Purchasing and Supply Chain Management and Retail Environment, The Purchasing Process &amp; Purchasing Policy and Procedures, Supply Management Integration and Organisation and Category Strategy Development, Supplier Evaluation, Selection and Quality Management, Purchasing and Supply Chain Analysis Tools, Negotiation and Conflict Management, Inventory, Transportation and Lean Supply Chain Management, Information Technology and Integrated Supply Management, Performance Management and Evaluation.</p>	No	No	Yes
RET230	<p><b>E Commerce &amp; Social Media</b></p> <p>The aim of the subject is to provide the learner with a basic grounding in e-commerce and social media to a business environment. It provides the theory as well as practical applications of the theory to current e-commerce and social media operations and applications. Extensive consideration is given to monitoring, evaluating, and tuning the implementation of social media marketing initiatives. In addition, students are introduced to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities.</p>	Yes	Yes	Yes
RET250	<p><b>Integrated Marketing Communications</b></p> <p>This subject extends the student's knowledge of basic marketing principles through promotion strategy that employs the integrated marketing communications model. This is specifically directed towards promoting sales of tangible products and intangible services through bricks and mortar stores and through internet based e-commerce sites.</p>	No	No	Yes
RET330	<p><b>Visual Merchandising &amp; Design</b></p> <p>The aim of this subject is to improve and develop understanding through theory and practical application of the power and scope of Visual Merchandising in a retail environment.</p>	Yes	No	No

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SPO100	<p><b>Contemporary Health Issues</b> Contemporary Health Issues aims to introduce a wide range of current health issues and health science concepts with particular relevance to sports management. This unit also provides an introduction and explanation of anatomical terms and a description of the macroscopic structures of tissues and organs, with a particular emphasis on musculoskeletal anatomy as well as a focus on exercise physiology and sports nutrition.</p>	Yes	Yes	No
SPO110	<p><b>Introduction to Sports Management</b> The subject should allow students to gain a greater understanding of the global sport marketplace and insight into areas of sport management they may wish to pursue in their career.</p>	Yes	No	Yes
SPO120	<p><b>Sports Psychology, Health and Wellbeing</b> The aim of the subject is to develop an understanding of the psychological foundations of sport and leisure examining concepts from sport psychology, health and well-being.</p>	Yes	No	Yes
SPO200	<p><b>Introduction to Sport Law</b> The aim of this subject is to introduce the student to the range of legal issues that arise out of sporting and recreational activities.</p>	No	Yes	No
SPO213	<p><b>Risk Management in Sport</b> This subject introduces relevant theoretical concepts to understand risk management in sport. The aim is to provide students with knowledge and practical skills so that they are able to employ risk management strategy when dealing with sport and its risk. The concepts are then linked with real-life cases through risk management in sport: the focus thus lies on theory and practice. The discipline of risk management is introduced and covers the framework for the strategic sports risk management process. Various elements of the sport risk management process are assessed with a view to help students develop an understanding of the practical approach of risk management in sport.</p>	No	No	Yes
SPO230	<p><b>Innovation in Sports Management</b> The aim of this unit is to equip the student with creative and innovative approach to investigating, researching and considering the important issue of international sport. The following broad aims will be addressed: Firstly, develop a thorough understanding of what the concept of innovation means in sport management. Secondly apply a methodology of analysis of a sporting organisation/business/club and benchmark against the best in their field. This level of analysis is both at the individual level, organisational level and systematic level. Thirdly, explore the current cutting edge sports innovators in respect to thinking, "the Game", business, equipment, facilities and technology.</p>	Yes	Yes	Yes

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SPO314	<p><b>Performance Management in Sport</b></p> <p>The aim of this unit is to provide the student with a comprehensive understanding of the totality of the athletes experience, gain comprehensive knowledge of how to assess an athlete's assets and ability in detail, develop useful and practical goal setting techniques, behavioural contracting and other strategies to improve performance.</p>	No	Yes	No
SPO346	<p><b>Sports Media Management</b></p> <p>The aim of the unit is to provide the students with a general understanding of media management including how to write a sports focused media release, how to manage sport media-negative publicity with teams/athletes and the implications of broadcasting for a sport.</p>	No	No	Yes
STA101	<p><b>Business Statistics</b></p> <p>The aim of the subject is to provide the student with the basic statistical tools required to analyse data encountered in a wide range of managerial situations and make effective decisions based on this data. This subject focuses on 'statistics for managers' for use in everyday life.</p>	Yes	Yes	Yes
TOU100	<p><b>Attraction and Resort Operations</b></p> <p>The aim of the subject is to provide the students with a basic knowledge and understanding of the key management issues, that affect the operations and marketing of an attraction and resort and their integral role within the Tourism industry.</p>	No	Yes	Yes
TOU110	<p><b>Destination Sales &amp; Marketing</b></p> <p>The aim of the subject is to provide the students with the understanding that marketing is an integrated activity. To be successful in today's business environment, all marketing activities must be customer focused. The course also provides students with the tools to be able to effectively sell a destination through the application of the marketing mix. A further understanding will be developed in regard to the integration of promotions and distributions strategies in the marketing of destinations.</p>	Yes	No	Yes
TOU200	<p><b>Destination Management Issues</b></p> <p>The aim of this subject is to provide knowledge and understanding of the impacts of tourism on the environments and vice versa and the development of the tourism industry with an emphasis on industry structures, participants and the role of the tourist.</p>	No	No	Yes
TOU210	<p><b>Tourism Governance and Policy</b></p> <p>This subject will provide students with a theoretical understanding of tourism governance, policy and planning as a means to formulate the philosophical foundation, legal basis, and developmental strategy necessary for a destination to develop and flourish in the manner that best reflects its values, heritage, resources, needs, and desired image.</p>	No	Yes	No

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TOU240	<p><b>Tourism Technology and Service Innovation</b></p> <p>The aim of this subject is to provide students with an understanding of the contribution of innovation toward developing new and existing tourism projects. The subject will provide students with theories in regard to the contribution of technology as well as practical skills in the use of a range of technologies used in the tourism industry. The subject will demonstrate the importance of innovation and technology using case studies.</p>	No	No	Yes
TOU320	<p><b>Environmental Planning and Sustainability</b></p> <p>The aim of this subject is to assist students with an understanding of the economic and social importance of sustainability and the ability to contribute to setting the environmental agenda within the business context. At the conclusion of the subject students will be prepared to respond to tourism environmental planning and sustainability issues in the management of businesses within the tourism sector.</p>	No	No	Yes