

Alfred Nobel Open Business School Switzerland

Title	Business Strategy for Hospitality and Tourism
Unit purpose and aim(s)	<p>BSHT This unit aims to introduce students to the development of strategy for a Hospitality or Tourism Organisation that creates competitive advantage and long term sustainable growth for the business.</p> <p>Students will be able to identify and critically evaluate the issues facing a Hospitality or Tourism Organisation when implementing a strategic plan and apply a range of methods and tools to assist with strategic implementation.</p>
URN	T/503/6111
Unit Code	BSHT
Level	6
Credit value	25
GLH	105
Learning outcomes	Assessment criteria
When awarded credit for this unit, students will:	Assessment of this learning outcome will require a student to demonstrate that they can:
1. Analyse the impact of the business environment on the success of an organisation	<p>1.1 Critically analyse the internal business environment for a Hospitality and Tourism Organisation</p> <p>1.2 Critically analyse the external business environment for a Hospitality and Tourism Organisation</p>
2. Develop a strategic plan for a Hospitality and Tourism Organisation	<p>2.1 Critically evaluate options for strategic growth for a Hospitality and Tourism Organisation</p> <p>2.2 Identify and critically evaluate the strategic options for gaining competitive advantage</p> <p>2.3 Make justified recommendations as to the strategic direction for a Hospitality and Tourism Organisation</p> <p>2.4 Prepare an outline strategic plan based on a critical analysis of the strategic environment and strategic options facing a Hospitality and Tourism Organisation</p>
3. Develop a strategic implementation plan	<p>3.1 Assess the role of integrated operational plans in implementing business strategy</p> <p>3.2 Evaluate the factors that may affect the implementation of a Hospitality or Tourism Organisations strategy</p> <p>3.3 Develop a communications plan to assist the implementation of strategy</p> <p>3.4 Assess the use of targets and budgets as a form of control when implementing strategic plans</p>