

Alfred Nobel Open Business School Switzerland

Title	The Strategic Impact of the Business Environment
Unit purpose and aim(s) Organisations	<p>SIBE This unit will develop critical analysis skills in students enabling them to scrutinise the external and internal factors that impact upon Hospitality and Tourism worldwide.</p> <p>Students will demonstrate ability to use a variety of analysis tools to facilitate analysis of environmental and internal business factors and their effect on the business and its market.</p> <p>Students will develop their ability to assess the impact of these changing and evolving factors on a Hospitality and Tourism Organisations ability to respond and develop</p>
URN.	3/6110
Unit Code	SIBE
Level	6
Credit value	35
GLH	105
Learning outcomes	Assessment criteria
When awarded credit for this unit, a student	Assessment of this learning outcome will require a student to demonstrate that they can:
1. Analyse how a Hospitality and Tourism business environment changes and evolves	<p>1.1 Examine the current business environment issues that impact on Hospitality and Tourism Organisations</p> <p>1.2 Examine the evolving business environment issues and their impact on Hospitality and Tourism Organisations</p>
2. Analyse how changes in the business environment their affect the strategy of a Hospitality and Tourism Organisation	<p>2.1 Use analysis tools to determine how changes in the external environment impact on Hospitality or Tourism Organisations and market</p> <p>2.2 Use analysis tools to determine how the market for Hospitality or Tourism Organisations is changing and evolving</p> <p>2.3 Analyse the internal factors that impact on Hospitality and Tourism Organisations strategic performance</p> <p>2.4 Make recommendations on how a Hospitality and Tourism Organisation should develop or adapt strategies to respond to market changes</p>