Subject Overview
Much commentary in the hospitality industry highlights the growing use and need for analytics to support and enhance operational decisions and strategic planning. Profits, market share and customer satisfaction are just some of the areas where analytics can provide insightful information and thus enable owners and managers to take calculated risks to improve their business. In a globally competitive market, graduates who can provide the proper application of analytics are of immense value.
This subject prepares students for this environment by focusing on the transformation of data for management decision making. The principles and techniques of data analysis and statistical modeling are studied as decision-making tools that may add incremental value to operations rather than as mathematical functions.

Learning Outcomes
- Define and organise data in preparation for data analysis
- Interpret data requirements and apply appropriate statistical modelling for different types of decision making within the global industry context
- Translate the results or outcomes of data models to meet prescribed business objectives
- Demonstrate the capacity to communicate effectively in data analytics
- Reflect on the theories and application of data analytics in a global hospitality context

Assessments
<table>
<thead>
<tr>
<th>Details</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>ePortfolio</td>
<td>35%</td>
</tr>
<tr>
<td>Peer evaluation and reflection</td>
<td>25%</td>
</tr>
<tr>
<td>Group project (3 students)</td>
<td>25%</td>
</tr>
<tr>
<td>Individual reflective essay</td>
<td>15%</td>
</tr>
</tbody>
</table>

Graduate Attributes addressed in this subject
- Preparedness
- Systematic and coherent body of knowledge
- Cognitive skills to synthesise and consolidate knowledge
- Interpersonal skills
- Communication skills
- Personal attributes - global industry perspective, effective active listening techniques