Subject Code	HOH739
Subject Name	Hotel Data Science
Credit points	6
Study Level	Year 4
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator	
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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	**Details**	**Weighting**
	ePortfolio	35%
	Peer evaluation and reflection	25%
	Group project (3 students)	25%
	Individual reflective essay	15%

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