



UNIVERSITI TEKNOLOGI MARA

PMG513: CLUB AND THEME PARK MANAGEMENT

<b>Course Name (English)</b>	CLUB AND THEME PARK MANAGEMENT <b>APPROVED</b>
<b>Course Code</b>	PMG513
<b>MQF Credit</b>	3
<b>Course Description</b>	This course introduces student on concept of theme park in recreation activities. It explores relationship between families and entertainment in theme parks and types of theme implemented.
<b>Transferable Skills</b>	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in variety of contexts.
<b>Teaching Methodologies</b>	Lectures, Case Study, Tutorial
<b>CLO</b>	CLO1 Apply the understanding of knowledge in management, operation, and planning of club and theme park. CLO2 Integrate the knowledge and values and professionalism of club and theme park management practices. CLO3 Analyse the management, operation and planning of club and theme park.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Club and Theme Parks</b> 1.1) Club: Definition, Characteristics, Types 1.2) Theme Park: Definition, Characteristics, Types 1.3) History of club and theme park	
<b>2. Club and Theme Park Management 1</b> 2.1) Managers in Leisure Service System 2.2) Risk and Safety Management	
<b>3. Club and Theme Park Management 2</b> 3.1) Financial Management 3.2) Marketing Strategies for Clubs and Theme Parks 3.3) Human Resource Management 3.4) Promotion	
<b>4. Club and Theme Park Operations</b> 4.1) Club's Operation Management 4.2) Theme Park's Operation Management 4.3) Management and Maintenance of clubs and theme parks facilities	
<b>5. Planning and development</b> 5.1) Fundamental of Theme Park Development 5.2) Challenges of leisure industry	

Assessment Breakdown	%
Continuous Assessment	50.00%
Final Assessment	50.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual and group assignment	40%	CLO2
	Test	Test	10%	CLO1

Reading List	Recommended Text	Reference Book Resources
	<ul style="list-style-type: none"> <li>• Nerilee Hing, Helen Breen, Paul Weeks, <i>Club Management in Australia</i> [ISBN: 1862505039]</li> <li>• Salvador Anton Clavé 2007, <i>The Global Theme Park Industry</i>, CABI [ISBN: 1845932102]</li> <li>• Priscilla Boniface 2013, <i>Managing Quality Cultural Tourism</i>, Routledge [ISBN: 1134856970]</li> </ul>	<ul style="list-style-type: none"> <li>• Christopher R. Edginton, Carole J. Hanson, Susan R. Edginton 1992, <i>Leisure Programming</i>, WCB/McGraw-Hill [ISBN: 0697121992]</li> <li>• Leonard H. Hoyle 2002, <i>Event Marketing</i>, John Wiley &amp; Sons [ISBN: 9780471401797]</li> <li>• Ian Henry, <i>Management and planning in the leisure industries</i> [ISBN: 0333485335]</li> <li>• Richard G. Kraus, Joseph E. Curtis 2000, <i>Creative Management in Recreation, Parks, and Leisure Services</i>, McGraw-Hill Companies [ISBN: 0072300310]</li> <li>• Susan Horner, John Swarbrooke 1996, <i>Marketing Tourism, Hospitality and Leisure in Europe</i>, Arden Shakespeare [ISBN: 0412621703]</li> <li>• Michael Rimmington, Clare Williams, Alison Morrison 2009, <i>Entrepreneurship in the Hospitality, Tourism and Leisure Industries</i>, Routledge [ISBN: 1136405569]</li> <li>• Alan Park 1998, <i>Facilities Management</i>, MacMillan [ISBN: 0333737989]</li> <li>• Paul Mark Pedersen, Janet Parks, Jerome Quarterman, Lucie Thibault 2011, <i>Contemporary Sport Management</i>, Human Kinetics [ISBN: 0736081674]</li> <li>• Lynn Smith Rodney, Robert F. Toalson 1985, <i>Administration of Recreation, Parks, and Leisure Services</i>, John Wiley &amp; Sons Incorporated [ISBN: 0024026301]</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	