

# International Tourism and Hospitality Management

BSc (Hons) SINGLE HONOURS

## YEAR 1

**Building Professional and Academic Skills for Success**

**The Experience Economy**

**Developing and Planning Experiences of Tourism, Hospitality and Events**

**Delivering Experiences of Tourism, Hospitality and Events**

**Management in International Hospitality, Tourism and Events**

**Global Industry of Tourism, Hospitality and Events**

Optional modules:

**Creativity for Marketing**

**Digital Technology and Maths for Business**

**Global Business Communications**

**Work, Employment and Globalisation**

## YEAR 2

**Professional Skills and Preparing for Employability**

**Managing People in Hospitality, Tourism and Events**

**Destination Product Development**

**Methods of Research in Tourism, Hospitality and Events**

**Destination Development and Practice**

**Marketing and Digital Transformations**

**Revenue Management and Financial Essentials**

Optional modules:

**Business Strategy for Competitive Advantage**

**Creativity and Innovation**

**Environmentally Sustainable Business**

**Independent Study in Business**

**Tourist Behaviour**

**Wedding Planning and Celebratory Events**

## YEAR 3

**Supervised Work Experience**

(compulsory for sandwich mode)

(includes a Placement Search and Preparation module in Year 2)

## YEAR 3 or 4

**Leadership and Professional Development in Tourism and Hospitality**

**Research Project of Tourism, Hospitality and Events**

**Tourism Impact Analysis**

Optional modules:

**Business Analytics for Hospitality & Tourism**

**Business Ethics**

**Contemporary Consumer Behaviour**

**Contemporary Issues In Human Resource Management**

**Entrepreneurship and Creativity Enterprise in Hospitality and Tourism**

**Financial Decision Making for Hospitality & Tourism**

**Food, Drink and Culture**

**Independent Study (S1 or S2)**

**International Business Strategies in Hospitality & Tourism**

**Optimising Hospitality Operations**

**Perspectives on International Management**