

International Hospitality and Hotel 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**

**Revenue Management and
Financial Essentials**

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

**Hospitality Experiences
(Double Module)**

**Marketing and Digital
Transformations**

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

Optimising Hospitality

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

Perspectives on International Management

Tourism Impact Analysis