

Course Information Sheet

BSc (Hons)

Business, Hospitality and Events Management

Mode and course length - Full-Time (3 years)

Location - ARU London Campus (East India Dock)

Awarding Body - Anglia Ruskin University. As a registered Higher Education provider Anglia Ruskin University is regulated by the Office for Students.



Overview

The hospitality and events sector employs upward of two and a half million people, representing 10% of all employment, 6% of businesses, and 5% of GDP, and yet the sector is continually unlocking its full potential as one of the biggest engines for growth in the economy. Consumers remain as eager as ever to visit hospitality venues, and the economy will look to the hospitality sector to spearhead the UK's economic revival as the pandemic ends.

The structure of this course enables an understanding and evaluation of business concepts of management, whilst preparing graduates for the hospitality and events sector through the extensive use of contemporary case studies, guest speakers and off-site visits. This synthesis allows students to develop their knowledge whilst gaining commercial awareness and expertise within the industry.

Course Delivery

Our courses are delivered through teaching and learning methods that provide students with the broadest possible exposure to a modern and innovative higher education experience. These methods may vary and could include attendance at lectures and seminars, undertaking laboratory exercises or work-based activities, practical work, performances, presentations, field trips, other relevant visits, and e-learning through the VLE, our online learning management system.

Each course is divided into several 'modules', each focusing on specific areas and employing a distinct approach to its delivery. This information is made available to students for each module they undertake via the Module Definition Form (MDF) and the VLE.

Assessment

Knowledge and understanding are assessed through various methods, including presentations and a range of assignments. These assignments may take different forms, such as a written management report on responding to an organisational issue, a presentation, an essay, a briefing document, or an analysis of a company report. Most modules will include at least two assessments, offering the opportunity to evaluate both knowledge and understanding as well as a range of skills effectively.

Formative assessment will also be provided throughout the course. This feedback will help improve students' knowledge and development and allow for the evaluation of their academic needs.

Fees

Information about your course fee, including any annual fee increases or deposits (if required), can be found in your offer letter.

Additional Costs

During your course, you may be required to take extra or repeated modules to recover any modules you have failed. If you started your course on or after September 2019 and this extends your course end date beyond the original date stated in your offer letter, you will be charged an additional tuition fee to cover the costs of the extra or repeat modules. This additional fee will be based on the credits for the module(s) you repeat or take.

Modules

Core Modules

Year 1: Academic and Professional Skills

The skills that employers look for in potential employees are precisely those needed to gain academic benefit from a course. By developing these skills, students simultaneously improve their success in their university experience and enhance their employability.

Designed to promote the academic development of entering students, this entry-level module applies basic management concepts to the process of learning. It covers note taking, using numbers, information sources, critical thinking skills, working in groups, and the academic tools needed for success in core curriculum courses and for navigating the transition into university-level study.

Year 1: Hospitality, Tourism and Events Environment

This module introduces students to business sustainability, scope, and organizational structure in the hospitality, tourism, and events sectors. Students will explore the sector's origins, current global practices, and the impact of European and international operations. They will learn how organizations navigate opportunities, challenges, and risks within a dynamic environment. Key stakeholders' influences—socio-cultural, technological, ethical, environmental, economic, legal, and regulatory—will be examined. The module also focuses on employability skills, providing insights into the sector's structure and developing skills in teamwork, critical thinking, communication, and presentation, aiding students in the job application process.

Year 1: Managing Quality in Hospitality, Tourism and Events

The service sector, including hospitality, tourism, and events, increasingly drives economic growth and job creation. This module focuses on managing service quality, emphasizing the design, control, and improvement of processes to deliver exceptional outcomes. Students will explore quality management models and their impact on long-term business success, highlighting the necessity of a committed quality framework. Key areas include Human Resources, Operations Scheduling, Quality Control, and service supply relations. Through case studies, Q&A sessions, and industry input, students will develop decision-making skills and team collaboration. The final assessment emphasizes adaptability and commercial awareness, preparing students for dynamic service sector roles.

Year 1: Business Finance

This module introduces students to the fundamentals of business finance and accounting, focusing on financial reporting and management for non-financial managers. Emphasizing practical applications, it covers financial concepts, accounting principles, and financial management through a corporate-oriented approach. Key topics include financial reporting principles, understanding and evaluating financial statements, management accounting, cost analysis, budgeting, decision-making, financing a business, and capital investment decisions. The module incorporates practical examples, case studies, and international market applications. Assessment includes a midterm assignment and a final exam, with multicultural considerations reflected in the module's design and assessments.

Year 2: Managing Human Resources

The management of Human Resources (HR) is both a major specialist organisational function and a responsibility of line management. It is crucial for any student preparing for the international business world to understand the HR function. This module aims to introduce students to the theoretical basis of Human Resource Management and the range of activities it encompasses. It will also explore the role that HRM plays in the strategic planning and development of both domestic and multinational organisations. Assessment will be conducted through a written piece of coursework and a final practical assessment.

Year 2: Sustainability in Career Development

This module addresses the rapid advancements in technology, global movement, information exchange, and climate science shaping the 21st century. It emphasizes the importance of developing a dynamic skill set for future graduates, who will operate as global citizens in an ever-changing world. Students are encouraged to adopt a critical approach to global situations, recognizing that professions are evolving rather than static. The module also highlights the need for sustainability in personal and professional contexts. Through reflective practice, students will enhance their skills and prepare for future career paths while contributing to a sustainable future.

Year 2: Hospitality and Events Management

This module explores the growing global economic and cultural impact of the Hospitality and Events sectors, with a UK focus. Together, they contribute over £154 billion to the UK economy and employ more than 2.5 million people, mostly within SMEs (UKHospitality, 2024; UKEvents Report, 2024). Students will gain a working knowledge of project management tools, stakeholder engagement, scheduling, and event execution, while also learning to analyse sustainability and business development. Emphasis is placed on integrating management knowledge into cohesive plans. Students will produce feasibility presentations and written business plans, preparing them for diverse career pathways in this innovative, fast-evolving industry.

Year 2: Customer Service Management for Tourism and Hospitality and Events

This module explores the shift from manufacturing to a service-focused economy, highlighting the critical role of customer service in maintaining competitive advantage, especially in challenging economic times. It introduces various customer service functions essential for success in tourism and hospitality. Students will learn about Customer Relationship Management (CRM), including its role in managing interactions, resolving complaints, and assessing service effectiveness. The course covers customer satisfaction, value propositions,

and improvements, emphasizing anticipation of customer needs and resource allocation. Students will develop skills in setting service targets, evaluating effectiveness, and suggesting enhancements, all applicable to the workplace.

Year 2: Principles and Practice of Marketing

This module covers the principles and practices of Marketing, emphasizing their integration into organizational management and planning for growth and competitive advantage. Students will explore the marketing mix, analysing strategies for both short-term and long-term demands. The module examines how classical and contemporary theories influence marketing decisions across domestic, international, and global levels, addressing issues like equality, multiculturalism, and sustainability. It also highlights the impact of internal and external factors on business decisions. Employability, digital, and professional skills are key focuses, with assessment through coursework and a practical task.

Year 3: Executing Business Strategy

This module focuses on the process of strategic management in organisations. This involves the evaluation of the organisation's situation, analysis and selection of strategic alternatives, and implementation and evaluation of the strategic plan. The module develops the student's ability to work within a team (comprised of various business majors), as well as oral, written, and analytical skills. The course presents conceptual information through readings, lectures, a business game simulation, team presentations, and other class activities. The analysis of case studies of actual business situations including international, non-profit, manufacturing, and service industries will serve as a means of applying the course concepts and develop the students' ability to integrate business concepts. The module requires the students to utilize information from a variety of business areas covered in the Business Core including: Accounting, Information Systems, Finance, Marketing, and Management.

Year 3: Live Project

The live project assesses students' understanding from BSc (Hons) Business and Event Management, Business and Tourism Management, and Business and Hospitality Management modules through a real-world event. Students will conceive and implement their own events, applying theory and gaining practical experience. Challenges faced during the project offer valuable learning opportunities, with the focus on evaluating and reflecting on the process rather than the project's success. The project integrates academic knowledge with practical skills, developed individually and in groups, and includes creating a reflective logbook. Students will critically assess their performance and contributions, demonstrating their ability to address contemporary issues and innovate in their field.

Year 3: Contemporary Issues

This course engages students with industry theory, standards, and best practices in Hospitality, Events, and Tourism to enhance professional expertise. Students will use various media to explore and analyse trends and issues affecting these sectors, applying theoretical models to real-world challenges. The course emphasizes global citizenship and sustainability, addressing the management of international and local businesses, venue management, and leadership. Students will conduct research, participate in debates, survey industry professionals, and critique business strategies. They will also explore emerging technologies and innovate industry practices to address evolving business-environment problems.

Year 3: Undergraduate Major Project (Leadership in Practice)

This final major project module focuses on leadership, personal development, and graduate workplace preparation. Students will study leadership theories, their application in modern business, and examine case studies of both successful and unsuccessful leadership. This approach will help analyse the impact of leadership on organizational culture, change, and ethical dilemmas. Students will conduct self-analysis to identify their strengths and weaknesses as future leaders, creating a self-development plan for career readiness. The module emphasizes practical application, employability skills, and includes debating and problem-solving to enhance learning and prepare students for leadership roles in their chosen sector.

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