

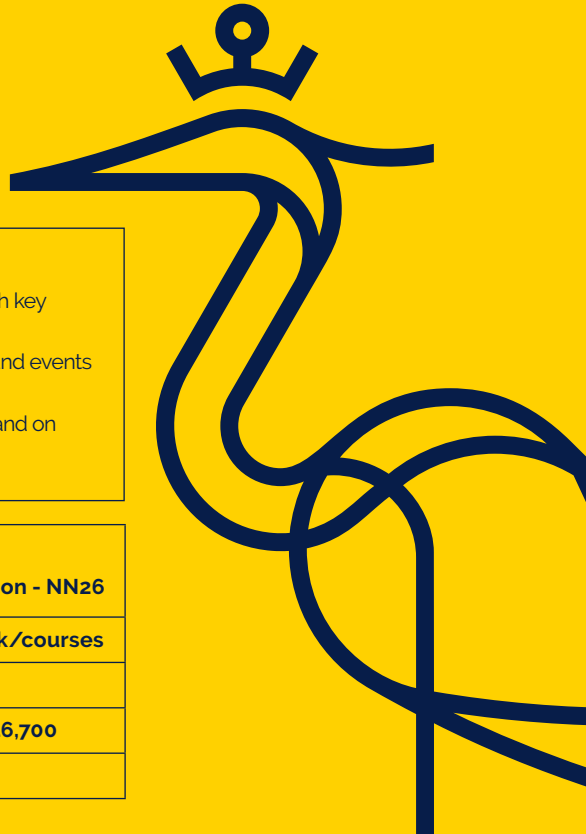
BSc (Hons)

Business, Hospitality and Events Management

Key Features

- Integrate hospitality and events studies with key business management principles
- Gain an insight into how global hospitality and events organisations operate
- Learn from industry professionals and expand on practical skills and experience

UCAS codes	3 years - NN27 4 years foundation - NN26
Full course info	london.aru.ac.uk/courses
Fees per annum:	Home: £9,535
	International: £16,700
Location	London



About this course

The hospitality and events industry has seen strong growth in the past few years and, in many ways, is seeing a revival with a growing demand for graduates with the key skill set developed here at ARU London. A career in hospitality or events management means entering a sector that is evolving and truly global with London a key central hub.

The hospitality and events industry are significant contributors to the UK economy with the hospitality industry being the third largest employer in the UK, with 3.5 million people working in the sector and £55 billion being generated in tax receipts annually. Both the hospitality and events industry play a crucial role in providing jobs and supporting livelihoods across the country and beyond. Thus, driving a demand for specialist event and hospitality graduates, who not only understand the theories of business, hospitality and events management but are also equipped with transferable skills that can be utilised in the workplace.

This course is designed to prepare graduates for the business, hospitality and events sector and blends both academic practices with the study of core business skills and management concepts, alongside a live event project. In completing this course, students will identify career pathways and develop the professionalism and drive to achieve them.

Modules

Foundation Year

- Critical Thinking Skills
- Data Skills
- Professional Development Skills
- Research Skills

Year 1

- Academic and Professional Skills
- Hospitality, Tourism and Events Environment
- Managing Quality in Hospitality, Tourism and Events
- Business Finance

Year 2

- Managing Human Resources
- Sustainability in Career Development
- Customer Service Management for Tourism and Hospitality and Events
- Principles and Practice of Marketing
- Hospitality and Events Management

Year 3

- Executing Business Strategy
- Contemporary Issues
- Live Project
- Undergraduate Major Project (Leadership in Practice)

Careers

Being one of the most important financial and business centres in the world, London is a world-class hospitality and events hub, offering the best examples of service, luxury accommodation and event offerings.

During your studies, you'll have access to the Employability Service, who provide CV workshops, interview training relevant to the sector, career counselling, visits from prospective employers and site visits to the leading hospitality and event companies in these industries.

Career routes

- Events Manager
- Hotel Manager
- Tourism Officer
- Marketing Executive
- Communications and Events Coordinator
- Food and Beverage Manager
- Business Development Manager
- Travel Agency Manager or Proprietor



Institute
of Hospitality

EDUCATION MEMBERSHIP SCHEME



Professional
Recognition
for
Event
Management
Institute of Event Management