**Course Information Sheet**

**BSc (Hons) Business and Hospitality Management Extended**

**Modules**

Year 1: Hospitality, Tourism and Events Environment

This introductory module is designed to develop a student's understanding of business sustainability, scope and organisational structure within the hospitality, tourism and events industry. The students will be introduced to the origins and development of the sector, in addition to enhancing their insight into the wider world of today’s hospitality, tourism and events management sector, with consideration to business organisations both internally and within the wider external business environment. As these sectors operate within a global environment, the students will also briefly consider the scope of the European and International business operations. Hospitality, tourism and events organisations are in continual interaction with the external environment of which they are a part of. Students will develop knowledge and understanding of how organisations must effectively maintain, develop and survive by responding to the opportunities, challenges, risks and limitations presented by ever-changing circumstances. Examination of key stakeholders will permit students to describe and identify the impact of socio-cultural, technological, ethical, environmental, economic, legal and regulatory influences for hospitality, tourism and event services. A multi-disciplinary perspective for purposes of analysis will be adopted throughout, and extensive use will be made of up-to-date case study and applied materials. Continuous formative assessment will form part of the student’s studies, giving them clear preparation for the summative assessment, which consists of an individual midterm written assignment and a debate. Employability skills are also designed into this module to introduce the students to the wider hospitality, tourism and events sector, equipping them with company information and structure, which will help them during the job application process. Skills developed include working with others, critical thinking, communicating, presenting information, debating and discussing.

Year 1: Academic and Professional Skills

Academic and Professional Skills (APS) is a highly participative module that focuses on the development of the skills students need to succeed academically and professionally. On this module, students gain the skills they need to succeed and thrive in a higher education environment, and simultaneously make themselves more employable by building on a range of professional skills. Skills covered on APS include critical thinking, reading efficiently, using sources, referencing, making presentations and structuring written work, as well as many other skills. The module uses a wide range of engaging activities and tasks to boost academic and professional development. Receiving and engaging with feedback is a core component of the module, and students are given regular opportunities for self-reflection, as well as receiving personalised formative feedback from their lecturer. This module is typically assessed via a written report and a presentation, and the module content is designed to support students throughout the assessment process.

Year 1: Managing Quality in Hospitality, Tourism and Events

The service sector has become an increasingly important contributor to developed world economies, with increased employment in the global service sector industries, such as hospitality, tourism and events. The rapid and continued growth in the service sectors is providing employment opportunities for supervisors and managers. An understanding of the concepts of successfully managing service to deliver exceptional quality is essential to future managers and supervisors to gain competitive advantages, as quality provisions are planned, managed, executed operationally, continually developed and improved. This module is concerned with the design, direction, and control of facilities and processes, and activities required to deliver quality service outcomes. The various models of quality management will be explored by students, whereby they will identify the importance of a business’s approach to long-term success that should derive from dedication to customer satisfaction. Consideration will be taken towards recognising that a framework for quality is a necessity and will require a high level of commitment to an established philosophy. Students will gain knowledge of how an effective management quality framework requires every member of an organisation to become not only familiar with the end goal but be committed and self-motivated to enhance the products and services and promote a healthy internal culture to produce a streamlined set of business processes that deliver an improved customer experience. All functional areas of business have a role to play in managing quality and as such we will be exploring performance contributions from Human Resources, Operations Scheduling, Quality Control and Service supply relations. The intent of this module is to provide students with an understanding of the analysis, decision making and implement issues of managing aspects of a service function to produce exceptional quality. In order to achieve this, students will draw upon quality management concepts along with relevant case studies, Q&A sessions in class and external industry input. The summative assessments will be a group presentation and a final individual management report, based on a current industry case study. Employability skills include group presentation skills in this module that has been designed to develop teamwork and evaluate the significance of working collaboratively to achieve a goal through interpersonal communication, productive negotiation skills and developing positive working relationships with colleagues. The final assessment will allow students to gain commercial awareness and understand the importance of developing adaptability skills so that they can respond to changing circumstances and cope effectively with the transition.

Year 1: Business Finance

This module introduces students to the fundamentals of business finance and accounting. The module has been developed to help prepare students for a successful career in business. The emphasis is on developing understanding of concepts such as financial reporting and management for non-financial managers, rather than only quantitative skills. The module develops an understanding of financial concepts, accounting principles, and financial management. The module is corporate-oriented with emphasis on practical applications and problem-solving techniques. Students will be expected to work on practical examples and case studies for discussion and clarification in tutorials. The key issues addressed will be financial reporting principles (context, purposes, and regulatory framework), understanding and evaluating financial statements, management accounting, cost data analysis, budgeting, decision making, financing a business and capital investment decisions. The application of the topics to international markets will be made whenever possible. This module is assessed with a midterm written assignment and a final examination. Multiculturalism has also been considered during the design of this module.

Year 2: Customer Service Management for Tourism and Hospitality

In the last few decades, businesses have changed dramatically as the economy has shifted from a dependence on manufacturing to a focus on providing timely, quality service. The service economy has matured; driven by increased technology, globalisation, de-regulation and changing consumer behaviour, among other factors. Customer service is therefore more important than ever before, especially during difficult economic times when customers are looking to increase value for money and are less forgiving of mediocre service. A very important component in the delivery of products and services to consumers is the quality of customer service given. This module aims to introduce learners to different customer service functions and their importance to the overall success of organisations within the tourism and hospitality sectors. Students will be able to identify how best these customer service functions can be developed and maintained in an effort to create and/or sustain an advantage over competing organisations. Customer Relationship Management is a broadly recognised, widely implemented strategy for managing an organisation’s interactions with customers, clients and sales prospects. The module will equip students with fundamental theoretical and practical knowledge in various concepts of customer relationship management which are necessary when interacting with internal and external stakeholders such as customer service operations, resolution of customers’ complaints and queries and analysis of the effectiveness of customer service. It further delivers knowledge of customer satisfaction, customer value proposition, customer service improvements and use of quality systems to enhance customer supervision. Students will learn the importance of anticipating customers’ needs, setting customer service targets and allocating resources to enable efficient customer service. Additionally, there will be emphasis on implementing an evaluation plan to assess the effectiveness of customer services and suggesting necessary improvements all of which will develop transferable skills which can be applied in the workplace

Year 2: Managing Human Resources

Human Resources Management (HRM) is both a critical specialist organisational function, often with its own department, and a responsibility of line managers in the day-to-day management of people. Students preparing for graduate employment in the world of international business should have a strong understanding of HRM. This module provides students with a strong foundation in both the operation of Human Resources functions and the role of line managers. It also introduces theories which shape Human Resources strategies for organisations ranging from Small and Medium-Sized Enterprises (SMEs) to Multinational Enterprises (MNEs). Assessment is by written assignment and a practical presentation. Equality, Diversity and Inclusion has also been considered as both a subject for HRM and during the design of this module.

Year 2: Principles and Practice of Marketing

The aim of the module is to enable students to gain familiarity and competence with marketing and it's fit in an organisation’s management, operational structure and processes. The module emphasises the role of research-based marketing within implementation and marketing planning processes at a domestic and international level. It shall explore, discuss, analyse, and evaluate topics such as the internal and external environment, marketing strategies such segmentation, targeting, positioning, and tactics such as the marketing mix. Consumer metrics, branding, marketing ethics and law pertaining to marketing, business-to-business marketing, and customer relationship management will also be explored. All the topics will be in congruence with the short-term and long-term organisational and market demands. A fundamental aspect of the module is that of multiculturalism and global adaptability, which has been embedded in the module design. Furthermore, employability and professional skills are embedded implicitly in the learning outcomes and in taught sessions. Students will be assessed on two assessments, the first in the form of a mid-trimester written piece of coursework, and the second at the end-of-trimester, a final practical assessment.

Year 2: Hospitality Management

The impact of hospitality on the global economy is expanding and is increasingly recognized as a key driver of economic growth at a local, regional and global level. The injection of new cross-border capital and innovation in the hospitality industry will aid growth, despite challenges such as geopolitical instability, health concerns and security. The sector is witnessing expansion across the board, both in traditional and primary areas of high demand such as capital cities and major visitor destinations and now, in many emerging secondary markets which create opportunities for the hospitality industry. The changing business environment has encouraged hospitality organisations to reconsider the development of their goods and services. New competitive patterns are emerging through a changing marketing place, stemming from shifting consumer demands in tastes, wants and needs. Therefore, it has become imperative for organisations to adjust, develop and innovate to remain competitive and stay successful. Business development has become an essential activity for hospitality organisations that need to face competition on the basis of scope, quality and suitability of purpose. There is a strong relationship between business development, success and sustainable achievement of hospitality organisations. Therefore, it is imperative for organisations to adjust, develop and innovate to remain competitive and stay successful, as the importance of the inherent innovation produced by these SME companies is a driving force for the economy. As a result, the sector needs managers who have both entrepreneurial and intrapreneurial capability that can innovate and imagine. With this in mind, the module requires you to investigate and apply business development and sustainable concepts in order to produce a feasibility presentation and written business plan for a hospitality operation. This includes reviewing the following elements: strategy and positioning, hospitality innovation, feasibility and business plan, financial planning, contemporary issues, and organisation sustainability, which will all be covered in the module.

Year 2: Sustainability in Career Development  
This module helps student prepare for the transition from higher education to the world of work. This is a really important step and we are here to help find a career that is great for you. Throughout the module, we will explore what your personal motivators are, developing an in-depth understanding of what you are seeking from your future career (by considering your values, occupational interests, strengths and personality). This will help you achieve both career satisfaction and success. We will explore the labour market and the changing nature of different industries and sectors (including the impact of automation, artificial intelligence and globalisation). Given the large number of roles available within the economy, we help students understand what their options are and what they need to do to enter these careers. In addition to this, we equip students with the tools they need to successfully navigate the recruitment cycle (including CVs and applications, interview techniques, assessment centres and psychometric tests). Some of our graduates would prefer to work for themselves and we provide support and guidance for those wishing to start their own enterprise. By the end of the module, you will have a comprehensive career plan and know what steps you need to take to secure your dream job.

Year 3: Live Project

A live project synthesises a student’s learning in a single assessment that demonstrates their knowledge and understanding of the BSc (Hons) Business and Event Management, BSc (Hons) Business and Tourism Management and BSc (Hons) Business and Hospitality modules. The project will document the application of skills through a real-world event. The student’s opportunity to map a real- world experience by conceiving and implementing their own event or student service creates an opportunity to put theory into practice and gain valuable experience of key tasks in their sector. Students are likely to face a range of challenges when attempting to implement a project plan, some of which may mean that the plan is not fully executed. These experiences (whether successful or not) offer wonderful learning opportunities, and the focus of the final assessment for this module is having the skills to evaluate the process and learn from the experience, note that the ‘successful’ execution of the project is not a learning outcome for the module. The live project will integrate a student’s academic knowledge with experiences beyond the classroom, combine the student’s developing knowledge, skills and creative ideas in order to develop transferable skills which can be applied in the workplace. The project idea is conceived, pitched and implemented with parts completed independently and parts as a group with support and supervision. Students will work in small groups to champion a sizeable, meaningful project, elements of which will be broken down by the team. Students will engage in critical self-reflection using analytical skills to evaluate the process, performance and success of the implementation of the project and recognise their responsibility to themselves and their environment. Learning dispositions and ability to pursue authentic inquiry is integral to leading and managing in complex environments and is regarded as important in the assessment process. The completed project demonstrates students' ability to identify contemporary issues, synthesise salient information, and articulate original ideas and thought processes to make a practical contribution to the existing body of knowledge relevant to their profession.

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 utilise information from a variety of business areas covered in the Business Core including Accounting, Information Systems, Finance, Marketing, and Management. Assessment in this module will be by way of a group strategy simulation exercise completed throughout the term, and an individual project exploring the experience.

Year 3: Contemporary Issues

Contemporary Issues in Hospitality, Tourism and Events module uses innovative methods to engage students with experience-industry theory, industry standards and best practice to contribute to more professional Hospitality, Events and Tourism industries and their associated sectors. Students will reflect on the benefits of staying regularly informed through reliable sources about trends and issues affecting the Hospitality, Events and Tourism industries. A variety of media will be used by students to investigate the complex and ever-changing issues which affect the macro, micro and internal environments of firms operating in these international industries, within their wider environments and disseminate their findings through different channels. Theoretical models will be applied to real-world problems and challenges facing businesses, with critical solutions proposed. There will be emphasis on the management of global citizenship within these industries, applying new sustainability practices for a more sustainable business environment. Wider themes of the course will include the modern-day challenges of managing international, global Hospitality, Events and Tourism businesses as well as small and medium sized enterprises, the experience economy, customer experience design, technology, international events management, leadership and change management. Learners will be encouraged to pursue their own research, participate in live debates, survey the experiences of industry professionals, critique the strategies applied by a variety of businesses to emerging business-environment problems, and utilise the advantages of emerging technologies and innovative industry offerings.

Year 3: Undergraduate Major Project Leadership

The Undergraduate Major Project (Leadership in Practice) module will introduce students to theoretical models and frameworks specific to leadership. The module programme will allow and encourage students to engage with and perform practical leadership-oriented activities in the classroom. The students will acquire knowledge and skills through researching areas affiliated with leadership. The module is designed and delivered on the premise that leadership does not exist in isolation, thus students will actively connect leadership to associated areas such as communication, motivation and employee engagement. Students will be required to deliver an oral piece of work where they will focus on a short literature review on two leadership topics. They will be required to draw on theories, frameworks, sector specific examples as well as development strategies pertinent to leadership. At all times students will be highly encouraged, to heighten their industry awareness. They will be supported with this through having access to the many resources on the Virtual Learning Environment. It is expected that students are strategic in their allocation of self-managed time, throughout their course of study. Key employability and graduate skills such as reflective practice, communication and critical thinking remain a core part of the module.