

## Course Information Sheet

BSc (Hons)

# Business and Tourism 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

Britain's tourism sector is an economic powerhouse. Generating £106 billion a year, employing over 2 million people, supporting thousands of businesses, and making up over 80% of the UK's total visitor economy, the UK's tourism sector is a vital part of the UK and global economy.

Tourism is recognised as a leading sector in the UK government's future economic planning. Along with the national tourism agency 'Visit Britain/Visit England,' they are building a significant and long-lasting strategy to drive economic growth, focusing on increasing productivity through developing skills, career paths, and building seasonality. Tourism is, therefore, driving continual demand for specialist graduates who not only understand both the theories of business and tourism management but are also equipped with practical experience.

This course has been developed to give students the key business skills needed for a successful career in this sector. There is a particular focus on the current challenges facing the tourism industry. These include sustainability, global issues, ethical tourism, diverse competition, and crisis management. Designed to unlock your potential by enhancing both your commercial awareness and specialist subject knowledge, this course is a perfect entrance into this exciting, important, and growing 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 a number of '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: MOD003325 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: MOD004056 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: MOD006059 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: MOD003319 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: MOD007961 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: MOD003486 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: MOD009206 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 2: MOD007966 Customer Service Management for Tourism and Hospitality**

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: MOD006064 Tourism Management**

This module examines the dynamic tourism industry, highlighting its benefits for host and home countries and its complex network of stakeholders. Students will analyse travel motivation, tourism concepts, globalization, planning, accommodation, transportation, and the economic, cultural, and social impacts of tourism. The course uses a multi-disciplinary approach with current case studies and applied materials. Assessments include a midterm written assignment and a final project involving an online simulation game to develop a tourism package, providing practical insights into tourism management. The module also emphasizes teamwork, initiative, and the need for resourcefulness and resilience in this fast-paced industry.

## **Year 3: MOD00337 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: MOD009201 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: MOD009192 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: MOD009210 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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