

Course Information Sheet

BSc (Hons) Business and Tourism

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 part. 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 an individual final project. Employability skills; this module is designed 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

The skills which employers look for in potential employees are precisely those needed to gain academic benefit from a course. By developing those skills students simultaneously improve their success in their university experience and make themselves more employable. Designed to promote the academic development of entering students this entry level module applies basic management concepts to the process of learning. Included are 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 success in navigating the transition into university level stud. Throughout the module an emphasis is placed on writing skills and English grammar with regular formative

assignments. There are two assessment instruments in this module, a portfolio of work presented at midterm, a group presentation, and a final project.

Year 1: Managing Quality in Hospitality, Tourism and Events

The service sector has become an increasingly important contributor of value added to developed world economies, with increased employment in 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. Quality provision is 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 recognizing 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 managing quality and as such we will be exploring performance contributions from Human Resources; Operations Scheduling; Quality Control; Service supply relations. An 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 in order 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 industry external input. The summative assessments will be a group presentation and a final individual management report, based on a current industry case study. Employability skills; the group presentation in this module has been designed to develop teamwork and evaluate the significance of working collaboratively in order 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 the 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 module develops an understanding of economic concepts, accounting principles and mathematics. 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 project.

Multiculturalism has been considered during the design of this module and will be considered when the assessment brief is written.

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

The management of Human Resources (HR) is both a major specialist organisational function and a responsibility of line management. It is vital that any student, preparing for the international business world, should have an understanding of the HR function. This module aims to introduce students to both the theoretical basis for Human Resource Management and the range of activities covered by the function. It will also explore the role that HRM plays in the strategic planning and development of domestic and multinational organisations. Assessment of this module is a midterm assignment and a final portfolio presentation. Multiculturalism has also been considered during the design of this module.

Year 2: Tourism Management

Tourism today continues to be one of the world's most exciting and developing industries, generating substantial positive benefits to both host countries and tourists' home countries. Ever changing and dynamic, tourism comprises of a complex amalgamation of businesses that cooperate and work together to supply services and products to tourists as consumers, both at a local and global level. Students will evaluate the complexities of the tourism industry, identifying the numerous stakeholders (sometimes with opposite interests) and the requirement of significant

resources; physical, financial, intellectual and human. Consideration will be given to the way in which activities are managed, acknowledging that tourism can play a positive role in the socio, cultural, economic, environmental and political development of the destination, representing significant growth opportunities. Conversely an examination of the dangers of tourism will be undertaken. This module is structured to develop a student's understanding of how tourism is managed and developed when the various stakeholders are involved, with focus on travel motivation, concepts and characteristics of tourism, globalization, planning and development, accommodation, tourist transportation and the economic, cultural and social dimensions of tourism. A multi-disciplinary perspective for purposes of analysis will be adopted throughout, and extensive use will be made of up-to-date case studies and applied materials. This module is assessed with a midterm written assignment and a final project. Employability skills; this module is designed to develop teamwork and evaluate the significance of working collaboratively in order to achieve a goal. The importance of initiative will be examined and the need for employees within this fast-paced industry to be resourceful, resilient, tenacious and determined.

Year 2: Principles and Practices of Marketing

The module aims to enable students to understand thoroughly the process of Marketing and how it fits into an organization's overall management and planning process. The emphasis will be on the role that marketing can play in implementing and controlling the marketing planning process at both a domestic and international level. Alternative approaches in the use of the marketing mix will be discussed, analysed and evaluated looking at both the short and long-term organisation and market demands. One of the main focuses for the design of this module has been the further development of relevant employability and professional skills. Such skills are implicit in the learning outcomes. Assessment will be by way of a midterm written assignment and a final project. Multiculturalism has been considered during the design of this module.

Year 3: Tourism and Events 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 and the BSc (Hons) Business and Tourism Management 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 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. The live project brief should be designed to enable an interactive, deep learning and to foster the development of reflective skills through the development of a reflective logbook. Students will engage in critical self and group

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: 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. 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: Sustainable and Ethical Tourism

Sustainable and ethical tourism reflects a growing awareness of the cultural, environmental, economic and political impacts of travel. The future of tourism greatly depends on its capacity to meet a growing demand without increasing its footprint or its pressure on the communities at the destination. Therefore, the question arises how to influence the behaviour of stakeholders in the tourism supply chain (providers and consumers) in order to act more sustainably. With this in mind this module examines the characteristics of environmentally, economically, and socio-culturally sustainable and ethical tourism, and assesses the possibilities and limitations for its implementation in a variety of destination and product settings. Students will be tasked to evaluate how stakeholders can work in collaboration in an attempt to minimise their impact whilst travelling and to gain an awareness and appreciation of local culture and people. This module will examine the concepts of sustainability that affect the tourism industry, the range of tourism developments designed to maintain environmental, social and economic wellbeing of natural, built, and cultural resources and the inherent stability of natural ecosystems. There will be emphasize placed on conventional 'mass' tourism as well as small-scale 'alternative' tourism. Students will come to understand the sustainability of the business of tourism and that ethical tourism and corporate social responsibility are not separate pieces to be shoehorned into existing operations. Student learning in this module will be assessed by way of individual written midterm assignment and a final assignment, focussing on an industry relevant case study. Employability skills; this module is designed to develop students global commercial awareness and initiate an appreciation of the internal and external challenges facing organisations, whilst understanding the need to satisfy customers and decisions required to develop businesses.

Year 3: Global Hospitality and Tourism Issues

The global growth of the hospitality and tourism industry has taken place against a backdrop of dramatic changes within the macro and micro environment, consequently the industry is exposed to issues that are beyond the tourism and hospitality professionals' control. Often industry leaders are forced to react to circumstances outside of their control, an awareness of current challenges can help these leaders to prepare for eventual challenges and to strategize to lessen the negative impact of exigent circumstances. Growth is impacted not just by market forces, but also exogenous variables, such as demographic and social change, global uncertainty about safety and security, improved educational levels, global emerging markets, economic and financial developments, political, legislative and regulatory changes, technological developments and social media, currency fluctuations, tourist perception, natural and man-made disasters, shortage of staff and skills, unavailability of capital, evolving customer expectations, increased costs of operations and high level and intensity of competition. This module enables students to develop a deeper understanding of key global factors that impact the hospitality and tourism industry, evaluating a number of topics through literature research, relevant industry case studies and collaborative working. This will primarily be a research based module, requiring extensive literature research and reviews of Hospitality and Tourism Management and challenges that have impacted the industry. Module delivery will incorporate individual and collaborative elements, and the students will be encouraged to share and exchange ideas in tutorial sessions, working towards producing an assignment based around an industry relevant case study for 50% of the summative assessment. The remaining summative assessment constitutes an individually constructed management report. Employability skills; the group presentation in this module has been designed to develop teamwork and evaluate the significance of working collaboratively in order to achieve a goal through interpersonal communication, productive negotiation skills and developing positive working relationships with colleagues. The research element will develop transferable skills, such as the ability to identify data sources, gathering information and investigating the facts, based upon agreed objectives and following a clear methodology.

Year 3: Major Project

The Undergraduate Major Project module allows students to engage in a substantial piece of individual research, based upon a real world case study. The student will acquire knowledge and skills to design and complete research on an agreed topic. The module is designed to enable the student to consolidate their prior learning through conducting secondary research. Students will develop their information searching skills by learning about the range of sector-specific information sources and how to access and retrieve relevant information from these sources. For example, business students will explore sources of company and market data; similarly, students studying health and social care will explore the range of information on how to deliver health and social care. All students will consolidate their knowledge and skills in accessing academic research repositories. The student will have the opportunity to, in consultation with the module tutor, choose a topic area or issue of interest to analyse; and then evaluate management action required from within that topic area. The student will conduct data-searches and select data suitable to answer and defend research questions. The student will further use models or techniques appropriately in order to analyse the data collected. The student will also be required to recommend possible solutions to issues, problems and challenges identified. Ultimately, the module will enable the student to use the

learned critical skills to present a limited set of justifiable recommendations for management action. This module is exempted from the full ethical approval process in accordance with Regulation 6.5; since all research that all and any students enrolled on the module would undertake will fall into the green (low risk) category.