BSc (Hons) INTERNATIONAL HOSPITALITY MANAGEMENT
SINGLE HONOURS

First Year - Study 8 module credits
- Context of International Tourism
- Management in International Hospitality and Tourism
- Operational Finance for Hospitality and Tourism
- Personal and Professional Development
- Hospitality Operations (2 module credits)
- Choose 2 modules from List A

Second Year
- Compulsory Supervised Work Experience

Third Year - Study 8 module credits
- Evaluating Professional Practice
- People Management in Hospitality and Tourism
- Financial Management in Hospitality and Tourism
- International Marketing of Hospitality & Tourism Services
- Methods of Enquiry for Hospitality and Tourism
- Revenue Management and Pricing
- Choose 2 modules from List B

Fourth Year - Study 8 module credits
- Hospitality Events Management (2 honours module credits)
- Leadership and Professional Development (2 honours module credits)
- Choose 2 honours modules from List C
- Choose 2 modules from Lists B or C

Elective modules List A
- Essential Information Skills
- Foundations of Marketing
- Global Business Communications
- Planning a Successful Event
- Or choose any available 1st year modules from across the university, including languages

Elective modules List B
- Creativity and Innovation
- Customer Relationship Management
- eMarketing for Service Businesses
- Environmentally Sustainable Business
- Ethics in Business
- Festival and Cultural Events Management
- Food, Drink and Culture
- Managing Knowledge for Competitive Advantage
- Tourism Impact Analysis
- Tourist Behaviour
- Plus language options

Honours modules List C
- Entrepreneurship and Creativity in Hospitality and Tourism
- Financial Decision Making for Hospitality and Tourism
- Independent Study
- Intercultural Management for Hospitality and Tourism
- International Business Strategies in Hospitality and Tourism
- Research Project (2 honours module credits)

MODULE KEY
- COMPULSORY
- ELECTIVE
- WORK PLACEMENT
- HONOURS