THE OXFORD SCHOOL OF HOSPITALITY MANAGEMENT

BSc (Hons) International Hospitality Management 2019
The Oxford School of Hospitality Management adopts a truly distinctive approach. Not only do students receive a rigorous and challenging education, they are also constantly exposed to industry. They leave with a deep understanding of the challenges of leadership in the international hospitality and tourism industries. It is no wonder that they go on to follow such successful careers.

UFI IBRAHIM
CEO
British Hospitality Association
WELCOME TO THE OXFORD SCHOOL OF HOSPITALITY MANAGEMENT

Being at university is about so much more than gaining expertise in your chosen subject area. It’s about enhancing your intellectual capacity, developing professionally and preparing yourself for success throughout your life and career.

We are dedicated to providing you with opportunities for personal growth and transformation. The quality of teaching, rigour of academic research and constant interaction with the industry creates a vibrant and challenging environment.

We foster a learning community that is international in its outlook and promotes social responsibility, inclusivity and the celebration of diversity.

ANGELA MAHER,
Head of Department
The opportunity to do a placement in your second year is a big reason why I chose Brookes. You can use what you have learnt on your placement and apply it in the classroom, which gives you the edge. I have really enjoyed being a student at Brookes. The teaching has been excellent as the lecturers have experience in the industry. Oxford is a beautiful city and is now even better thanks to the new shopping centre and restaurants.

CHLOE DARBY
3rd Year student

EXCELLENCE IN EMPLOYMENT OPPORTUNITIES
Our reputation is continually enhanced by the achievements of our alumni, who go on to shape the nature of industry practice.

You benefit from outstanding career opportunities

NETWORKING
One of the most valuable lessons you will learn here is the importance of building and maintaining a professional network in order to achieve a smooth transition from education to the workplace.

You are encouraged and supported to develop your own network of professional contacts through a wide variety of introductions and experiences that the school will make available to you.

Our range of formal and informal networking events will give you exposure to successful alumni, entrepreneurs and industry leaders who will share their experiences of the sector.

WORK PLACEMENT
Compulsory supervised work experience forms an important part of the programme. Our students go on fantastic work placements with prestigious employers worldwide, including Marriott, Four Seasons, Hilton, Shangri-La, D&D London and the British Academy of Film and Television Arts (BAFTA).

Our dedicated team helps you secure a placement that matches your aspirations and abilities. Throughout your placement, you will have a tutor who visits you at work and provides ongoing advice and encouragement.

You will gain highly relevant experience during the work placement year, developing the personal and professional skills that employers are looking for.

Experience of this kind greatly enhances your CV, which will help you secure a great job after graduating.

JOHN KENTISH BARNES
Graduate
Area Director of Finance,
Four Seasons Hotel London at Park Lane

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3rd Year student

GRADUATE RECRUITMENT FAIRS
We welcome over 40 employers to the school each year to recruit students for graduate and placement positions.

As well as weekly employer visits, we host a careers fair for our students in March each year. Many leading hospitality companies present at the school, including:

- Fairmont Hotels & Resorts
- InterContinental Hotels Group
- BaxterStorey
- Rhubarb Events
- Four Seasons Hotels and Resorts
- BVLGARI
Examples of recent positions taken by graduates include:

- **Senior Director Future Openings** – Carlson Rezidor Hotels, Brussels
- **People and Talent Manager** – Dorchester Collection, London
- **Head of Luxury Events** – Lillingston, London
- **Senior Brand Communications Executive** – The Peninsula, Hong Kong
- **Food and Beverage Manager** – Grand Hyatt Hotels, Abu Dhabi
- **Vice President - Global Proposals and Solutions** – J.P. Morgan, London
- **Revenue Manager** – Starwood Hotels & Resorts Worldwide, Florida
- **Director of Human Resources** – Hilton Heathrow Terminal 5, London
- **Product Executive** – Quintessentially Travel, London
- **Senior Investment Analysis** – InterContinental Hotels Group, London
- **Director of Sales** – Marriott Hotel, Sydney Harbour

**GRADUATE EMPLOYABILITY**

Graduates of the Oxford School of Hospitality Management enjoy a strong reputation for being extremely employable. Students have the intellectual capacity, skills and experience that employers want. Our graduates go on to a wide range of careers and many companies attend the school each year to recruit our students.

We have outstanding worldwide links with the industry and deliver unparalleled opportunities for you to network and secure an exciting graduate career.

The Oxford School of Hospitality Management is ranked in the top three best hospitality schools in the world (Worldwide Hospitality Schools Award, 2016).

Oxford Brookes provided me with everything I needed to start a successful career in the hospitality industry. From the fantastic learning opportunities on campus to the chance to gain valuable work experience in the industry as an employee of The Breakers, Palm Beach, Florida. My four years at Oxford Brookes was a wonderful experience, where I met lifelong friends and was supported by a fabulous school careers service. I benefited hugely from the strong relationships the school has with the international hospitality industry.

**DAN CORFIELD**, Graduate Director, Corporate Communications, Europe, Hilton Worldwide
ONE-YEAR WORK PLACEMENT

The compulsory one-year work placement is a great opportunity to get experience in the hospitality industry and put what you have learnt into practice.

At Fairmont, we are truly delighted with the calibre of hospitality graduates who have joined our team. Their passion, drive and personal integrity is a credit to the Oxford School of Hospitality Management.

KIARAN MACDONALD
Regional Vice President and General Manager, Fairmont Southampton and The Caribbean, Former MD of The Savoy

RECENT PLACEMENT EMPLOYERS
- The Savoy Hotel, London
- Rhubarb Events, London
- Sheraton Hotels & Resorts, China
- Lexington, London
- Westin Hotels & Resort, USA

BENEFITS OF A WORK PLACEMENT
By doing a placement you will receive:
- Paid, full-time work experience
- Practical experience in the hospitality, events or tourism industry
- A dedicated service to guide your placement search
- Tailored placement skills development workshops
- Continual support from the school
- Improved graduate employability
- Chance of a firm offer of employment.

APPLYING FOR YOUR PLACEMENT
During the first taught year of your course, you and your tutors will discuss the type of placement that would best suit your interests and future career.

You will be given guidance by your tutors on how to apply for a position. This includes workshops on CVs and how to prepare for your placement year.

You can also receive advice through the Careers Centre, including interview techniques and creating LinkedIn profiles.

SPENCER BROWN
4th Year student

The opportunities the course brings, is second to none really. Oxford Brookes is so well known in the industry and my time here has provided me with so many contacts that I feel in such a great place once I graduate. The teaching is nothing short of world class, they really are so accommodating and supportive that I feel my relationship with Brookes will last a lifetime.

INTERNATIONAL STUDENTS
For international students there is full support given by the school, the International Student Advice Team and the Careers Centre.

Before you start your placement, workshops are provided on how to prepare for working abroad or in the UK.
When you come to apply for jobs it’s the experience that you get at Oxford Brookes that really counts, so make the most of the placement year. If you can get that ‘shop floor’ experience then grab it with both hands, because it will make you a much more rounded leader.

CHRISTIAN MASTERS
Graduate,
Director of Room Operations,
St. Pancras Renaissance Hotel London
EXCELLENCE IN INTERNATIONAL EXPOSURE

Hospitality is a truly global sector and the content of our course is very internationally focused. At Oxford Brookes we prepare you for a global career.

Global understanding and experience

AN INTERNATIONAL DEPARTMENT
The Oxford School of Hospitality Management welcomes students from more than 55 countries. Similarly our staff come from all over the world. The international mix gives you exposure to a wide range of cultures, which reflects the nature of the hospitality industry and prepares you for an international career. This global reach is also reflected in the content of the course.

INTERNATIONAL WORK PLACEMENT
The hospitality industry is global and, as such, presents our students with the chance to undertake work placement positions all round the world.

INTERNATIONAL EXCHANGE
Studying overseas gives you the valuable opportunity to broaden your horizons through living and working in another culture. Our students regularly study at our partner universities in locations such as Australia, Canada, Hong Kong, Thailand and USA.

INTERNATIONAL FIELD TRIPS
It’s not just about theoretical learning, there are also opportunities to visit locations as diverse as Romania and Kenya.

One opportunity is for groups of students to visit Kenya to explore social enterprise as a business model. Students gain experience in the field, learning how social enterprise can influence local communities and how tourism and hospitality organisations can be the driving force for social change.

The chance to work abroad was the best part of my course and in this industry it is very important to feel comfortable working in an international environment. I chose to go to Brookes as it offered me the opportunity of a work placement – a unique experience compared to other universities.

I feel Brookes and our lecturers have really prepared us to work in hospitality and I feel confident when talking about my future.

JOSH MARSH
4th Year student

Brookes helped me organise my placement at the Ritz Carlton in Barcelona, it was really amazing. The lecturers helped me find a placement that was linked to what I enjoy most. It was great that everyone on my placement had heard of Oxford Brookes and what a great university it was for hospitality. It was really challenging coming from a different country but I always felt very supported here at Brookes which allowed me adapt to the culture of Britain more easily.

VIVIAN ATTIÀ
3rd Year student

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ENGLISH LANGUAGE REQUIREMENTS
If your first language is not English, you must show the university that your level of English is high enough to study at undergraduate level. In addition to the academic entry qualifications, you must have the following (or equivalent qualification):

IELTS: normally 6.0 overall and a minimum of 6.0 in reading and writing.
If you require a student visa you will need to meet the UK Government’s English language requirements.

INTRODUCTORY COURSES
To help prepare international students for studying in the UK, we provide English language courses specifically for studying at undergraduate degree level. The courses are designed and taught by specialists in English for Academic Purposes. These courses are validated by Oxford Brookes University and accredited by the British Council.

To find out more about English language preparation, please visit: brookes.ac.uk/international

STUDENT ACCOMMODATION
International students are guaranteed university accommodation provided they meet the application deadline.
For further information, please visit: brookes.ac.uk/accommodation

VISA REQUIREMENTS
Most international students from outside the EU will need a Tier 4 visa to study in the UK. To be eligible for this you must be studying a full-time programme.
For more information visit: brookes.ac.uk/students/isat/visas

WORK WHILE YOU ARE STUDYING
If you want to earn money or gain more experience whilst you are in the UK and you are a student from within the European Economic Area (EEA), currently you can work in the UK without any restrictions. Non-EEA students may work up to 20 hours per week during semesters and full-time during vacations, unless you have a stamp in your passport which prohibits you from working.

Further information is available on the British Government Visa Services website: ukvisas.gov.uk

HELP WHEN YOU NEED IT
Once you have accepted an offer to study at Oxford Brookes, you will receive our international pre-arrival guide with information on everything from visas and accommodation to British culture. During the arrival weekends in September, our friendly staff will meet you at the airport and help you to settle into life at the university.
For more information, please visit: brookes.ac.uk/students/isat

SUPPORT
We recognise that coming to live and study in the UK may be a new experience for you as an international student. Our specialist advice team is here to help you with issues such as visas, finance and employment before you arrive and throughout your time at Oxford Brookes.

It was daunting coming to a foreign country for the first time. However, I felt completely comfortable here in Oxford. There is always support if I need it, both academically and socially.

CHEE YUET LEE
4th Year student
DEVELOPING EXCELLENCE IN OUR COMMUNITY

When you join the Oxford School of Hospitality Management you become part of our community for life. You will not only be a student, you will develop a life-long partnership with the school.

Mentoring and Support

STUDENT MENTORING

During your first semester you will be mentored by a final year student who will help you settle in. This is a great opportunity for you to learn from the expertise and knowledge that they have developed during their course, enabling you to make the most of your first year.

Final year students also benefit from this experience as they develop valuable mentoring skills ahead of their careers in management. They also learn how to work closely with and support others.

In addition, you will receive advice and guidance from Academic Advisers and work placement tutors throughout your first year.

This supportive environment will allow you to grow your independence in a way that suits your personal development needs.

BACCHUS MENTORING PROGRAMME

The Bacchus Mentoring Programme is unique for the higher education sector and links all undergraduate final year students with senior, experienced executives from the international hospitality and tourism industry. Each student has a dedicated mentor who provides realistic insights into the challenges and opportunities in hospitality and tourism. We help our students find the right placement for them based on their interests and are given the opportunity to go anywhere in the world for that international experience which is very important in the hospitality industry.

This programme has had a major impact on the learning experience of our students and many of these relationships are so strong that they continue long after students have graduated. There are now more than 150 mentors participating in the programme, many of whom are alumni of the Oxford School of Hospitality Management.

THE SPECIFIC OBJECTIVES OF THE PROGRAMME ARE TO:

- Enhance your employment prospects through greater engagement with leading industry professionals;
- Help students have a smooth transition from higher education to work;
- Build strong relationships between the School and its alumni;
- Provide realistic insights into the challenges and opportunities in hospitality and tourism;
- Provide opportunities for our alumni to engage with prospective graduates.

RAKHEE PATEL
Graduate, Human Resource Manager, Grace Hotels

“Fresh out of Brookes, Rakhee became Hotel Assistant Manager at the Four Seasons London, before seizing the opportunity to join The Dorchester Collection Corporate Office.

“The links that Oxford Brookes has provided me with have played a big part in my career, and it was my Bacchus mentor who advised me to build on my operations experience before entering the field of HR.”
The Bacchus Society

The Bacchus Society is recognised as one of the most active and successful societies in the university.

It is recommended that you get involved in your first year and join this vibrant community of current students, academics, alumni and friends of the school.

The hospitality industry thrives on relationships and Bacchus events provide opportunities for you to meet and learn from successful graduates and establish connections from across the world.

You can get involved with the society’s student committee and gain experience in organising events as a team, write for the society magazine and help with the marketing and the accounts.

The Bacchus Society encourages you to stay connected with the school after you graduate so you continue to benefit from the networks that you build.

Find out more about the Bacchus Society on Facebook.

fb.com/TheBacchusSociety

LYDIA STANIFORTH
4th Year student, Undergraduate President, The Bacchus Society

The Bacchus Society is part led by alumni and part led by students. We host a range of social and educational events throughout the year as well as an annual Bacchus Ball, where we come together to celebrate the success of the school.

The society brings together all years at the Oxford School of Hospitality Management, which fosters a strong community. It’s the perfect way to make friends within and outside your year group, and the networking opportunities with those working in the hospitality and tourism industries are fantastic.

Hosting hospitality events has definitely broadened my social skills and knowledge. It’s fantastic to see students confidence and ability grow by getting involved in the Bacchus Society.

AUGUSTUS LONSDALE
Alumni President, The Bacchus Society, Commercial & Marketing Manager, AMA Waterways River Cruises

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OXFORD LIFE

As one of the most famous centres of education in the world, Oxford is a fantastic place to be a student. From its historic buildings to its scenic riverside pubs, it is a place where every student feels welcome.

A CENTRE FOR HOSPITALITY AND LEARNING

Oxford is one of the world’s great cities. With a reputation built on education, literature and the arts, Oxford attracts visitors from all continents, making it the perfect location in which to study hospitality. You will benefit from our close links with all sectors of the Oxfordshire hospitality industry, from hotels and restaurants, to museums and theatres.

Oxford is also a great base from which to travel further afield, located only an hour from London and international airports.

A PLACE TO HAVE FUN AND EXPLORE

More than one in five of the Oxford population is a student, and the city has an array of vibrant and varied bars, restaurants and clubs.

Oxford enjoys a multicultural population so, whatever your preferred cuisine, you will find a restaurant or café catering to your tastes.

The city is graced with an abundance of beautiful architecture steeped in historical significance, fascinating museums and galleries and, with London so close, you will never be short of new things to experience.

I’ve had the time of my life in Oxford. The city is beautiful and I know so many social and historic places to go to. I like to study in places that inspire me, like the new John Henry Brookes Building at the university.

MIA JORJIKIA
4th Year student

CAMPUS LIFE

The Students’ Union at Oxford Brookes is based in the new John Henry Brookes Building at the Headington Campus. It has a student bar and a theatre-style hall which hosts performances, film screenings, workshops, seminars and many other events.

You will have access to the university’s sports facilities including a fitness suite, badminton, tennis, squash and basketball courts, sports teams and a climbing wall.

There are more than 70 student societies, so whether you like sports, music, drama, photography, or your interests are cultural, political, environmental or religious, you will find a club or society to suit you.

CAMPUS LOCATION

Oxford Brookes Business School has now moved to its new home at our Headington Campus.

The university’s Headington Campus have undergone a £30m refurbishment to provide a new home for the Business School, including the Oxford School of Hospitality Management, which consists of a lecture theatre, teaching rooms, social learning space and a café. There is a new modern hall for teaching and special events like graduation.

This new home will help us develop even stronger links with the hospitality industry and to collaborate even more closely with university colleagues in other departments. And above all, it will provide you with new first-class learning spaces.

In addition to these new facilities we are keeping our most prized facility just where it is. Brookes Restaurant will continue to provide an award-winning professional learning environment for our students.

The Headington Campus is also home to the new John Henry Brookes Building, which brings together the library and essential support services that offer academic, careers and international student advice.

The majority of our student halls are close to the Headington Campus.
Every time I visit Oxford Brookes I am struck by the professionalism and work ethic of its students and by the dedication of its staff.

Why do I feel so comfortable lecturing and working at Brookes? That is easy to answer – the students and staff share my passion, energy and commitment, and they know what it takes to succeed.

I am immensely proud to be part of the Oxford School of Hospitality Management.

KEN HOM OBE
Chef, Author and TV Presenter
EXCELLENCE IN TEACHING AND LEARNING

The Oxford School of Hospitality Management has an impressive international reputation as one of the world’s principal providers of management education in this field.

How you will learn

We engage our students in real world activities so their learning is current and relevant.

You will learn through a combination of:

- **lectures** – formal introduction to new subjects;
- **seminars** – in-depth discussions in small groups;
- **tutorials** – individual meetings between you and your tutor;
- **projects and practical work** – including field trips, consultancy, projects, debates, role plays and work experience.

We want your time at Brookes to be as enjoyable and successful as possible. That’s why we provide all the resources you need to feel relaxed and happy throughout your course.

SUPPORTING YOUR LEARNING

You will be part of a strong learning community that enables you to recognise and fulfil your potential; what you learn will be cutting-edge, reflecting the very best industry practice.

- From Academic Advisers and support coordinators, to specialist subject librarians and other learning support staff, we have a number of experts available to support your learning and ensure that you get the most out of your studies.

STUDENT EXPERIENCE

We adopt an innovative approach to teaching, which ensures your learning experience is vibrant and engaging; we firmly believe learning should be exciting as well as challenging.

You will develop strong working relationships with your lecturers, which will help you get the most out of the course. We create a positive, enjoyable atmosphere in the classroom and promote a supportive environment, which helps you develop the skills and knowledge that employers look for.

Many of our alumni keep in close contact with their lecturers as they progress in their career to senior positions in the hospitality industry.

To work in the Radisson Blu in Shanghai was the best decision I have made. I knew I wanted to challenge myself and get out of my comfort zone. I received great support when I was there by some fantastic teaching staff. The teaching is really good as they have all been in the industry and are very experienced.

Being able to apply what you have learnt on placement in your second year to your lectures is a really unique opportunity that not many universities can offer.

ELISA ORRU
3rd Year student

"To work in the Radisson Blu in Shanghai was the best decision I have made. I knew I wanted to challenge myself and get out of my comfort zone. I received great support when I was there by some fantastic teaching staff. The teaching is really good as they have all been in the industry and are very experienced.

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ELISA ORRU
3rd Year student"
You gain valuable links with the industry

GUEST SPEAKERS
We invite prestigious guest speakers to enhance your learning experience throughout the course, who share their extensive knowledge and expertise. Recent guest speakers have included:

- **EUGENIO PIRRI FCIPD**, Vice President, People and Organisational Development, Dorchester Collection
- **BEN OKRI, OBE, FRSL**, Poet and Novelist
- **JEREMIAH TOWER**, Author and Consultant, Jeremiah Tower Consulting
- **GIL MULDERS**, Head of Learning Europe, InterContinental Hotels Group
- **CARLO PETRINI**, Founder of The International Slow Food Movement.

NETWORKING EVENTS
Through a variety of networking events that run throughout the year, you will benefit from the chance to connect with key industry figures from whom you can gain advice and build your network of contacts across the sector.

Raymond Blanc OBE
Chef Patron, Le Manoir aux Quat’Saisons

It’s a real pleasure to work closely with Oxford Brookes, whose students are both passionate and professional.

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- **RAYMOND BLANC OBE**, Chef Patron, Le Manoir aux Quat’Saisons

As an alumni, I recognise that the Oxford School of Hospitality Management is a major player in developing future industry leaders. It prepares students to a very high standard by engaging with industry through work placements and its acclaimed mentoring programme.

GARETH BANNER
Managing Director, The Ned, Soho House & Co.

Oxford Brookes really has the right academic and social balance that I was looking for. The opportunities and links that Brookes is known for worldwide has allowed me to make some great connections. I am looking to do a management graduate scheme in a luxury hotel and now feel confident about doing this. My placement in America was perfect for me as I would like to move there one day.

**JACK GRIEVE**
3rd Year student

**DRAGONS’ DEN**
The hospitality industry is fast paced and thrives on innovative concepts. This course is designed to uncover the entrepreneur in you and help you develop your ideas. Every student who takes the final year Entrepreneurship and Creativity in Hospitality and Tourism module has their business idea assessed in a Dragons’ Den style pitch, similar to those featured on the popular TV series. Our students present their innovative new ideas to a judging panel of high profile entrepreneurs and industry specialists, who provide valuable advice and feedback.
I chose to go to Oxford Brookes because it is one of the best for this course in the country and the variety of career prospects made it a really exciting option for me. I have been involved in events for quite a while and knew this course would be perfect for my development. I get the feeling I am going to make so many memories and friends here, I just love it already!

CATHY COLGAN
1st Year student

100% of BSc International Hospitality Management students agreed that their learning has benefited from modules informed by current research.

(NSS, 2016)

EXCELLENCE IN RESEARCH

The school has a strong and collaborative research culture, which will help you develop intellectually.

YOUR PROGRAMME IS BUILT ON WORLD-CLASS RESEARCH

The Oxford School of Hospitality Management has a thriving research culture. Top hospitality and tourism academics conduct rigorous research that advances sector knowledge and addresses the needs of national and international organisations. During your course you will be kept up to date with the current developments and issues in the industry.

RESEARCH PROJECTS

You can take part in your own research projects. You will be supervised by a specialist tutor who provides expert knowledge and one-to-one guidance throughout your project, helping you develop your research skills and techniques.

RESEARCH SEMINARS AND PUBLIC LECTURES

There is a diverse programme of research seminars and public lectures. This offers another insight into the hospitality industry and is valuable to your professional development.

Recent guest speakers include Melanie Richards, Vice-Chair and partner at KPMG; John Bennett, Co-Chief Executive Officer of BaxterStorey; and Professor Jessica B. Harris, academic, author and broadcaster, Queens College, New York.

RESEARCH WITH PRACTICAL IMPACT

The school prides itself on carrying out research with a sustainable and social impact. For example, the COMBAT human trafficking project, co-funded by the European Commission, aims to develop measures for combating human trafficking in the hospitality industry.

Another project investigates the barriers and enablers of women’s entrepreneurship in the Terai Region of Nepal, and the school is involved in a project focusing on enhancing the social well-being of the elderly through collaboration with hospitality businesses, elderly support groups and government policy makers.

For more information, please visit: brookes.ac.uk/hospitality/research
Lecturers at the Oxford School of Hospitality Management are industry experts who publish leading textbooks and academic articles. Their success ensures a world-class reputation for cutting-edge research in the school.

Taught by the people who write the books

PLANNING RESEARCH IN HOSPITALITY AND TOURISM
Prof Levent Altinay – Professor of Strategy and Entrepreneurship

ESSENTIAL FINANCIAL TECHNIQUES FOR HOSPITALITY MANAGERS
Dr Cathy Burgess – Senior Lecturer

THE TOURISM AND LEISURE EXPERIENCE
Dr Peter Lugosi – Reader

RESPONSIBLE HOSPITALITY THEORY AND PRACTICE
Dr Rebecca Hawkins – Senior Lecturer

ENHANCING CUSTOMER EXPERIENCE IN THE SERVICE INDUSTRY: A GLOBAL PERSPECTIVE
Edited by Prof Levent Altinay

GRADUATE EMPLOYABILITY
Angela Maher – Head of Department

CONTEMPORARY TOURIST BEHAVIOUR: YOURSELF AND OTHERS AS TOURISTS
Dr Jackie Clarke – Reader
Dr David Bowen – Principal Lecturer and Head of Doctoral Programmes

ENTREPRENEURSHIP IN HOSPITALITY AND TOURISM: A GLOBAL PERSPECTIVE
Dr Maureen Brookes – Reader in Marketing
Prof Levent Altinay – Professor of Strategy and Entrepreneurship
BSc (Hons) **INTERNATIONAL HOSPITALITY MANAGEMENT**

**SINGLE HONOURS**

Drawing on the school’s strong worldwide industry contacts, the course promotes understanding of successful management and leadership practice in hospitality contexts. You gain industry experience during a paid work placement year and, in addition, there are regular opportunities throughout the course to interact with senior industry figures at events.

**UCAS CODE** N201 BSc/HO

**THE COURSE**
This course develops the knowledge, skills and attributes for effective and ethical management and leadership in international hospitality. It is attuned to the needs of an industry that provides unique opportunities for talented and creative graduates.

The course focuses on core management disciplines, including human resources, finance, marketing and operations. You are encouraged to specialise in areas which reflect your career plans. There are optional foreign language modules available if you wish to develop your language skills.

**WORK PLACEMENTS**
The programme incorporates a compulsory period of paid, supervised work experience with one of a large number of prestigious employers worldwide, including Four Seasons, Marriott International, Fairmont Hotels & Resorts, Hilton Worldwide, The Dorchester Collection, Rick Stein and Raymond Blanc. Our dedicated team will ensure you secure a placement that matches your aspirations and abilities.

The placement year adds personal and professional skills that enhance your employability and improve your prospects on graduation.

For further programme information visit: brookes.ac.uk/hospitality

**NEW COURSE FOR 2019**

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

**INTERNATIONAL EXCHANGE**
You can broaden your horizons by living and working in another culture.

During Year 3 we encourage you to study at one of our partner universities in various locations including Australia, Canada, Denmark, France, Hong Kong, Thailand and USA.

**CAREER PROSPECTS**
The school has an outstanding record of graduates securing high-level employment on graduation.

The industry’s very best employers, such as Four Seasons, The Rezidor Hotel Group and InterContinental Hotels Group actively seek out Oxford Brookes graduates, recognising them for their talent, motivation and passion for hospitality. For further information about careers, please see pages 4 and 5.

**COURSE LENGTH**
Four years’ full-time study, including a year of compulsory work experience. You may apply for exemption from the work placement year if you have appropriate prior work experience, in which case the course lasts three years. Part-time: up to eight years.

**SPECIFIC REQUIREMENTS**
GCSE Mathematics and English (grade C or above).

Part-time/holiday work within the industry would be advantageous especially for those with aspirations to undertake work experience abroad. If English is not your first language, please see English language requirements on page 9.

**TYPICAL OFFERS**
UCAS points: 112; A-level: BBC; International Baccalaureate: 30 points; BTEC: DMM.

The UCAS tariff point system uses a qualification’s size and grades to calculate total tariff points. The tariff points for 2018 entry for this course, calculated on the A-level equivalence for BBC, are 112 points. Please visit the UCAS website for more information.

**FURTHER INFORMATION**
brookes.ac.uk/askaquestion
Tel: +44 (0) 1865 484848
The chance to do a work placement in my second year was the main reason I chose Oxford Brookes. To have the exposure to what the industry was like on placement and apply it to my studies is really unique compared to other universities.

The Brookes staff are so knowledgeable and experienced that they helped find the perfect placement for me at Hotel Arts Barcelona.

MARIANA ZILHÃO DE SACADURA BÔTTE
3rd Year student

INTERNATIONAL HOSPITALITY MANAGEMENT DEGREE STRUCTURE

<table>
<thead>
<tr>
<th>First Year</th>
<th>Study 8 module credits</th>
</tr>
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<tbody>
<tr>
<td>Context of International Tourism</td>
<td>Management in International Hospitality and Tourism</td>
</tr>
<tr>
<td>Hospitality Operations (2 module credits)</td>
<td>Operational Finance for Hospitality and Tourism</td>
</tr>
<tr>
<td>Personal and Professional Development</td>
<td>Choose 2 modules from List A</td>
</tr>
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<table>
<thead>
<tr>
<th>Second Year</th>
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<tbody>
<tr>
<td>Compulsory Supervised Work Experience</td>
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<table>
<thead>
<tr>
<th>Third Year</th>
<th>Study 8 module credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluating Professional Practice</td>
<td>People Management in Hospitality and Tourism</td>
</tr>
<tr>
<td>Methods of Enquiry for Hospitality and Tourism</td>
<td>Financial Management in Hospitality and Tourism</td>
</tr>
<tr>
<td>Revenue Management and Pricing</td>
<td>International Marketing of Hospitality &amp; Tourism Services</td>
</tr>
<tr>
<td>Choose 2 modules from List B</td>
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</table>

<table>
<thead>
<tr>
<th>Fourth Year</th>
<th>Study 8 module credits</th>
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</thead>
<tbody>
<tr>
<td>Hospitality Events Management (2 honours module credits)</td>
<td>Leadership and Professional Development (2 honours module credits)</td>
</tr>
<tr>
<td>Choose 2 honours modules from List C</td>
<td></td>
</tr>
<tr>
<td>Choose 2 modules from Lists B or C</td>
<td></td>
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</tbody>
</table>

**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
- Digital Marketing for Service Industries
- Environmentally Sustainable Business
- Ethics in Business
- Festival and Cultural Events Management
- Food, Drink and Culture
- Managing Knowledge for Competitive Advantage
- Tourist 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**

All diagrams in this brochure are for illustration purposes only. Please note that all programmes are subject to an Annual Review, which may result in recommendations for changes to programme content, including modules to be offered, prior to September 2019. Prior to accepting any offer of a place, please visit brookes.ac.uk/hospitality for up-to-date information and read our terms and conditions at brookes.ac.uk/terms-and-conditions. To obtain a large-print copy of (or sections of) this publication, or to enquire about other formats, please contact +44 (0) 1865 484848 or email query@brookes.ac.uk.

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