# BSc (Hons) International Hospitality Management

**SINGLE HONOURS**

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

## Second Year - Study 8 module credits
- **Optional Supervised Work Experience**

## Third Year (second year if not undertaking work placement)
- **Evaluating Professional Practice**
- **People Management in Hospitality, Tourism and Events**
- **Financial Management in Hospitality and Tourism**
- **International Marketing of Hospitality and Tourism Services**
- **Managing the Customer Experience**
- **Revenue Management and Pricing**
- **Choose 2 modules from List B**

## Final 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**

## Optional Modules

### List A
- Foundations of Marketing
- Global Business Communications
- Developing and Planning Events
- Digital Technology and Maths for Business
- Plus language options

### List B
- Creativity and Innovation
- Digital Marketing for Service Businesses
- Environmentally Sustainable Business
- Festival and Cultural Events Management
- Food, Drink and Culture
- Independent Study
- Research Methods
- Tourist Behaviour
- Plus language options

### List C
- Coaching in the Workplace
- 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)
- Tourism Impact Analysis

## Module Key
- **COMPULSORY**
- **OPTIONAL**
- **WORK PLACEMENT**
- **HONOURS**