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)
- Foundations of Marketing
- Choose 1 module 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
- Global Business Communications
- Developing and Planning Events
- Digital Technology and Maths for Business
- Plus language options

Optional modules 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

Optional modules 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

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