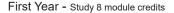
BSc (Hons) INTERNATIONAL HOSPITALITY MANAGEMENT

SINGLE HONOURS



Management in International Hospitality and Tourism

Choose 1 module from List A

Second Year - study 8 module credits

Study 8 Credit Modules OR Optional Supervised Work Experience

Third Year (second year if not undertaking work placement)

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 Plus language options

Optional modules List C

Coaching in the Workplace Entrepreneurship and Creativity in Hospitality

Financial Decision Making for Hospitality

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

OPTIONAL

COMPULSORY

WORK PLACEMENT

HONOURS