

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

Study 8 Credit Modules OR 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

MODULE KEY

COMPULSORY	OPTIONAL
WORK PLACEMENT	HONOURS