

International Hospitality and Tourism Management

BSc (Hons) SINGLE HONOURS

YEAR 1

Management of Food and Beverage Operations	Management of Lodging Operations
Management in International Tourism, Hospitality and Events	Operational Finance for Hospitality and Tourism
Personal and Professional Development	Context of International Tourism
Foundations of Marketing	Employability Skills for Hospitality and Tourism (This module is non-credit)

Choose 1 optional module from the list:

Work, Employment and Globalisation
Developing and Planning Events
Digital Technology and Maths for Business
Plus language options

YEAR 2

Optional Supervised Work Experience

YEAR 3 (or YEAR 2 if Work Experience not taken)

Digital Marketing for Service Industries	Financial Management in Hospitality and Tourism
Managing People in International Tourism, Hospitality and Events	Evaluating Professional Practice (for full-time mode) <i>or</i> Evaluating Organisational Practice (for sandwich mode)
Tourism Product Development	Revenue Management and Pricing

Choose 2 optional module from the list:

Celebratory Events
Corporate and Business Law
Creativity and Innovation
Environmentally Sustainable Business
Festival and Cultural Events Management
Independent Study
Purchasing and Supply Chain Management
Tourist Behaviour
Plus language options

YEAR 4 (or YEAR 3 if Work Experience not taken)

Leadership and Professional Development in Tourism and Hospitality (2 module credits)	
Business Analytics for Hospitality and Tourism	Business Planning for Innovation in Hospitality and Tourism

Choose 4 optional modules from the list:

Business Ethics
Entrepreneurship and Creativity in Hospitality and Tourism
Financial Decision Making for Hospitality and Tourism
Food, Drink and Culture
Independent Study
International Business Strategies in Hospitality and Tourism
Optimising Hospitality Operations
Perspectives on International Management
Research Project (2 module credits)
Tourism Impact Analysis