

# 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
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### 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