

## KEY PROGRAMME INFORMATION

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Bournemouth University Business School
<b>Final award(s), title(s) and credits</b> BA (Hons) International Hospitality and Business Management 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 / 120 (60 ECTS) Level 6 credits	
<b>Intermediate award(s), title(s) and credits</b> A Certificate in Higher Education (Cert HE) International Hospitality and Business Management is awarded to a student who exits with 120 credits (60 ECTS) achieved at Level 4.  A Diploma in Higher Education (Dip HE) International Hospitality and Business Management is awarded to a student who exits with 240 credits (120 ECTS) achieved at Level 4 and 5.	
<b>UCAS Programme Code(s) (where applicable and if known)</b> N862 NN12	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> 100087 (50%) 100078 (50%)
<b>External reference points</b> The UK Quality Code for Higher Education including: <ul style="list-style-type: none"> <li>○ Expectations and practices for standards and for quality;</li> <li>○ Themed advice and guidance documents;</li> <li>○ Qualifications Frameworks (incorporating the Framework for Higher Education Qualifications) (FHEQ);</li> <li>○ Characteristics Statements (Foundations Degrees, Master's Degrees, Doctoral Degrees)</li> <li>○ Credit Frameworks;</li> <li>○ Subject Benchmark Statements.</li> </ul> JISC Digital Capabilities Framework. UN Sustainable Development Goals. AACSB 2020 Guiding Principles and Standards for Business Accreditation British Chambers of Commerce Confederation of British Industry Department for International Trade Institute of Directors World Economic Forum	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> <ul style="list-style-type: none"> <li>• The Association to Advance Collegiate Schools of Business (AACSB International)</li> <li>• Institute of Travel and Tourism (ITT) Centre of Excellence</li> </ul>	
<b>Places of delivery</b> Bournemouth University (Talbot Campus)	
<b>Mode(s) of delivery</b> Full-time; Full-time sandwich.	<b>Language of delivery</b> English
<b>Typical duration</b> The typical engagement for this programme will be 4 years (Full-Time Sandwich) if the student takes the optional Level P placement, or 3 years if they do not  Level 4: 1 year Level 5: 1 year Level P (optional): 1 year Level 6: 1 year	

<b>Date of first intake</b> September 2023	<b>Expected start dates</b> September each year
<b>Maximum student numbers</b> Not applicable	<b>Placements</b> Placements are compulsory but the length of the placement is optional with a minimum of 6 weeks ('short') taken as part of a 3 year degree or a minimum of 30 weeks ('long') taken as part of a 4 year degree. Placements are normally required to be completed prior to progression to Level 6. Students will have to find their own placements but a dedicated placement coordinator will assist students in finding a placement.
<b>Partner(s)</b> Not Applicable	<b>Partnership model</b> Not Applicable
<b>Date of this Programme Specificatio</b> September 2024	
<b>Version number</b> v1.3-0925	
<b>Approval, review or modification reference numbers</b> E212202 EC 2223 02 EC2223 02, approved 09/01/2023 EC2223 02, approved 27/03/2023 BUBS2223 14, approved 16/03/2023, previously v1.0 BUBS 2324 02, approved 26/09/2023, previously v1.1 BUBS2324 10, approved 23/01/2024, previously v1.2 EC 2425 04, approved 24/09/2024, version remains unchanged	
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## PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) International Hospitality and Business Management								
<p><b>Year 1/Level 4</b> Students are required to complete six core units.</p> <p>This programme is exempt from the open curriculum at Level 4.</p>								
Unit Name	Core/Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Introduction to the Hospitality Industry	C	20		60%	40%	36	1.0	100087
Contemporary Hospitality	C	20		50%	50%	36	1.0	100087
Hospitality and Food Operations	C	20		40%	60%	50	1.0	100087
Global Business Environment	C	20		50%	50%	40	1.0	100449
Developing Management Competencies	C	20		100%		30	1.1	100078
Fundamentals of Marketing	C	20	30%	70%		40	1.0	100075
<p><b>Progression requirements:</b> To proceed to Level 5, students must normally achieve 120 Level 4 credits. Students who have failed 20 credits, or exceptionally 40 credits, may progress to the next stage where the Assessment Board allows the student to carry the credit into the subsequent level for the next reassessment opportunity.</p> <p>If a student completes a 'short' placement at the end of Level 4 it is not a requirement for progression to Level 5</p> <p><b>Exit qualification:</b> A Certificate in Higher Education (Cert HE) International Hospitality and Business Management is awarded to a student who exits with 120 credits achieved at Level 4</p>								

**Year 2/Level 5**

Students are required to complete five core units and one optional unit

This programme is exempt from the open curriculum at Level 5.

Unit Name	Core/Option	No. of Credits	Assessment Element Weightings				Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Exam 2	Cwk 1	Cwk 2			
Hospitality Operations Management	C	20			40%	60%	51	2.0	100087
Managing People in Tourism and Hospitality	C	20			30%	70%	36	2.0	100100/ 100087 (major) 100078 (minor)
Consumer Behaviour in Tourism and Hospitality	C	20	50%		50%		36	1.0	100100/ 100087 (major) 100078 (minor)
Strategic Management	C	20			100%		40	1.1	100810
Business Accounting	C	20	40%	60%			40	1.1	100105
Branding and Integrated Communications	O	20			50%	50%	40	1.0	100075
Project Management	O	20			100%		35	1.0	100078
Supply Chain Management	O	20			100%		40	1.0	100093

**Progression requirements:** To proceed to Placement (Full-Time Sandwich) or Level 6 (Full-Time), students must normally achieve 120 Level 5 credits. Students who have failed 20 credits, or exceptionally 40 credits, may progress to the next stage where the Assessment Board allows the student to carry the credit into the subsequent level for the next reassessment opportunity.

If a student completes a 'short' placement at the end of Level 5 it is not a requirement for progression to Level 6.

**Exit qualification:** A Diploma in Higher Education (Dip HE) International Hospitality and Business Management is awarded to a student who exits with 240 credits achieved at Level 4 and 5.

**Year 3/Level 3: Optional placement year in industry/business:**

**Progression requirements:** A minimum of 120 credits at Level 5 and satisfactory completion of either a short placement (minimum of 6 weeks) as part of a 3-year degree award, or a year-long placement (minimum of 30 weeks) as part of a 4-year degree in a relevant industry/business/organisation is normally required to progress to Level 6. Short placements may be completed during Level 5.

**Year 3/Level 6**

Students are required to complete three core units, one of which is either Dissertation (Tourism and Hospitality) or Consultancy Project (Tourism and Hospitality). They will also take two optional units (one from List A and one from List B).

This programme is exempt from the open curriculum at Level 6.

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Dissertation (Tourism and Hospitality)	C/O	40		100%		25	2.0	100100/ 100087
Consultancy Project (Tourism and Hospitality)	C/O	40		30%	70%	25	2.0	100087/10010 0 (major) 100078 (minor)
Issues and Futures in Hospitality	C	20		50%	50%	36	1.0	100087
Organisational Leadership	C	20		100%		40	1.0	100088
List A								
Digital Marketing	O	20		60%	40%	40	1.1	100075
International Human Resource Management for Tourism, Hospitality, and Events	O	20		60%	40%	36	1.0	100100/ 100087 (major) 100078 (minor)
Visitor Attraction Management	O	20		100%		36	2.0	100100
Tourism and Hospitality Design	O	20		100%		36	2.0	100100/ 100087
List B								
Advanced Project Management	O	20		100%		35	1.0	100812
Global Strategic Marketing	O	20	40%	60%		40	1.0	100853
Global Supply Chain Management	O	20		100%		40	1.0	100093
International Management	O	20		50%	50%	35	1.0	100085

**Exit qualification: BA (Hons) International Hospitality and Business Management**

**Sandwich UG award:** Requires 120 (60 ECTS) credits at Level 4, 120 credits (60 ECTS) at Level 5, 120 credits (60 ECTS) at level 6 and successful completion of a Placement year.

**Full-time UG award:** Requires 120 (60 ECTS) credits at Level 4, 120 credits (60 ECTS) at Level 5 and 120 credits (60 ECTS) at level 6.

## AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

## AIMS OF THE PROGRAMME

This programme has been informed by a range of external points of reference:

- This programme specification has been developed with reference to the Subject Benchmark statement for *Events, Hospitality, Leisure, Sport and Tourism* (November 2019) and for *Business and Management* (November 2019). It should be noted that both benchmark statements refer to single honours programme (but nevertheless the guidance of the benchmark statements has been carefully considered when developing this joint degree).
- The QAA Credit Framework for England
- The QAA Characteristics Statements
- The JISC Digital Capabilities Framework
- The UN Sustainable Development Goals
- AACSB 2020 Guiding Principles and Standards for Business Accreditation
- British Chambers of Commerce
- Confederation of British Industry
- Department for International Trade
- Institute of Directors
- World Economic Forum
- Employers and placement providers
- BU Tourism and Hospitality alumni

The design of the programme has also been informed by the expectations and requirements of the following Professional, Statutory and Regulatory Bodies

- Institute of Travel and Tourism (ITT) Centre of Excellence
- Institute of Hospitality Educational Membership Scheme
- The Association for Chartered Certified Accountants (ACCA)
- The Association for Project Management (APM)
- The Chartered Management Institute (CMI)
- The Chartered Institute of Management Accountants (CIMA)
- The Chartered Institute of Marketing (CIM)
- The Institute of Direct and Digital Marketing (IDM)
- The Institute of Chartered Accountants in England and Wales (ICAEW)

The Programme has also been informed by a range of internal reference points:

- BU 2025 Strategic Plan;
- BU policy 2B: Programme Structure and Curriculum Design Characteristics Policy (May 2021) which includes guidance on Common Academic Structure (4.3), Fusion Learning Approach (5.2), placements (5.4) and open curriculum (5.3);
- BU Policy 4K: Placements: Policy and Procedure (May 2021);
- BU Policy 6C: Principles of Assessment Design (July 2021).

This programme aims to develop critically informed, agile, and resourceful graduates, who:

- Demonstrate a critical understanding of the contemporary international hospitality industry from both applied and academic perspectives;
- Can demonstrate critical knowledge and understanding of operational and strategic management issues pertaining to the international hospitality industry and related sectors;
- Are critically aware of key ethical issues and dilemmas associated with contemporary hospitality practices in the context of the United Nation Sustainable Development Goals;
- Possess the knowledge, skills, values, behaviours and personal attributes to manage effectively in a range of dynamic organisational contexts;
- Are critically aware of the wider impact of decisions on organisational stakeholders and society;
- Have highly-developed team-working, communication, interpersonal, problem-solving and research skills;
- Are able to independently manage their own learning, personal and professional development.

## **ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN**

This programme is fully aligned with the BU 2025 Strategic which places the Fusion of Learning, Research and Professional Practice at its core. It is also aligned with the core values of excellence, inclusivity, responsibility and creativity.

- The programme is underpinned by a fusion of a relevant and future-focussed curriculum with the research experience and professional practice expertise of the teaching team (Outcomes A1, A3; Actions 1, 2, 4);
- The programme seeks to enable students to develop skills of intellectual curiosity, citizenship and societal contribution, and creativity and innovation (Outcome A3; Action 4);
- The programme involves input from, and collaboration with, external stakeholders and partners (Outcomes A2, D1, D2, D3; Actions 52, 56);
- The programme encourages our students to understand sustainable and ethical practice, and a responsible approach to the environment (Outcomes C3, D2; Actions 44, 45);
- The programme incorporates an international focus and encourages students to adopt a global outlook, including the opportunity to study and/or work abroad (Outcomes A2, D3; Actions 4,5, 52);
- The programme is informed by recent market intelligence (Action 35);
- This programme equips students with the intellectual, practical and transferable skills for future employment (Outcomes D1, D2; Action 4).

This programme is underpinned by the Fusion Learning Principles. It offers teaching and learning that is inherently multi-disciplinary, and which is synthesised with research (that of both staff and students) and professional practice. Teaching and learning on this programme is personalised, inclusive, globally-focussed, enquiry-based, and underpinned by digital capability.

## **LEARNING HOURS AND ASSESSMENT**

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

Contact hours may take the form of timetabled / scheduled sessions, such as lectures, seminars, workshops, lab sessions, one-to-one tutorials, assessment feedback sessions and so on, but may also take the form of virtual contact, e.g. via email, Brightspace and other forms of technology. The number of hours for most units on this programme will normally be 36 but there are some exceptions:

- Units which involve work in the Food Management Studio may involve additional hours of laboratory-based work.
- The Dissertation or Consultancy Project is based on 25 hours of contact, composed of lectures in research methodology, and individual supervision tutorials.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection, laboratory work).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. The Level 6 Dissertation/Consultancy Project units are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

## **STAFF DELIVERING THE PROGRAMME**

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, and external experts.

A number of units within this programme involve work in the Food Management Studio and students will be taught by demonstrators with extensive professional expertise and experience.



# INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

## PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p><b>A: Subject knowledge and understanding</b></p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p><b>A1</b> Key contemporary/emerging international issues and challenges in both hospitality and other businesses;</p> <p><b>A2</b> Contemporary organisations and the complex, diverse and dynamic contexts and environments in which they operate;</p> <p><b>A3</b> Business, management, organisational and leadership theories, models, frameworks, functions and processes;</p> <p><b>A4</b> The application of academic and management issues to a research topic of their choice;</p> <p><b>A5</b> The scope and limitations of current knowledge, understanding and practices;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (A1 – A5);</i></li> <li>• <i>Seminars (A1 – A5);</i></li> <li>• <i>Directed reading (A1-A5);</i></li> <li>• <i>Use of the VLE (A1-A5);</i></li> <li>• <i>Independent study (A1-A5)</i></li> <li>• <i>Dissertation (A1, A4-A5)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays/reports (A1-A5)</i></li> <li>• <i>Group/collaborative assessment (A1-A5)</i></li> <li>• <i>Presentations (A1-A5)</i></li> <li>• <i>Student-led workshops (A1, A5)</i></li> <li>• <i>Dissertation (A1, A4-A5)</i></li> <li>• <i>Consultancy Project (A1, A4)</i></li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level outcomes:</p>
<p><b>B1</b> Critically evaluate and apply concepts, theories and models to analyse complex and dynamic situations;</p> <p><b>B2</b> Collate and integrate evidence from a range of sources to support findings and generate proposed solutions and hypotheses;</p> <p><b>B3</b> Critically evaluate arguments, assumptions, concepts and data using supporting evidence in order to make judgements and to frame appropriate questions to identify a solution to a problem;</p> <p><b>B4</b> Apply appropriate knowledge and skills, in familiar and unfamiliar contexts, to identify, define and resolve complex problems;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (B1 – B5);</i></li> <li>• <i>Seminars (B1 – B5);</i></li> <li>• <i>Directed reading (B1-B5);</i></li> <li>• <i>Use of the VLE (B1-B5);</i></li> <li>• <i>Independent study (B1-B5)</i></li> <li>• <i>Dissertation (B1-B5)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays/reports (B1-B5)</i></li> </ul>

<p><b>B5</b> Undertake their own research through applying appropriate methods and techniques and existing knowledge.</p>	<ul style="list-style-type: none"> <li>• <i>Group/collaborative assessment (B1-B5)</i></li> <li>• <i>Presentations (B1-B5)</i></li> <li>• <i>Student-led workshops (B1-B5)</i></li> <li>• <i>Dissertation/Consultancy Project (B1-B5)</i></li> </ul>
<p><b>C: Practical skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p><b>C1</b> Demonstrate understanding of tools, techniques and methods for designing and undertaking an independent piece of research</p> <p><b>C2</b> Demonstrate high levels of confidence, competence and professionalism in the use of information and digital technologies, including working effectively in an online environment;</p> <p><b>C3</b> Locate, extract and interpret data from multiple sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements;</p> <p><b>C4</b> Communicate professionally in a range of different contexts and scenarios, using a variety of media / channels;</p> <p><b>C5</b> Demonstrate skills in the analysis and presentation of data in a range of appropriate formats</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (C1 – C5);</i></li> <li>• <i>Seminars (C1 – C5);</i></li> <li>• <i>Directed reading (C1-C5);</i></li> <li>• <i>Use of the VLE (C1-C5);</i></li> <li>• <i>Independent study (C1-C5)</i></li> <li>• <i>Dissertation (C1-C5)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays/reports (C2-C5)</i></li> <li>• <i>Group/collaborative assessment (C2-C5)</i></li> <li>• <i>Presentations (C2-C5)</i></li> <li>• <i>Student-led workshops (C2-C5)</i></li> <li>• <i>Dissertation (C1, C3-C5)</i></li> <li>• <i>Consultancy Project (C1-C5)</i></li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p><b>D1</b> Communicate effectively and with confidence by oral, written and visual means;</p> <p><b>D2</b> work successfully in collaboration with others, adopting a leadership role where and when appropriate;</p> <p><b>D3</b> Deploy a range of high-level interpersonal skills, including effective listening, negotiating, conflict resolution, persuasion and presentation;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (D2–D6);</i></li> <li>• <i>Seminars (D1-D8);</i></li> <li>• <i>Directed reading (D4, D6)</i></li> <li>• <i>Use of the VLE (D1-D4, D6-D8);</i></li> <li>• <i>Independent study (D3-D5, D6)</i></li> <li>• <i>Dissertation (D1, D3-D6, D8)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>

<p><b>D4</b> Manage their own motivation, tasks and behaviour in enterprising, creative, innovative and professionally appropriate ways;</p> <p><b>D5</b> Evidence the ability to reflect, upon self and others, in order to improve learning and performance;</p> <p><b>D6</b> Demonstrate high levels of resilience, as well as the ability to manage information gaps, complexity, uncertainty and ambiguity;</p> <p><b>D7</b> Demonstrate skills at working effectively with others, including in an online environment;</p> <p><b>D8</b> Demonstrate and advocate openness and sensitivity to diversity in terms of other people, cultures and practices.</p>	<ul style="list-style-type: none"> <li>• <i>Essays/reports (D1, D3-D4, D6, D8)</i></li> <li>• <i>Group/collaborative assessment (D1-D8)</i></li> <li>• <i>Presentations (D1-D8)</i></li> <li>• <i>Student-led workshops (D1-D8)</i></li> <li>• <i>Dissertation (D1, D3-D8)</i></li> <li>• <i>Consultancy Project (D1-D8)</i></li> </ul>
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## LEVEL 5/DipHE OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> Key concepts, theories and industry practices relating to international hospitality and food service operations;</p> <p><b>A2</b> Key concepts and theories relating to contemporary consumer behaviour in international hospitality and business contexts;</p> <p><b>A3</b> Key concepts, theories and practices in managing people in international hospitality and business contexts;</p> <p><b>A4</b> Theories, practices, tools and techniques associated with strategic analysis and management;</p> <p><b>A5</b> Theories, practices and tools relating to a specific aspect of contemporary business practice.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (A1 – A5);</i></li> <li>• <i>Seminars (A1 – A5);</i></li> <li>• <i>Laboratory work (A1-A2)</i></li> <li>• <i>Directed reading (A1-A5);</i></li> <li>• <i>Use of the VLE (A1-A5);</i></li> <li>• <i>Independent study (A1-A5)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays/reports (A1-A5)</i></li> <li>• <i>Collaborative assessments (A1-A5)</i></li> <li>• <i>Presentations (A1-A5)</i></li> <li>• <i>Video/digital artefacts (A1-A5)</i></li> <li>• <i>Tests (A4-A5)</i></li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>

<p><b>B1</b> Develop arguments based on concepts and data with the use of supporting evidence;</p> <p><b>B2</b> Generate ideas and apply academic knowledge to a range of hospitality and other business situations;</p> <p><b>B3</b> Identify and apply appropriate concepts, theories and models to specific contexts or situations;</p> <p><b>B4</b> Develop numerical and accounting skills;</p> <p><b>B5</b> Select, prioritise, synthesise and integrate information professionally and credibly, ensuring that conclusions are supported by evidence.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (B1 – B5);</i></li> <li>• <i>Seminars (B1 – B5);</i></li> <li>• <i>Laboratory work (B2-B3)</i></li> <li>• <i>Directed reading (B1-B5);</i></li> <li>• <i>Use of the VLE (B1-B5);</i></li> <li>• <i>Independent study (B1-B5)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays/reports (B1-B3, B5)</i></li> <li>• <i>Collaborative assessments (B1-B3, B5)</i></li> <li>• <i>Presentations (B1-B3, B5)</i></li> <li>• <i>Video/digital artefacts (B1-B3, B5)</i></li> <li>• <i>Tests (B4)</i></li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> To develop operational skills associated with successful operations management;</p> <p><b>C2</b> Locate, extract and interpret data from different sources, acknowledging and referencing sources in accordance with prescribed referencing and ethical requirements;</p> <p><b>C3</b> Use appropriate skills to communicate effectively in business situations.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (C1 – C3);</i></li> <li>• <i>Seminars (C1 – C3);</i></li> <li>• <i>Laboratory work (C1)</i></li> <li>• <i>Directed reading (C1-C3);</i></li> <li>• <i>Independent study (C1-C3)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays/reports (C1-C3)</i></li> <li>• <i>Collaborative assessments (C1-C3)</i></li> <li>• <i>Presentations (C1-C3)</i></li> <li>• <i>Video/digital artefacts (C1-C3)</i></li> <li>• <i>Tests (C2)</i></li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to</p>

	demonstrate the level learning outcomes:
<p><b>D1</b> Communicate effectively in a range of different contexts and scenarios, using a variety of media / channels, and presenting data in a range of appropriate formats;</p> <p><b>D2</b> Refine and Enhance problem-solving skills;</p> <p><b>D3</b> Work successfully, professionally and sensitively when working in collaboration with others, including taking responsibility for achieving group outcomes;</p> <p><b>D4</b> Deploy a range of interpersonal skills including effective listening, negotiating, conflict resolution, persuasion and presentation;</p> <p><b>D5</b> Manage their own motivation, tasks and behaviour in enterprising, creative, innovative and professionally appropriate ways;</p> <p><b>D6</b> Evidence the ability to reflect, upon self and others, in order to improve learning and performance;</p> <p><b>D7</b> Plan and manage their own continued personal and professional learning by setting appropriate and achievable goals.</p> <p><b>D8</b> Increasingly demonstrate resilience, and the ability to manage complexity, uncertainty and ambiguity.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (D2, D5–D8);</i></li> <li>• <i>Seminars (D1–D8);</i></li> <li>• <i>Laboratory work (D1-D3, D5-D8)</i></li> <li>• <i>Directed reading (D1-D2, D5-D8);</i></li> <li>• <i>Use of the VLE (D1-D2, D5-D8);</i></li> <li>• <i>Independent study (D1-D2, D5-D8)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Essays/reports (D1-D2, D5-D8)</i></li> <li>• <i>Collaborative assessments (D1-D8)</i></li> <li>• <i>Presentations (D1-D8)</i></li> <li>• <i>Video/digital artefacts (D1-D8)</i></li> <li>• <i>Tests (D1-D2, D5, D7-D8)</i></li> </ul>

## LEVEL 4/Cert HE OUTCOMES

<p><b>A: Knowledge and understanding</b></p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>A1</b> The nature and operations of the global hospitality industry;</p> <p><b>A2</b> The application of business theory to the global hospitality industry;</p> <p><b>A3</b> Understand the complexities of food operations in the context of hospitality management;</p> <p><b>A4</b> Theories, practices, tools and techniques associated with global business, responsible management and marketing;</p> <p><b>A5</b> The inter-relationships between functions, processes and the external environment.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (A1-A5);</i></li> <li>• <i>Seminars (A1-A5);</i></li> <li>• <i>Laboratory work (A1, A3)</i></li> <li>• <i>Directed reading (A1-A5);</i></li> <li>• <i>Use of the VLE (A1-A5);</i></li> <li>• <i>Independent study (A1-A5)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>

	<ul style="list-style-type: none"> <li>• <i>Reports (A1-A5)</i></li> <li>• <i>Presentations (A4-A5)</i></li> <li>• <i>Digital artefacts (A4-A5)</i></li> <li>• <i>Posters (A1-A5)</i></li> <li>• <i>Portfolio (A3-A5)</i></li> <li>• <i>Tests (A4-A5)</i></li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>B1</b> Develop skills in evaluating and applying fundamental concepts, theories and models to hospitality and wider business environments;</p> <p><b>B2</b> Understand, analyse and evaluate core and specialised hospitality and business functions and processes;</p> <p><b>B3</b> Effectively select, prioritise, synthesise and integrate information, ensuring that conclusions are supported by evidence;</p> <p><b>B4</b> Develop independent reading, learning, analytical and investigative strategies.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (B1-B3);</i></li> <li>• <i>Seminars (B1-B3);</i></li> <li>• <i>Laboratory work (B1-B3)</i></li> <li>• <i>Directed reading (B1-B4);</i></li> <li>• <i>Use of the VLE (B3-B4);</i></li> <li>• <i>Independent study (B1-B4)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Reports (B1-B4)</i></li> <li>• <i>Presentations (B1-B4)</i></li> <li>• <i>Digital artefacts (B1-B4)</i></li> <li>• <i>Posters (B1-B4)</i></li> <li>• <i>Portfolios (B1-B4)</i></li> <li>• <i>Tests (B1-B4)</i></li> </ul>
<p><b>C: Practical skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>C1</b> Develop hospitality management and food service related skills;</p> <p><b>C2</b> locate, extract and interpret data from different sources;</p> <p><b>C3</b> Develop skills and competence in the use of information and communication technologies;</p> <p><b>C4</b> Develop skills in acknowledging and referencing sources in accordance with standard practice;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (C1-C4);</i></li> <li>• <i>Seminars (C1-C5);</i></li> <li>• <i>Laboratory work (C1, C5)</i></li> <li>• <i>Directed reading (C1-C4);</i></li> <li>• <i>Use of the VLE (C1, C3, C5);</i></li> <li>• <i>Independent study (C1-C4)</i></li> </ul>

<p><b>C5</b> communicate effectively in a range of different contexts and scenarios, using a variety of media / channels, and presenting data in a range of appropriate formats.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Reports (C1-C5)</i></li> <li>• <i>Presentations (C2-C5)</i></li> <li>• <i>Digital artefacts (C1-C5)</i></li> <li>• <i>Posters (C2-C5)</i></li> <li>• <i>Portfolios (C1-C5)</i></li> <li>• <i>Tests (C2-C5)</i></li> </ul>
<p><b>D: Transferable skills</b></p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p><b>D1</b> Perform effectively in collaboration with others and as part of a team;</p> <p><b>D2</b> Understand and increasingly manage their own motivation, tasks and behaviour in creative, innovative and professionally appropriate ways;</p> <p><b>D3</b> Prioritise and manage their own time effectively;</p> <p><b>D4</b> Begin to develop competence and confidence in a range of interpersonal skills, including effective listening, negotiating, conflict resolution, persuasion and presentation;</p> <p><b>D5</b> Demonstrate openness and sensitivity to diversity in terms of other people, cultures and practices;</p> <p><b>D6</b> Develop the ability to become independent and reflective learners;</p> <p><b>D7</b> Begin to demonstrate resilience, as well as the ability to manage a degree of complexity, uncertainty and ambiguity;</p> <p><b>D8</b> Develop employability skills and understand the importance of personal and professional development.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Lectures (D2, D5–D8);</i></li> <li>• <i>Seminars (D1–D8);</i></li> <li>• <i>Directed reading (D1, D5-D8);</i></li> <li>• <i>Use of the VLE (D1-D2, D5-D8);</i></li> <li>• <i>Independent study (D1-D2, D5-D8)</i></li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• <i>Reports (D2-D8)</i></li> <li>• <i>Presentations (D1-D8)</i></li> <li>• <i>Digital artefacts (D1-D8)</i></li> <li>• <i>Posters (D2-D8)</i></li> <li>• <i>Portfolios (D2-D3, D6-D7)</i></li> <li>• <i>Tests (D2-D8)</i></li> </ul>

## Programme Skills Matrix

Units		Programme Intended Learning Outcomes																							
		A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5	D 6	D 7	D 8	
L E V E L  6	Dissertation (Tourism and Hospitality)	X			X	X	X	X	X	X	X	X		X	X	X	X	X		X	X	X	X	X	X
	Consultancy Project (Tourism and Hospitality)	X			X		X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
	Issues and Futures in Hospitality	X				X	X		X	X			X	X	X	X	X			X		X		X	X
	Organisational Leadership	X	X	X		X	X	X	X	X			X	X	X		X			X		X		X	X
	Digital Marketing	X		X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X
	Food, Culture and Travel	X				X	X	X	X	X				X	X	X	X	X	X	X		X		X	X
	International Human Resource Management for Tourism, Hospitality, and Events	X		X			X	X	X	X				X	X	X	X	X	X	X	X	X	X	X	X
	Visitor Attraction Management	X	X			X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X
	Tourism and Hospitality Design	X				X	X	X	X	X			X	X	X	X	X	X		X	X		X	X	X
	Advanced Project Management		X	X		X	X	X	X	X			X	X	X	X	X	X		X	X		X	X	X
	Global Strategic Marketing		X	X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X
	Global Supply Chain Management		X	X		X	X	X	X	X			X	X	X	X	X	X		X	X		X		X
International Management		X	X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	
L E V E L  5	Hospitality Operations Management	X	X			X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	
	Consumer Behaviour in Tourism and Hospitality	X	X	X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	
	Managing People in Tourism and Hospitality	X	X	X		X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	
	Strategic Management	X	X	X		X	X	X	X	X			X	X	X	X	X		X	X	X	X	X	X	
	Business Accounting			X			X	X	X	X			X	X	X	X	X		X	X	X	X	X	X	
	Branding and Integrated Communications		X	X		X	X	X	X	X			X	X	X	X	X		X	X	X	X	X	X	
	Project Management		X	X		X	X	X	X	X			X	X	X	X	X		X	X	X	X	X	X	
	Supply Chain Management		X	X		X	X	X	X	X			X	X	X	X	X		X	X	X	X	X	X	
L E V E L  4	Introduction to the Hospitality Industry	X	X				X		X				X	X	X	X	X	X		X		X	X		
	Contemporary Hospitality	X	X				X		X				X	X	X	X	X	X		X		X	X		
	Hospitality and Food Operations	X	X				X		X				X	X	X	X	X	X		X		X	X		
	Global Business Environment		X	X			X		X				X	X	X	X	X		X		X		X		
	Developing Management Competencies		X	X			X		X				X	X	X	X	X		X		X		X		
	Fundamentals of Marketing	X	X	X			X		X				X	X	X	X	X	X	X		X		X	X	



## ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Admission Regulations.

## PROGRESSION ROUTES

Recognition arrangements provide formally approved entry or progression routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the [recognition register](#) for a full list of approved Recognition arrangements and agreed entry criteria.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation/Recognition/Progression route(s) for this programme may be subject to change. Where this happens students will be informed and supported by the Faculty as early as possible.

## ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate. Further details are available at: <https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf>

## WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Placements are compulsory but the length of the placement is optional with a minimum of 6 weeks ('short') taken as part of a 3 year degree or a minimum of 30 weeks ('long') taken as part of a 4 year degree. To be awarded their degree in a 'sandwich' mode of delivery students will need to undertake a 'long' placement between Levels 5 and 6 (Level P).

The placement must meet the following criteria:

- it will be full-time;
- it will be in a position of meaningful responsibility;
- it must be formally approved by BU;
- A 'long' placement must comprise no more than two separate internships.
- Students must have secured their placement by 31 August (if they have not they will proceed to Level 6 of their programme).

The Placement helps students:

- synthesise and integrate their learning;
- enhance their personal and professional effectiveness;
- further develop their employability skills;
- develop their critical skills, through exposure to the application of tools and techniques in a variety of real scenarios;
- critically reflect upon career choices and direction;
- showcase their talents to a potential Graduate employer;
- shape the nature and subject of their final-year subject specialisation;
- refine their ideas in respect of the Level 6 Dissertation or Consultancy Project.

Students wishing to take a placement are primed to begin thinking about Placement search from the start of Level 4. During the 'Developing Management Competencies' (DMC) unit, in which they are required to develop a professional online Portfolio, as well as a conventional CV. In Level 5, specialist Placements and Careers staff support and advise students in preparing for the placement, including information on job search, CVs, application procedures, interview techniques and self-presentation. In addition, students will also prepare for the placement during the L5 'Managing People in Tourism and

Hospitality' unit through CV a workshop, a workshop on careers in tourism and hospitality; a workshop on managing digital footprint; a workshop on LinkedIn; a workshop on interview techniques; and a workshop on assessment centres and psychometric testing.

The Placements team maintains contact with a large and growing network of organisations that regularly turn to Bournemouth University Business School to recruit placement students. Placements can be anywhere in the world, although experience shows that the majority of students find jobs that are UK-based. Placements are carefully screened to ensure that they provide the student with an appropriate, relevant and sufficiently challenging work experience.

In the case of a 'long' placement, the Level 5 Assessment Board determines students' eligibility to progress to Placement. In the case of international students, progression is subject to UK Border Agency regulations and policies.

During their Placement, each student receives ongoing support from a specialist Placement Development Advisor (PDA), who will hold a review meeting with each student whilst they are on Placement. PDAs are crucial members of the Programme Team, as they support and advise students in the development of their Reflective Personal and Professional Logbook, as well as in relation to their Level 6 option choices. Students also receive support via other communication channels such as e-mail, telephone and the VLE.