

**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 Management 360 Credits (180 ECTS)	
<b>Intermediate award(s), title(s) and credits</b> Dip HE International Hospitality Management 240 Credits (120 ECTS) Cert HE International Hospitality Management 120 Credits (60 ECTS)	
<b>UCAS Programme Code(s) (where applicable and if known)</b> N863	<b>HECoS Subject Codes and percentage split per programme/pathway</b> 100087 (60%) 100875 (25%) 100079 (15%)
<b>External reference points</b> UK Quality Code for Higher Education- QAA (2014) National occupational standards, Sector Skills Councils standards (People 1st) QAA Subject Benchmark Statement EHLST (2016) QAA Subject Benchmark Statement Business and Management (2015) Institute of Hospitality Education Membership Scheme ( <a href="http://www.instituteofhospitality.org">www.instituteofhospitality.org</a> )	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> Institute of Travel and Tourism (ITT) Institute of Hospitality (IOH) British Institute of Inn-Keeping (Bii) Wines and Spirits Education Trust (WSET) Chartered Institute of Environmental Health (CIEH)	
<b>Places of delivery</b> Bournemouth University	
<b>Mode(s) of delivery</b> Full-time sandwich (with placement)	<b>Language of delivery</b> English
<b>Typical duration</b> 4 years (including placement year)	
<b>Date of first intake</b> September 2018	<b>Expected start dates</b> September
<b>Maximum student numbers</b> N/A	<b>Placements</b> Minimum 30 weeks compulsory between Level 5 and 6 (Level P). Placement support offered by department plus placement recruitment fairs. Option for students to submit own placement provider subject to confirmation by the programme team of suitability.
<b>Partner(s)</b> Not applicable	<b>Partnership model</b> Not applicable
<b>Date of this Programme Specification</b> (with effect from September 2018, and applying to all current students and new enrolments) September 2020	
<b>Version number</b> V1.6-0920	
<b>Approval, review or modification reference numbers</b> E2017029 FM 1718 12, approved 29/05/18, previously version 1.0-0918 BU1819 01, approved 14/11/2018, & FM1819 11, approved 28/01/2019, previously version 1.1-0918 FM1920 02, approved 13/11/2019, previously v1.2	

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FM1920 08, approved 08/01/2020, previously v1.3  
FM1920 22, approved 27/07/2020, previously v1.4  
EC2021 01, BU2020/21 01, approved 30/09/2020, previously v1.5

**Author**

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**Programme Specification - Section 1**

**PROGRAMME STRUCTURE**

**Programme Award and Title:** BA (Hons) International Hospitality Management

**Year 1/Level 4**  
Students are required to complete 5 core units and choose 1 optional units

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code (s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code Subject Code and %	HECoS Subject Code Subject Code and %
The Tourism and Hospitality Industries	C	20		50	50	39	1.2	100087 90%	100079 10%
Marketing for Tourism and Hospitality	C	20		100	-	39	1.2	100875 80%	100079 20%
Financial Reporting for Hospitality	C	20		100	-	39	1.2	100087 70%	100079 30%
Food Systems	C	20	-	50	50	39	1.2	100087 90%	100079 10%
Hospitality Operations	C	20	-	40	60	75	1.2	100087 80%	100079 20%
Global Hospitality	O	20	-	50	50	39	1.2	100087 90%	100079 10%

**Progression requirements:** Requires 120 credits at Level 4  
**Exit qualification:** Cert HE International Hospitality Management (requires 120 credits at Level 4)

**Year 2/Level 5**  
Students are required to complete 5 core units and choose 1 optional unit

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject Code (s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject CodeS ubject Code and %	HECoS Subject CodeSu bject Code and %
Managing People in Tourism and Hospitality	C	20	-	30	70	39	1.2	100875 90%	100079 10%
Research Methods for Tourism and Hospitality	C	20	-	50	50	39	1.2	100875 90%	100079 10%
Consumer Experience and Behaviour	C	20	-	60	40	39	1.2	100087 80%	100079 20%
Hospitality Resources and Revenue Management	C	20	-	40	60	39	1.2	100087 90%	100079 10%
Hospitality Operations Management	C	20	-	40	60	66	1.2	100087 80%	100079 20%
Talent Management	O	20	-	40	60	39	1.2	100087 90%	100079 10%
Tourism Operations and Technology	O	20	50	50	-	39	1.2	100875 90%	100079 10%

**Progression requirements:** Requires 120 credits at Level 5  
**Exit qualification:** Dip HE International Hospitality Management (requires 120 credits at Level 4 and 120 credits at Level 5)

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#### Year 3/Level P – Compulsory placement year in industry/business

Exemption is possible for those who have worked in industry/business at a relevant level – subject to approval from APL Board

**Progression requirements:** Satisfactory completion of a minimum 30-week placement in industry/business

#### Year 3/4/Level 6

Students are required to complete EITHER Dissertation OR Consultancy Project, plus 2 core units and choose 2 optional units.

Unit Name	Core/Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HESA JACS code(s)	
			Exam 1	Cwk 1	Cwk 2			HESA JACS Subject Code and %	HESA JACS Subject Code and %
Dissertation (Tourism and Hospitality)	C/O	40	-	10	90	20	1.2	100087/100875 90%	100079 10%
Consultancy Project (Tourism and Hospitality)	C/O	40	-	40	60	26	1.2	100087/100875 80%	100079 20%
Strategy and Leadership in Hospitality	C	20	65	35	-	39	1.2	100087 80%	100079 20%
Issues and Innovations in Hospitality	C	20	-	50	50	39	1.2	100087 90%	100079 10%
Event Engagement	O	20		40	60	39	1.1	100083 100%	
International Event Management	O	20		40	60	39	1.1	100083 70%	100079 30%
Digital Marketing	O	20	-	50	50	39	1.2	100087 90%	100079 10%
Small Business Management	O	20	-	50	50	39	1.1	100083 70%	101221 30%
Financial Management	O	20		100	-	39	1.0	100087 70%	100079 30%
Food, Culture and Travel	O	20	-	60	40	39	1.2	100087 100%	-
Industry Research Project	O	20	-	40	60	39	1.2	100087 80%	100079 20%
International HRM in Hospitality and Tourism	O	20	-	60	40	39	1.2	100087 90%	100079 10%
Managing Crises and Disasters	O	20	-	100		39	1.3	1000875 70%	100079 30%
Tourism and Hospitality Design	O	20		100	-	39	1.2	100087 90%	100079 10%
Visitor Attractions Management	O	20		100	-	39	1.2	100875 90%	100079 10%

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

**Sandwich UG award:** Requires 120 credits at Level 4, 120 credits at Level 5, 120 credits at Level 6 and successful completion of a placement year

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

- Demonstrate a critical understanding of the principles and methods of working appropriately to the broad hospitality industry;
- Can manage the operations and strategies of hospitality organisations
- Analyse the complexity of the global nature of the hospitality industry
- Engage with research and industry best practice to co-create innovative solutions
- Have developed the cognitive abilities of critical evaluation, analysis and synthesis;
- Are self-reliant, self-disciplined learners capable of working in an interdisciplinary environment;
- Meet the challenges presented by a career in a national or international environment appropriate to the hospitality industry;
- Demonstrate an ability to communicate ideas clearly across different media;
- Are able to manage their personal career development and lifelong learning.

This is a full time sandwich programme that aims to give students a thorough understanding of the hospitality industry as well as the managerial perspective of running hospitality organisations. This programme addresses the industry's needs for graduates with the knowledge, understanding and competencies to take up a variety of roles within the industry.

The international focus described is incorporated into the programme within both the more general management and the technical and specialist units, and will therefore enable students to work within the international hospitality industry in a variety of sectors, and provide products and services within the international market place.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

Bournemouth University's mission is: "*creating* the most stimulating, challenging, and rewarding university experience in a world-class learning community by *sharing* out unique fusion of excellent education, research and professional practice and *inspiring* our students, graduates and staff to enrich the world".

The university's strategic plan is set out in the document 'BU 2018'. The BA (Hons) International Hospitality Management degree is aligned with the strategic plan in the following ways:

- It seeks to fuse education, with the research and professional practice experience of the teaching team;
- It involves partnerships with the tourism/hospitality industry at a local, regional and national level (C3);
- It has a strong international focus, in the range of case studies used in teaching; in the opportunities for student placements; in the opportunity to study abroad; and in the opportunity for dissertation research. Students will therefore gain a global perspective and understand tourism/hospitality as global citizens (C5);

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- The curriculum are underpinned by the established international excellence of the Department of Tourism and Hospitality (S2, S5);
- The curriculum includes opportunities for real-world learning opportunities (in the form of guest speakers, field visits and the inclusion of a compulsory industry-related work placement) (S3);
- This programme will prepare students with the knowledge and understanding to meet the changing demands of the workplace (I1, I2) and will enable students to develop high-level graduate skills (I3);
- This programme will seek to inspire students to make a difference to the world (I5).

This BA (Hons) programme is underpinned by the BU values of *excellence* (in teaching, research and professional practice); *achievement* (supporting and valuing our students and celebrating their success); *authenticity* (showing integrity and professionalism at all times); *creativity* (cultivating an enquiring spirit, entrepreneurial ethos, and taking advantage of opportunities to learn from other cultures and societies); and *responsibility* (a commitment to ethics and sustainability in the teaching of hospitality).

### 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.

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).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects 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, demonstrators/technicians and research students.

Lab-based learning elements at Levels 4 and 5 for *Hospitality Operations* and *Hospitality Operations Management* will be delivered by the programme's Professional Practice Team.

**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> the core management disciplines and methods of working, and apply them to the hospitality industry context;</p> <p><b>A2</b> academic and professional practice within a framework of critical evaluation and synthesis;</p> <p><b>A3</b> the moral, ethical and legal issues underpinning good management practice;</p> <p><b>A4</b> hospitality management and managerial skills, through exposure to professional practice;</p> <p><b>A5</b> a multi- and inter-disciplinary approach to study.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1-A5)</li> <li>• seminars (A1-A5)</li> <li>• directed reading (A1-A5)</li> <li>• use of the VLE (A1-A5)</li> <li>• independent research (A1-A5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (A1-A5)</li> <li>• coursework (A1-A5)</li> <li>• dissertation (A1-A5)</li> <li>• Presentations (A1-A5)</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 outcomes:</p>
<p><b>B1</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>B2</b> devise and sustain arguments, and solve problems, familiar and unfamiliar, using ideas and techniques current within the disciplines of the hospitality industry;</p> <p><b>B3</b> analyse and critically appraise scholarly output in order to manage and extend their own learning;</p> <p><b>B4</b> integrate evidence from a range of sources to develop and support findings and hypotheses;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1-B5)</li> <li>• seminars (B1-B5)</li> <li>• directed reading (B1-B5)</li> <li>• use of the VLE (B1-B5)</li> <li>• independent research (B1-B5)</li> </ul>

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<p><b>B5</b> carry out their own research through applying appropriate methods and techniques and existing knowledge.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (B1-B4)</li> <li>• coursework (B1-B5)</li> <li>• dissertation (B1-B5)</li> <li>• presentations (B1-B5)</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 learning outcomes:</p>
<p><b>C1</b> demonstrate a critical understanding of management and business issues particular to various hospitality stakeholders;</p> <p><b>C2</b> plan, execute and report on a live project involving corporate hospitality clients with due regard to safety and risk assessment;</p> <p><b>C3</b> identify and respond appropriately to the diversity that prevails within the global hospitality industry;</p> <p><b>C4</b> demonstrate a sound understanding of the core hospitality business disciplines, and apply these in a practical context;</p> <p><b>C5</b> identify trends, opportunities and innovations within the hospitality industry, and be able to effectively manage change.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1-C5)</li> <li>• coursework essays (C1-C5)</li> <li>• independent research (C1-C5)</li> <li>• group exercises (C1-C5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (C1, C5)</li> <li>• coursework (C1-C5)</li> <li>• dissertation (C1-C5)</li> <li>• presentations (C1-C5)</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 learning outcomes:</p>
<p><b>D1</b> communicate effectively and with confidence by oral, written and visual means;</p> <p><b>D2</b> demonstrate competence in a range of IT skills in order to operate comfortably in a working environment within the various sectors of the hospitality industry;</p> <p><b>D3</b> analyse numerical information within the context of their industry using appropriate techniques, in order to make judgements and solve problems;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1-D5)</li> <li>• seminars (D1-D5)</li> <li>• use of the VLE (D1-D5)</li> <li>• directed reading (D1-D3, D5)</li> </ul>



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<p><b>D4</b> work successfully in collaboration with others, adopting a leadership role where and when appropriate;</p> <p><b>D5</b> demonstrate competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1-D5)</li> <li>• examinations (D1-D4)</li> <li>• dissertation (D1-D5)</li> <li>• presentations (D1-D4)</li> </ul>
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### LEVEL 5/Dip HE INTENDED LEVEL 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 diverse needs of the modern, discerning hospitality consumer and recognise, value and respond to these needs;</p> <p><b>A2</b> analysing hospitality business performance data and develop appropriate short and medium term operational strategies;</p> <p><b>A3</b> the application of a range of research methods relevant to the hospitality commercial environment;</p> <p><b>A4</b> the theories that pertain to the successful management of people in the business context;</p> <p><b>A5</b> the use of technology in managing various hospitality environments.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1-A5)</li> <li>• seminars (A1-A5)</li> <li>• directed reading (A1, A5)</li> <li>• use of the VLE (A2-A5)</li> <li>• independent research (A2-A5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (A1-A5)</li> <li>• examinations (A1-A4)</li> <li>• presentations (A1-A5)</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 theories, concepts and data with the use of supporting evidence in order to make decisions relevant to hospitality management;</p> <p><b>B2</b> analyse a range of information with minimal guidance;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1-B4)</li> <li>• seminars (B1-B4)</li> </ul>

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<p><b>B3</b> generate ideas and apply knowledge in a range of situations in international hospitality management through the analysis of theories and concepts;</p> <p><b>B4</b> utilise diagnostic and creative skills in a range of technical, professional and/or management functions;</p> <p><b>B5</b> exercise appropriate judgment in planning, design, technical and/or supervisory functions related to products/services, operations or processes.</p>	<ul style="list-style-type: none"> <li>• directed reading (B1-B5)</li> <li>• use of the VLE (B2-B5)</li> <li>• independent research (B1-B5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (B1-B5)</li> <li>• examinations (B1-B3)</li> <li>• presentations (B2-B5)</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> understand the development of operational issues associated with successful operations management;</p> <p><b>C2</b> understand management information systems in the operational hospitality management context, and recognise the consequences of system failure;</p> <p><b>C3</b> demonstrate a detailed understanding of the design and management of services and business resources;</p> <p><b>C4</b> develop the rationale for a range of hospitality products and services to be offered for sale to a particular market;</p> <p><b>C5</b> demonstrate an understanding of the issues underpinning hospitality design and development.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1-C5)</li> <li>• Seminars (C1-C5)</li> <li>• directed reading (C1-C5)</li> <li>• use of VLE (C1-C5)</li> <li>• independent research (C1-C5)</li> <li>• group exercises (C4-C5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (C1-C5)</li> <li>• examinations (C1-C4)</li> <li>• presentations (C1-C5)</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> demonstrate enhanced problem solving skills;</p> <p><b>D2</b> accept responsibility and accountability for determining and achieving personal and/or group outcomes;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1-D5)</li> </ul>

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<p><b>D3</b> be reflective learners and analyse their strengths and weaknesses, and be able to identify career and professional opportunities;</p> <p><b>D4</b> communicate effectively in both written and oral form and by using a range of available technology/programmes;</p> <p><b>D5</b> show some level of leadership/managerial influence as appropriate, within a group environment.</p>	<ul style="list-style-type: none"> <li>• seminars (D1-D5)</li> <li>• use of the VLE (D1-D5)</li> <li>• directed reading (D1-D5)</li> <li>• independent research (D1-D5)</li> </ul>
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1-D5)</li> <li>• examinations (D1-D5)</li> <li>• presentations (D1-D5)</li> </ul>

### LEVEL 4/Cert HE INTENDED LEVEL 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> business theory and disciplines, and their application to the hospitality industry;</p> <p><b>A2</b> the production and interpretation of basic financial data;</p> <p><b>A3</b> the contribution of the hospitality industry to the micro- and macro-economic environment;</p> <p><b>A4</b> differing hospitality sectors and their operational production and service issues;</p> <p><b>A5</b> hospitality operations and those factors that underpin their safe, legal, ethical and effective operation.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (A1-A5)</li> <li>• seminars (A1-A5)</li> <li>• directed reading (A1, A5)</li> <li>• use of the VLE (A1, A5)</li> <li>• Independent research (A1-A5)</li> </ul>
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (A1, A5)</li> <li>• coursework (A1-A5)</li> <li>• presentations (A1, A3-A5)</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</p>

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	demonstrate the level learning outcomes:
<p><b>B1</b> identify and utilise appropriate information sources and ideas in a predictable and standard format;</p> <p><b>B2</b> identify problem areas common to the operational business context and determine solutions;</p> <p><b>B3</b> develop independent reading, learning, analytical and investigative strategies;</p> <p><b>B4</b> discuss legal and ethical issues associated with hospitality operations;</p> <p><b>B5</b> produce and rationalise basic business data with guidance, using given classifications/principles.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (B1-B5)</li> <li>• seminars (B1-B5)</li> <li>• directed reading (B1-B5)</li> <li>• use of the VLE (B1-B5)</li> <li>• independent research (B1-B5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (B1-B5)</li> <li>• coursework (B1-B5)</li> <li>• presentations (B1-B5)</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> understand the historical and philosophical underpinning to the principles of hospitality/hospitality management;</p> <p><b>C2</b> understand and apply business law to varying hospitality environments;</p> <p><b>C3</b> understand key operations/management principles and practice in the operation of a hospitality business;</p> <p><b>C4</b> understand and apply the principles of good nutrition and food safety practices in a range of hospitality environments;</p> <p><b>C5</b> demonstrate an understanding of basic issues underpinning effective, efficient, safe, ethical and legal service.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (C1-C5)</li> <li>• coursework essays (C1-C5)</li> <li>• independent research (C1-C4)</li> <li>• group exercises (C2, C5)</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• examinations (C1-C5)</li> <li>• coursework (C1-C5)</li> <li>• presentations (C1-C5)</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>

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	demonstrate the level learning outcomes:
<p><b>D1</b> communicate effectively in a variety of written and oral forms;</p> <p><b>D2</b> prioritise and manage their own time effectively;</p> <p><b>D3</b> work in collaboration with others;</p> <p><b>D4</b> develop IT skills in a variety of applications;</p> <p><b>D5</b> develop the ability to become independent and reflective learners;</p> <p><b>D6</b> solve numerical problems using appropriate techniques.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• lectures (D1-D6)</li> <li>• seminars (D1- D6)</li> <li>• use of the VLE (D1-D6)</li> <li>• directed reading (D1-D6)</li> </ul>
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• coursework (D1-D6)</li> <li>• examinations (D1-D6)</li> <li>• presentations (D1-D5)</li> </ul>

## ADMISSION REGULATIONS

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

The Standard Undergraduate Admission Regulations are available within section 3.1 of the *ARPP* on the BU website, and the appropriate link is included below:

<https://intranetsp.bournemouth.ac.uk/pandptest/3a-undergraduate-admissions-regulations.doc>

Applicants whose mother tongue is not English must offer evidence of qualifications in written and spoken English. Acceptable qualifications are: IELTS (academic) 6.0 (with a minimum of 5.5 in each of four categories) or direct equivalent.

## 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 may apply. Please see the Recognition Register for a full list of approved Recognition arrangements and agreed entry criteria:

[https://intranetsp.bournemouth.ac.uk/pandptest/7J\\_Recognition\\_Register\\_Public.xlsx](https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx)

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 Assessment Regulations.

The University's Standard Assessment Regulations are available within section 6.1 of the *ARPP* on the BU website, and the appropriate link is included below:

[https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate%20\(2\).docx](https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate%20(2).docx)

## WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

It is a requirement for full time sandwich undergraduate degree programmes to incorporate a one-year (30-week) placement, as a compulsory element. Those students who successfully complete the placement will be eligible for the award of full time sandwich degree.

### Position of the Industrial Placement in our Undergraduate Programmes

The placement year sits between Years 2 and 4. The rationale for this is that by the time the students have successfully completed Year 2/Level 5, they will have acquired a core range of subject-related and transferable skills with which they can contribute effectively towards the business of the placement employer. The skills acquired during the placement year will enable the student to enhance their performance at Level 6.

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The student must successfully complete the 30-week Industrial Placement period, which is confirmed through the receipt of the employer final summative feedback form(s), as well as submitting the meeting information reports for their Placement Development Advisor (PDA), if they are to progress onto the final year of their programme.

### Non-Completion of Placement

Students who fail to complete their placement successfully will be required to make good their failure, by deferring completion of their final year until the 30 weeks have been successfully completed.

### Student exemption from the Industrial Placement

Students with appropriate prior levels of industrial experience may consider applying for exemption from the placement year. Whilst this process should occur in tandem with their initial application to the university, this rarely happens and, in consequence, a small number of students will typically consider applying for exemption during Level 4 (and, in one or two cases, at the beginning of Level 5).

Students wishing to be considered for exemption from the Industrial Placement (IP) through APEL must satisfy one of the following requirements:

- possess relevant supervised work experience;
- possess comparable and relevant previous employment which is demonstrably related to the objectives of the IP, even if it was not formally supervised.

All requests for exemption through APEL will be considered by the Business School's Placement Exemptions Board which acts as a sub-committee of the Board of Examiners. It is Chaired by the Deputy Dean (Education) and includes an Independent Member (from within the Business School), as well as the relevant Programme Leader and Employability Coordinator (for each student to be considered).

The student is required to present a letter of application together with the relevant supporting evidence relating to their prior experience which is to be considered by the Board. This supporting evidence would typically include;

- a logbook or company training scheme;
- their job description;
- appropriate references from their supervisor or employer;
- a portfolio of work done in a training position.

Those students who are successful and, therefore, granted exemption from the Industrial Placement, are still required to undertake the relevant assessment(s) associated with the IP in the final year.

Programme Specification - Section 2

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		
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		
	Consultancy Project (Tourism and Hospitality)	x	x	x			x	x		x	x		x			x	x	x	x	x	x		
	Strategy and Leadership in Hospitality	x	x	x	x	x		x	x		x	x		x	x		x	x	x	x	x		
	Issues and Innovations in Hospitality	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			
	Tourism and Hospitality Design		x	x		x		x		x			x	x	x	x		x	x	x	x	x	
	International HRM in Hospitality and Tourism	x	x		x		x	x	x	x		x	x	x				x			x		
	Managing Crises and Disasters	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	
	Visitor Attractions Management		x	x	x			x		x	x	x	x	x	x	x	x	x			x	x	x
	Financial Management	x			x	x	x			x	x	x			x	x	x	x	x	x			
	Small Business Management	x		x			x			x	x	x	x		x			x			x	x	
	Industry Research Project	x	x	x			x	x		x	x		x			x	x	x	x	x	x	x	
	Events Engagement	x	x		x		x	x		x		x	x	x				x	x	x	x		
International Event Management	x	x		x		x	x		x		x	x	x				x	x	x	x			
L E V E L  5	Managing People in Tourism and Hospitality	x	x		x		x	x	x	x		x	x	x			x			x			
	Research Methods for Tourism and Hospitality	x					x	x	x	x	x	x					x	x	x	x	x		
	Consumer Experience and Behaviour		x	x	x	x		x	x		x	x		x	x		x	x	x	x	x		
	Hospitality Resources and Revenue Management	x	x				x	x	x		x	x	x	x		x	x				x	x	
	Hospitality Operations Management	x		x			x		x	x		x	x			x	x			x			
	Talent Management		x	x		x		x		x			x	x	x			x	x	x	x	x	
	Tourism Operations and Technology	x	x		x		x	x		x		x	x	x				x	x	x	x		
L E V E L  4	The Tourism and Hospitality Industries		x		x			x		x				x	x	x	x			x	x	x	
	Marketing For Tourism and Hospitality	x	x	x				x		x		x		x	x	x	x			x			
	Financial Reporting for Hospitality	x			x	x	x			x	x	x			x	x	x	x	x				
	Food Systems	x	x	x			x	x	x	x		x				x	x	x	x			x	
	Hospitality Operations		x		x			x	x	x			x	x	x	x	x	x			x	x	x
	Global Hospitality		x	x				x		x				x		x	x					x	



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<p><b>A – Subject Knowledge and Understanding</b> This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <p>A1 the core management disciplines and methods of working, and apply them to the hospitality industry context;</p> <p>A2 academic and professional practice within a framework of critical evaluation and synthesis;</p> <p>A3 the moral, ethical and legal issues underpinning good management practice;</p> <p>A4 hospitality management and managerial skills, through exposure to professional practice;</p> <p>A5 a multi- and inter-disciplinary approach to study.</p>		<p><b>C – Subject-specific/Practical Skills</b> This programme provides opportunities for students to:</p> <p>C1 demonstrate a critical understanding of management and business issues particular to various hospitality stakeholders;</p> <p>C2 plan, execute and report on a live project involving corporate hospitality clients with due regard to safety and risk assessment;</p> <p>C3 identify and respond appropriately to the diversity that prevails within the global hospitality industry;</p> <p>C4 demonstrate a sound understanding of the core hospitality business disciplines, and apply these in a practical context;</p> <p>C5 identify trends, opportunities and innovations within the hospitality industry, and be able to effectively manage change.</p>
<p><b>B – Intellectual Skills</b> This programme provides opportunities for students to:</p> <p>B1 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>B2 devise and sustain arguments, and solve problems, familiar and unfamiliar, using ideas and techniques current within the disciplines of the hospitality industry;</p> <p>B3 analyse and critically appraise scholarly output in order to manage and extend their own learning;</p> <p>B4 integrate evidence from a range of sources to develop and support findings and hypotheses;</p> <p>B5 carry out their own research through applying appropriate methods and techniques and existing knowledge.</p>		<p><b>D – Transferable Skills</b> This programme provides opportunities for students to:</p> <p>D1 communicate effectively and with confidence by oral, written and visual means;</p> <p>D2 demonstrate competence in a range of IT skills in order to operate comfortably in a working environment within the various sectors of the hospitality industry;</p> <p>D3 analyse numerical information within the context of their industry using appropriate techniques, in order to make judgements and solve problems;</p> <p>D4 work successfully in collaboration with others, adopting a leadership role where and when appropriate;</p> <p>D5 demonstrate competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development.</p>