

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Bournemouth University Business School
Final award(s), title(s) and credits BA (Hons) International Tourism and Hospitality Management 360 credits (180 ECTS)	
Intermediate award(s), title(s) and credits Dip HE International Tourism and Hospitality Management 240 credits (120 ECTS) Cert HE International Tourism and Hospitality Management 120 credits (60 ECTS)	
UCAS Programme Code(s) (where applicable and if known) N800	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load 100087 (40%) 100875 (40%) 100079 (20%)
External reference points 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) TMI HE Recognition Scheme UNWTO.TedQual Certification System ITT Centre Of Excellence Criteria Institute of Hospitality Education Membership Scheme (www.instituteofhospitality.org)	
Professional, Statutory and Regulatory Body (PSRB) links UNWTO.TedQual. Themis Institute of Travel and Tourism (ITT) Centre of Excellence	
Places of delivery Bournemouth University (Talbot Campus)	
Mode(s) of delivery Full-time sandwich (with placement)	Language of delivery English
Typical duration 4 years (including placement year)	
Date of first intake September 2018	Expected start dates September
Maximum student numbers N/A	Placements 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.
Partner(s) Not applicable	Partnership model Not applicable
Date of this Programme Specification February 2021	
Version number V1.10-0921	
Approval, review or modification reference numbers E2017031 FM 1718 12, 29/05/18, previously v1.1-0918 FM1819 01, approved 03/10/2018, previously v1.1-0918 BU1819 01, approved 14/11/2018, and FM1819 11, approved 28/01/2019, previously v1.2-0918 FM1920 02, approved 13/11/2019, previously v1.3	

FM1920 08, approved 08/01/2020, previously v1.4
FM1920 22, approved 27/07/2020, previously v1.5
EC2021 01, BU2020/21 01, approved 30/09/2020, previously v1.6
FM2021 01 approved 26/10/2020, previously v1.7
FM2021 03 approved 04/11/2020, previously v1.8
FM2021 09, approved 16/02/2021, previously v1.9

Author

Richard Ward

Programme Specification – Section 1

PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) International Tourism and 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		50	50	39	1.3	100087 70%	100079 30%
Food Systems	C	20	-	50	50	39	1.2	100087 90%	100079 10%
Global Hospitality	C	20	-	50	50	39	1.2	100087 90%	100079 10%
Geography of Tourism Destinations	O	20	-	50	50	39	1.2	100875 90%	100079 10%
Tourism, Wildlife and the Environment	O	20	-	50	50	39	1.2	100875 90%	100079 10%

Progression requirements: Requires 120 credits at Level 4
Exit qualification: Cert HE International Tourism and 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%
Tourism Operations and Technology	C	20	50	50	-	39	1.2	100875 90%	100079 10%

Programme Specification – Section 1

Hospitality Resources and Revenue Management	C	20	-	50	50	39	1.3	100087 90%	100079 10%
Destination Development and Management	O	20		50	50	39	1.2	100875 90%	100079 10%
Talent Management	O	20	-	40	60	39	1.2	100087 90%	100079 10%

Progression requirements: Requires 120 credits at Level 5

Exit qualification: Dip HE International Tourism and Hospitality Management (requires 120 credits at Level 4 and 120 credits at Level 5)

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 versio n 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 70%	100079 30%
Tourism Issues and Futures	C	20	33	67	-	39	1.2	100875 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%	-
International HRM in Hospitality and Tourism	O	20	-	60	40	39	1.2	100087 90%	100079 10%

Programme Specification – Section 1

Managing Crises and Disasters	O	20	-	100%		39	1.3?	100875 70%	100079 30%
Sport Tourism	O	20	-	100	-	39	1.2	1000875 100%	-
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%
Wildlife and Ecotourism	O	20	-	40	60	39	1.2	100875 100%	-

Exit qualification: BA (Hons) International Tourism and 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 and tourism industries;
- Can manage the operations and strategies of tourism and hospitality organisations
- Analyse the complexity of the global nature of the tourism and hospitality industries
- Engage with research and industry best practice to cocreate 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 and tourism industries;
- Demonstrate an ability to communicate ideas clearly across different media;
- Are able to manage their own personal career development and lifelong learning.

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

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'. This BA (Hons) 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 and 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);
- 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 compulsory work placement) (S3);

Programme Specification - Section 2

- This programme will prepare students with the skills and experience 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 tourism and 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.

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>A: Subject knowledge and understanding</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>A1 hospitality and tourism organisations, their external environment and how they are managed;</p> <p>A2 key concepts, theories and practices in hospitality and tourism management and operations, informed by research and practice in the field;</p> <p>A3 the effects of global challenges on hospitality and tourism organisations, and of the ways to manage this change effectively;</p> <p>A4 the moral, ethical and legal issues underpinning good management practice in an international environment;</p> <p>A5 working within 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"> • lectures (A1-A4) • seminars (A1-A5) • directed reading (A1-A4) • use of the VLE (A1-A5) • independent research (for dissertation) (A5) • field study (A1-A5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (A1-A3) • essays (A1-A5) • reports (A1-A5) • presentations (A2-A4) • panel presentation (A1, A2, A5) • dissertation (A1-A5) • portfolio (A1-A5)
<p>B: Intellectual skills</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>B1 critically evaluate arguments, assumptions, concepts and data using supporting evidence in order to make judgments and to frame appropriate questions to achieve a solution to a problem;</p> <p>B2 analyse and critically appraise and use sources relevant to hospitality and tourism management to solve problems, using ideas and techniques current in the international hospitality and tourism context;</p> <p>B3 critically apply knowledge in a range of familiar and unfamiliar situations in international hospitality and tourism management;</p> <p>B4 carry out their own research through applying appropriate research methods and techniques as well as existing knowledge.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B2, B3) • seminars (B1-B4) • directed reading (B1, B3) • use of the VLE (B1-B4) • independent research (for dissertation) (B1-B4) • field study (B1-B4) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (B2, B3) • essays (B1-B4) • reports (B1-B4)

Programme Specification - Section 2

	<ul style="list-style-type: none"> • presentations (B2-B4) • panel presentation (B1, B2, B4) • dissertation (B1-B4) • portfolio (B1-B4)
<p>C: Practical skills</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>C1 critically evaluate and apply techniques and practices in hospitality and tourism operations management;</p> <p>C2 demonstrate confidence and competence in the use of information technologies, including working effectively in an online environment;</p> <p>C3 conduct research into business and management issues, either individually or as part of a team;</p> <p>C4 prepare and present business reports;</p> <p>C5 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"> • lectures (C1) • seminars (C1-C5) • directed reading (C1, C3) • use of the VLE (C1-C5) • independent research (for dissertation) (C1, C3, C4) • field study (C1, C3, C4, C5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (C1) • essays (C1-C5) • reports (C1-C5) • presentations (C2, C5) • panel presentation (C1, C3, C5) • dissertation (C1-C5) • portfolio (C1-C5)
<p>D: Transferable skills</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>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 a management context;</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 plan and manage their own continued personal and professional learning by setting appropriate and achievable goals;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D6) • seminars (D1-D6) • directed reading (D1, D3) • use of the VLE (D1-D6) • independent research (for dissertation) (D1, D2, D3, D6) • field study (D1, D2, D3, D4, D6) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (D1) • essays (D1-D6)

Programme Specification - Section 2

<p>D6 demonstrate their competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development.</p>	<ul style="list-style-type: none"> • reports (D1-D6) • presentations (D1-D4) • panel presentation (D1, D4) • dissertation (D1, D2, D3, D6) • portfolio (D1-D6)
---	---

LEVEL 5/Dip HE INTENDED LEVEL OUTCOMES

<p>A: Subject knowledge and understanding</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>A1 hospitality and tourism organisations, their external environment and how they are managed;</p> <p>A2 key concepts, theories and practices in hospitality and tourism management and operations, informed by research and practice in the field;</p> <p>A3 key concepts, theories and practices in managing people in hospitality and tourism organisations;</p> <p>A4 key concepts, theories and practice in consumer behaviour and the use of technology in managing consumers in hospitality and tourism.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1-A4) • seminars (A1-A4) • directed reading (A1-A4) • use of the VLE (A1-A4) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (A1-A4) • essays (A1-A4) • reports (A1-A4) • presentations (A2-A4)
<p>B: Intellectual skills</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>B1 develop arguments based on concepts and data with the use of supporting evidence, in order to make decisions relevant to hospitality and tourism management;</p> <p>B2 analyse and use sources relevant to hospitality and tourism management to solve problems, using ideas and techniques current in the international hospitality and tourism context;</p> <p>B3 apply knowledge in a range of situations in international hospitality and tourism management;</p> <p>B4 carry out their own research through applying appropriate research methods and techniques as well as existing knowledge;</p> <p>B5 employ a range of specialized skills appropriate to the subject and the level.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B2, B3) • seminars (B1-B5) • directed reading (B1, B3) • use of the VLE (B1-B5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (B1, B3) • essays (B1-B5) • reports (B1-B5) • presentations (B1-B5)
<p>C: Practical skills</p>	<p>The following learning and teaching and assessment strategies and methods</p>

Programme Specification - Section 2

<p>This programme provides opportunities for students to:</p>	<p>enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>C1 apply techniques and practices in hospitality and tourism operations management;</p> <p>C2 demonstrate competence in the use of information technologies, including working effectively in an online environment;</p> <p>C3 conduct research into business and management issues, either individually or as part of a team;</p> <p>C4 prepare and present business reports;</p> <p>C5 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"> • lectures (C1) • seminars (C1-C5) • directed reading (C1, C3) • use of the VLE (C1-C5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (C1) • essays (C1-C5) • reports (C1-C5) • presentations (C2, C5)
<p>D: Transferable skills</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>D1 communicate effectively by oral, written and visual means;</p> <p>D2 demonstrate competence in a range of IT skills in order to operate in a working environment within a management context;</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 plan and manage their own continued personal and professional learning by setting appropriate and achievable goals.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D3) • seminars (D1-D5) • directed reading (D1, D3) • use of the VLE (D1-D5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (D1) • essays (D1-D5) • reports (D1-D5) • presentations (D1-D4)

LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

<p>A: Subject knowledge and understanding</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>A1 hospitality and tourism organisations, their external environment (at a macro and micro level) and how they are operated;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>

Programme Specification - Section 2

<p>A2 key concepts, theories and practices in hospitality and tourism management and operations;</p> <p>A3 the operations of hospitality and tourism organisations and service issues;</p>	<ul style="list-style-type: none"> • lectures (A1-A4) • seminars (A1-A4) • directed reading (A1-A4) • use of the VLE (A1-A3)
<p>A4 how to produce and interpret basic financial data.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (A1-A4) • essays (A1-A4) • reports (A1-A4) • presentations (A1-A3)
<p>B: Intellectual skills</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>B1 discuss concepts and data with the use of supporting evidence, in order to make suggestions on issues relevant to hospitality and tourism operations;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p>B2 identify and use sources relevant to hospitality and tourism management to solve operational problems in an international hospitality and tourism context;</p>	<ul style="list-style-type: none"> • lectures (B1-B4) • seminars (B1-B5) • directed reading (B1, B3) • use of the VLE (B1-B5)
<p>B3 discuss legal and ethical issues associated with international hospitality and tourism operations;</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p>B4 develop independent reading, learning and investigative strategies;</p>	<ul style="list-style-type: none"> • examinations (B1, B3) • essays (B1-B5) • reports (B1-B5) • presentations (B1-B5)
<p>B5 employ a range of specialised skills appropriate to the subject and the level.</p>	
<p>C: Practical skills</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>C1 apply techniques and practices in hospitality and tourism operations management;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p>C2 develop skills and competence in the use of information technologies, including working effectively in an online environment;</p>	<ul style="list-style-type: none"> • lectures (C1) • seminars (C1-C5) • directed reading (C1, C3) • use of the VLE (C1-C5)
<p>C3 conduct research into business and management issues, either individually or as part of a team;</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p>
<p>C4 prepare and present business reports;</p> <p>C5 use appropriate skills to communicate effectively in business situations.</p>	<ul style="list-style-type: none"> • examinations (C1) • essays (C1-C5)

Programme Specification - Section 2

	<ul style="list-style-type: none"> • reports (C1-C5) • presentations (C2, C5)
<p>D: Transferable skills</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>D1 communicate effectively by oral, written and visual means;</p> <p>D2 develop competence in a range of IT skills in order to operate in a working environment within a management context;</p> <p>D3 develop presentations, spreadsheets and word-processed documents;</p> <p>D4 work successfully in collaboration with others;</p> <p>D5 plan and manage their own learning.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D3) • seminars (D1-D5) • directed reading (D1, D3) • use of the VLE (D1-D5) <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • examinations (D1, D3) • essays (D1-D5) • reports (D1-D5) • presentations (D1-D4)

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

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.

Programme Specification - Section 2

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	C 1	C 2	C 3	C 4	C 5	D 1	D 2	D 3	D 4	D 5	D 6
LEVEL 6	Dissertation	x		x		x	x	x	x	x	x	x	x	x		x	x	x		x	x
	Consultancy	x		x		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
	Tourism Issues and Futures			x	x		x	x			x	x	x			x					
	Wildlife and Ecotourism					x	x	x	x				x			x					
	Food, Culture and Travel					x		x					x		x	x					
	Tourism and Hospitality Design	x				x			x		x	x	x	x		x	x			x	
	Managing Crises and Disasters	x	x	x			x	x	x	x	x				x	x					
	Digital Marketing	x				x		x	x				x	x	x		x				
	Visitor Attractions Management	x						x	x	x			x	x	x		x				
	Financial Management	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		
	Sport Tourism	x		x	x	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	x	x	x	x	x
	Event 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
LEVEL 5	Managing People in Tourism and Hospitality	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
	Consumer Experience and Behaviour	x	x		x				x	x	x	x		x	x				x		
	Tourism Operations and Technology					x							x		x						x
	Hospitality Resources and Revenue Management	x	x	x		x	x		x		x						x	x	x		
	Destination Development and Management	x							x	x	x	x	x				x				
	Talent Management		x		x	x		x		x	x	x		x	x	x		x	x	x	x
LEVEL 4	The Tourism and Hospitality Industries	x	x		x			x	x		x		x			x				x	x
	Marketing for Tourism and Hospitality	x				x	x	x		x		x	x	x		x					
	Financial Reporting				x		x									x	x	x			
	Food Systems				x					x	x				x	x	x	x	x		
	Global Hospitality	x			x		x			x			x		x					x	
	Geography of Tourism Destinations												x	x	x						
	Tourism, Wildlife and the Environment	x		x	x	x	x			x				x		x				x	

Programme Specification - Section 2

<p>A – Subject Knowledge and Understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p> <p>A1 hospitality and tourism organisations, their external environment and how they are managed;</p> <p>A2 key concepts, theories and practices in hospitality and tourism management and operations, informed by research and practice in the field;</p> <p>A3 the effects of global challenges on hospitality and tourism organisations, and of the ways to manage this change effectively;</p> <p>A4 the moral, ethical and legal issues underpinning good management practice in an international environment;</p> <p>A5 working within a multi- and inter-disciplinary approach to study.</p>		<p>C – Subject-specific/Practical Skills This programme provides opportunities for students to:</p> <p>C1 critically evaluate and apply techniques and practices in hospitality and tourism operations management;</p> <p>C2 demonstrate confidence and competence in the use of information technologies, including working effectively in an online environment;</p> <p>C3 conduct research into business and management issues, either individually or as part of a team;</p> <p>C4 prepare and present business reports;</p> <p>C5 use appropriate skills to communicate effectively in business situations.</p>
<p>B – Intellectual Skills This programme provides opportunities for students to:</p> <p>B1 critically evaluate arguments, assumptions, concepts and data using supporting evidence in order to make judgments and to frame appropriate questions to achieve a solution to a problem;</p> <p>B2 analyse and critically appraise and use sources relevant to hospitality and tourism management to solve problems, using ideas and techniques current in the international hospitality and tourism context;</p> <p>B3 critically apply knowledge in a range of familiar and unfamiliar situations in international hospitality and tourism management;</p> <p>B4 carry out their own research through applying appropriate research methods and techniques as well as existing knowledge.</p>		<p>D – Transferable Skills 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 a management context;</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 plan and manage their own continued personal and professional learning by setting appropriate and achievable goals;</p> <p>D6 demonstrate their competence as self-directed, reflective learners who are able to continuously appraise their personal capability and work towards personal, career and academic development.</p>