Faculty of Management

BA (Hons) International Hospitality and Tourism Management (Top Up)

BA (Hons) International Hospitality Management

PROGRAMME SPECIFICATION

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## BASIC PROGRAMME DATA

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<tr>
<th><strong>Originating institution(s)</strong></th>
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<td><strong>HESA JACS (Joint Academic Coding System) Code(s) per programme/pathway</strong></td>
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<td><strong>Date and version number of this Programme Specification</strong></td>
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* This Programme Specification was approved in June 2013 following validation / revalidation by Academic Standards Committee. Modifications were added in June 2015. It takes effect from September 2015 and applies to all current students and new enrolments.

**Modifications:**

NM 1314 04  ST 1314 07  ST 1415 02  ST 1415 04  NM 1415 20

**Progression has been added:**

Georgian College (P1415 02) / Sunway University (Malaysia) (P1415 32)

P1516 01: P1516 04
BASIC PROGRAMME DATA

Originating institution(s)  Bournemouth University
Award(s) and title(s)  BA (Hons) International Hospitality Management  
DipHE International Hospitality Management  
CertHE International Hospitality Management
UCAS Programme Code(s) (where applicable and if known)  N863
HESA JACS (Joint Academic Coding System) Code(s) per programme/pathway  N800, N100, N500
External reference points(s)  QAA Chapter 1: The National Level (incorporating the Framework for Higher Education Qualifications (FHEQ));  
QAA Subject Benchmark Statements (HLST)  
General Business and Management 2007
Professional, Statutory and Regulatory Body (PSRB) links  Institute of Travel and Tourism (ITT)  
Institute of Hospitality
Place(s) of delivery  Bournemouth University
Mode(s) of delivery  Sandwich – full-time and part-time
Credit structure  Level C 120 (60)  
Level I 120 (60)  
Level H 120 (60)
Duration  4 years
Date of original approval(s)  September 2013
Date of first intake  September 2015
Student numbers  75 students
Placements  Minimum 30 weeks
Partner(s) and model(s)  None
Date and version number of this Programme Specification  January 2017 – V1.9-0917

* This Programme Specification was approved in June 2013 following validation / revalidation by Academic Standards Committee. Modifications were added in June 2015. It takes effect from September 2015 and applies to all current students and new enrolments.

Modifications:  
ST 1314 14  ST 1415 02  ST 1415 04  NM 1415 19

Progression has been added: Kaplan BUIC, Kaplan London (P1415 09), INTO (P1415 05, P1415 07), BBSI & MLS – June 2014  
Bu 1617 01, approved 24/02/2016. Previously v1.8-0916
1.0 AIMS OF THE DOCUMENT

This document comprises the Programme Specification for the four year BA (Hons) International Hospitality Management and a one year Top Up programme, BA (Hons) International Hospitality and Tourism Management.

These programmes have been combined into one programme document as they not only share a common subject area as well as some units but they are also managed and delivered by one team.

Despite sharing units and resource, the programmes do differ slightly in objectives, sources of recruitment and approach and where variance exists between the programmes the differences are explicitly identified and discussed.

INTRODUCTION

The aims of this document are to:

- define the structure and content of the programmes;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards offered through these programmes.

The programmes are located within the School of Tourism providing programmes which are both professional and which contribute to Bournemouth University’s strategic plan. The programmes are designed to provide the opportunity for students to acquire an academic and rigorous education in hospitality specific management areas, whilst at the same time developing professional, intellectual and inter-personal skills.

These programmes will produce graduates who have developed the skills employers require, including inter-personal, communication and information technology skills. This is evidenced by a number of studies identifying the changing skills base of the professions, which suggest that employers are increasingly looking for the ‘softer’ skills of communication, general management and technological adeptness.

THE INTERNATIONAL CONTEXT

It is recognised that many students will wish to maintain a broad international dimension to their studies so as to be prepared for employment in a range of cultures and locations around the world. This is recognised as an important aspect of all our hospitality programmes.

For the purposes of each of the programmes, there are a number of aspects which develop and highlight the international dimensions, including:

- staff who have experience of facilitating the learning of home and international students both within the UK and abroad;
- students drawn from a number of different cultures and nationalities. It would be the expectation that these students would be encouraged to contribute their perceptions and ideas, which may have been shaped by their home cultures. The Top Up has a high % of international students and the IHM has a much higher than average international mix.
- content and reference materials, which reflect international dimensions of the units;
- access to a wide range of internationally based resources both within the University and on the web;
- industrial examples which, by the nature of the industries concerned, have a tendency to be internationally focused;
- assessments which allow students to derive their source materials from a range of cultural backgrounds;
The international focus described is incorporated into all the programmes 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 the sectors and provide products and services within the international market place. The Top Up programmes in particular were originally developed for domestic students on HND and Foundation degrees wishing to raise the level of their academic attainment as well as to encourage recruitment of international students seeking to build on underpinning programmes from their home countries. This ethos remains and this programme provides an opportunity to recruit students from a diverse range of educational backgrounds.
2.0 PROGRESSION ROUTES

Students who have successfully completed FdA Tourism Management (BPC) with a merit profile will be eligible to apply for entry with advanced standing to Level H of the BA (Hons) International Hospitality and Tourism Management (Top Up) and credited with 240 credits at Level C and I.

Students who have successfully completed FdA Tourism and Hospitality Management (BPC) with a merit profile will be eligible to apply for entry with advanced standing to Level H of the BA (Hons) International Hospitality and Tourism Management (Top Up) and credited with 240 credits at Level C and I.

Students who have successfully completed FdA Tourism and Events Management (BPC) with a merit profile will be eligible to apply for entry with advanced standing to Level H of the BA (Hons) International Hospitality and Tourism Management (Top Up) and credited with 240 credits at Level C and I.

Students who have successfully completed FdA Professional Culinary Arts (BPC) with a merit profile will be eligible to apply for entry with advanced standing to Level H of the BA (Hons) International Hospitality and Tourism Management (Top Up) and credited with 240 credits at Level C and I.

Students who have successfully completed Diploma in Culinary Arts (level 5)/BSc (Hons) in Culinary Management (level 5)/Diploma in Hotel Management (level 5)/BSc (Hons) International Hospitality Management (level 5)/ (Sunway University Malaysia) with a 60% course average will be eligible to apply for entry with advanced standing to BA (Hons) International Hospitality and Tourism Management Top-up (level 6 direct entry).

Underpinning

Applicants from BBSI programmes which have approved Recognition without Advanced Standing arrangements must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the School of Tourism at Bournemouth University.

Applicants from MLS programmes which have approved Recognition without Advanced Standing arrangements must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the School of Tourism at Bournemouth University.

Applicants from Kaplan BUIC programmes which have approved articulation routes must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the School of Tourism at Bournemouth University.

Applicants from Kaplan London programmes which have approved Recognition without Advanced Standing arrangements must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the School of Tourism at Bournemouth University. (This agreement is Subject to Approval)

Applicants from Georgian College, Ontario programmes which have approved Recognition with Advanced Standing arrangements must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the School of Tourism at Bournemouth University.

Applicants from INTO London programmes which have Recognition without Advanced Standing must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the School of Tourism at Bournemouth University.

Recognition Agreements
Recognition arrangement 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 (I:\Academic Services\Collaborative\Recognition arrangements\MASTER Recognition Register.xlsx) for a full list of approved recognition agreements 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.
3.0 ACADEMIC AND PROFESSIONAL CONTEXTS

In order to identify most clearly the points of reference for the design of the new programmes, it is desirable to describe the design process undertaken.

Definition of desired qualities:

- Structure to reflect the philosophies and values of the programme whilst remaining part of the School of Tourism’s programmes within HLSTER;
- Simple structure with addition of some options at Level H- as identified by both External Examiners reports and by student demand. Options to allow students to choose areas that may be of interest career wise and give specific focus to their final degree;
- Clearly professionally hospitality specific – identified through industry requirements from discussions with specialists and recruiters;
- The programme to be distinct within the School of Tourism to meet industry requirements;
- Focus to be on developing professional managers able to operate within an international industry;
- Marketable to applicants, identified by marketing office;
- Competitive - survey of principal competitors (web based);
- Deliverable - within our current human resource;
- High quality - QAA unit 25 benchmarks, internal quality audit;
- Encompasses the thoughts of externals and QAA in terms of level of challenge and development of analytical skills - QAA review document (2002), and subsequent External Examiner reports.

Started by identifying:

- Successful units and learning patterns within existing and former structures - programme team meetings.
- The BA (Hons) International Hospitality Management programme is an improvement on the very successful programmes that have been developed over a number of years to meet industry needs. The strengths of the previous degree have been brought into the new internationally focused hospitality degree.
- The BA (Hons) International Hospitality & Tourism Management programme consolidates our Top Up provision offering a single route from FdA/HND which builds on existing strengths but adds flexibility of focus via the inclusion of an option choice – (as recommended by programme team meetings, External Examiner reports, students’ feedback)
- Expectations of potential and existing students (via the student survey and PCM meetings.)
- The PCM at all levels help direct changes to the previous hospitality programmes and where appropriate they have been used to develop the new degree.
- The QAA Subject Benchmark Statements
  The hospitality programmes have over the years identified themselves as management programmes as part of the subject benchmarks for EHLST. The programmes adhere to the QAA definition of Hospitality as being ‘characterised by a core which addresses the management of food, beverage and/or accommodation in a service context’

  The defining characteristic of any programme will be the study of the management and technical disciplines relevant to hospitality. It is expected that the learning and assessment experience of all students will be contextualised to the areas covered by this definition.
  Provision of hospitality education stems from a highly vocational focus. Programmes in hospitality have evolved significantly beyond this vocational focus to combine technical, management and scientific disciplines as a coherent whole.

- Institute of Hospitality’s Corpus of Management Excellence benchmarks.
The Institute of Hospitality's benchmarks and guidance have been followed for a significant number of years in the development of previous hospitality programmes. The benchmarks were followed in order to attain strong and industry focused programmes of study.

Programme structure to reflect:

The University wide commitment to developing:

- the four principle core skills of Subject Knowledge and Understanding, Intellectual Skills, Subject specific Skills and Transferable Skills;
- IT knowledge and skills;
- entrepreneurial skills within students;
- knowledge and understanding of diversity and global issues;
- Commitment to Personal Professional Development at each level;
- Current industry needs and expectations.

Each of the above criteria have been integrated within the hospitality programmes of study at a variety of levels and within a variety of units. The programme structure clearly identifies with the above points and develops the entrepreneurial, diversity and global themes across the degree curriculum. These themes are further reflected within ILO’s and through the learning, teaching and assessment strategies. The programmes have also been developed following continuous discussion with the team’s industry partners. These partners are a significant strength within the school and through regular meetings visits and discussions are able to comment and advise as necessary.

In particular the programme structure has been developed so that it can respond to the professional expectations of the industry and thus ensure that our students graduate with highly developed employability skills.

TOP UP PROGRAMMES

A suite of Top Up programmes have been running for the past four years and were originally intended to provide a medium of articulation for internal HND students wishing to undertake additional study and to graduate with a degree. In this respect, the School was the first within the University to provide a route for this type of development and originally the students were combined with the continuing final year student cohort. Latterly, the programme has increasingly been taught as a 'separate' entity from the main degree programmes and greater emphasis has been put on recruiting from a broader range of markets including other HND/FdA programmes and international students. Whilst the intention is to manage two 'separate' programmes there is a clear link with the BAIHM programme to give a basis for the programmes’ structures and content. The previous Hospitality, Hospitality and Tourism and the Tourism programmes have recruited a steady number of students at BU with an increasing emphasis in recent years on international students. With a small reduction in numbers recently the new programme is more focused and better reflects changing demands whilst focusing on the team’s strengths.
4.0 AIMS OF THE PROGRAMMES

To ensure clarity this section is divided as follows:

BA (Hons) International Hospitality & Tourism Management Page 11
- Overall programme aims
- Overall programme outcomes

BA (Hons) International Hospitality Management Page 13
- Overall programme aims
- Overall programme outcomes
  - Level outcomes:
    - Level C
    - Level I
    - Level H

4.1 OVERALL PROGRAMME AIMS
BA (HONS) International Hospitality and Tourism Management (Top Up)

The programme aims to develop in the graduates the ability to work in a range of roles in the appropriate hospitality or tourism sectors selected by the student.

The aim of this programme is the development of graduates who:

- can demonstrate a critical understanding of the principles and methods of working appropriate to the broad hospitality and tourism industries;
- have developed the cognitive abilities of critical evaluation, analysis and synthesis;
- are self-reliant, self-disciplined learners capable of working in an interdisciplinary environment;
- are able to meet the challenges presented by a career in a national or international environment appropriate to the hospitality and tourism industries;
- possess academic curiosity and the appropriate academic foundations for further study and professional training.

4.1.1 INTENDED LEARNING OUTCOMES

OVERALL PROGRAMME OUTCOMES

Subject knowledge and understanding

Students will be expected to:

A1 demonstrate a critical understanding of the core management disciplines and methods of working and apply them to the appropriate industry context;

A2 develop their knowledge and understanding of academic and professional practice within a framework of critical evaluation and synthesis;

A3 demonstrate a critical awareness of the moral, ethical and legal issues underpinning good management practice in an international environment;
A4 demonstrate relevant managerial skills and knowledge by exposure to national and international professional practice;

A5 work within a multi and inter disciplinary approach to study.

**Intellectual Skills**

Students will be expected to:

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;

B2 devise and sustain arguments, and solve problems, familiar and unfamiliar, using ideas and techniques current within the relevant international industry context;

B3 analyse and critically appraise scholarly output in order to manage and extend their own learning;

B4 integrate evidence from a range of sources to develop and support findings and hypotheses;

B5 carry out their own research through applying appropriate methods and techniques and existing knowledge.

**Subject-specific skills**

Students will be expected to:

C1 recognise and value the centrality of the consumer and meet and respond to their needs within their selected industry;

C2 demonstrate a sound understanding of the core business disciplines appropriate to their selected industry;

C3 identify trends, opportunities and innovations at corporate and operations level within the appropriate industry and be able to manage any necessary changes required within a national and international context;

C4 identify diversity of business practices in a national and international context and adapt their responses to allow for such variances within their selected industry.

**Transferable Skills**

Students will be expected to:

D1 communicate effectively and with confidence by oral, written and visual means;

D2 demonstrate competence in a range of IT skills in order to operate comfortably in a working environment within a management context;

D3analyse numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems;

D4 work successfully in collaboration with others, adopting a leadership role where and when appropriate;
D5 plan and manage their own continued personal and professional learning by setting appropriate and achievable goals;

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.

4.2 OVERALL PROGRAMME AIMS
BA (HONS) INTERNATIONAL HOSPITALITY MANAGEMENT

The programme’s is designed to develop in graduates the ability to work in a range of roles in the broad, exciting and demanding international hospitality industry.

The specific aims of the programme are the development of graduates who:

- can demonstrate a critical understanding of the principles and methods of working appropriate to the food and hospitality industry;
- have developed the cognitive abilities of critical evaluation, analysis and synthesis;
- can demonstrate practical management skills relevant to both the domestic UK and international hospitality industry;
- are self-reliant, self-disciplined learners capable of working in an interdisciplinary environment;
- are able to meet the challenges presented by a career in a national or international hospitality environment;
- possess academic curiosity and the appropriate academic foundations for further study and training.

4.2.1 INTENDED LEARNING OUTCOMES

OVERALL PROGRAMME OUTCOMES

Subject knowledge and understanding

Students will be expected to:

A1 demonstrate a critical understanding of the core management disciplines and methods of working and apply them to the hospitality industry context;

A2 develop their knowledge and understanding of academic and professional practice within a framework of critical evaluation and synthesis;

A3 demonstrate a critical awareness of the moral, ethical and legal issues underpinning good management practice;

A4 demonstrate hospitality relevant managerial skills and knowledge by exposure to professional practice;

A5 plan, design and execute practical activities using appropriate techniques and procedures;

A6 work with a multi and inter disciplinary approach to study;

A7 identify the principle aims of the experience economy within the hospitality industry.

Intellectual Skills
Students will be expected to:

B1   critically evaluate arguments, assumptions and concepts and data using supporting evidence in order to make judgements and to frame appropriate questions to achieve a solution to a problem;

B2   devise and sustain arguments, and solve problems, familiar and unfamiliar, using ideas and techniques current within the disciplines of the hospitality industry;

B3   analyse and critically appraise scholarly output in order to manage and extend their own learning;

B4   integrate evidence from a range of sources to develop and support findings and hypotheses;

B5   carry out their own research through applying appropriate methods and techniques and existing knowledge.

Subject-specific skills

Students will be expected to:

C1   demonstrate a critical understanding of management and business issues particular to food service management;

C2   plan, execute and report on a live project involving corporate hospitality clients with due regard to safety and risk assessment;

C3   recognise and value the centrality of the hospitality consumer and meet and respond to their needs;

C4   identify and respond appropriately to the diversity that prevails within the international food and hospitality industry in relation to its principal stakeholders;

C5   demonstrate a sound understanding of the core hospitality business disciplines and apply these in a practical context;

C6   identify trends, opportunities and innovations at corporate and operations level within the hospitality industry and be able to manage the necessary change required at national and international level;

C7   evaluate leading innovative business management techniques appropriate to the international hospitality industry.

Transferable Skills

Students will be expected to:

D1   communicate effectively and with confidence by oral, written and visual means;

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;

D3   analyse numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems;

D4   work successfully in collaboration with others, adopting a leadership role where and when appropriate;
D5 plan and manage their own continued personal and professional learning by setting appropriate and achievable goals;

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.

LEVEL OUTCOMES

CERTIFICATE LEVEL – Certificate of Higher Education International Hospitality Management

The hospitality programme’s first year enables students to develop their understanding of the principles and practices of the hospitality industry and its environment. The academic elements are fully supported by ensuring that students are involved in practical areas thereby students will be better placed to identify appropriate personal skills that can be developed for themselves and show an understanding of others.

It is recognised that students come into Level C from a variety of educational and experiential backgrounds and that staff need to manage this situation in a classroom and real working environment whilst ensuring that all students reach the required learning level in all units by the end of the year. A high level of practical involvement developing technical skills is facilitated in Level C. This has the following aims:

a) to facilitate a better understanding of their subjects through practical experience;

b) to ensure students gain a realistic understanding of the industry in which they have chosen to pursue a career as early as possible.

Subject knowledge and understanding

Students will be expected to:

A1 demonstrate a firm foundation of business theory and disciplines and their application to the hospitality industry;

A2 place the hospitality industry and its sectors in the micro and macro economic environment;

A3 produce and interpret basic financial data;

A4 understand operational production and service issues;

A5 locate the hospitality industry in the wider context of the experience economy;

A6 demonstrate an understanding of food service operations and those factors that underpin their safe and effective operation.

Intellectual Skills

Students will be expected to:

B1 produce and rationalise basic business data with guidance, using given classifications/principles;

B2 identify and utilise appropriate information sources and ideas in a predictable and standard format;
B3 identify problem areas common to the operational business context and determine solutions to associated unpredictable problems;
B4 develop independent reading, learning and investigative strategies;
B5 develop fundamental analytical skills;
B6 discuss legal and ethical issues associated with hospitality operations;
B7 employ of a range of specialised skills appropriate to the subject and to this Level.

**Subject-specific skills**

Students will be expected to:

C1 apply business law to the hospitality business unit environment;
C2 understand the historic and philosophical underpinning principles of hospitality and hospitality management;
C3 understand key operations/management principles and practice in the operation of a hospitality unit;
C4 understand and apply the principles of good nutrition and food safety practices in a range of hospitality environments;
C5 understand and apply food law and safety regulations to the industry in general and specifically within the practical working environment;
C6 demonstrate a practical understanding of basic issues underpinning food preparation and service.

**Transferable Skills**

Students will be expected to:

D1 communicate effectively in a variety of written and oral forms;
D2 prioritise challenging work load and manage their own time effectively;
D3 work in collaboration with others;
D4 develop IT skills in presentation, spreadsheet and word-processing applications;
D5 start to develop the ability to become independent and reflective learners;
D6 solve numerical problems using appropriate techniques.

**INTERMEDIATE LEVEL – Diploma of Higher Education in International Hospitality Management**

The emphasis in Level I is on the development of management skills at an operational functional level. This reflects the fact that many operations managers, outside of the major chains, are at the level where most decisions are made. This will allow students to start to build more in-depth knowledge of management within the hospitality industry. This will increase students’ motivation and commitment to their planned career.
Underpinned by Level C development of student skills, Level I aims to develop students’ intellectual skills through critical analysis and early decision making. A strong theme is the learning of theory and its practical application in a specific hospitality context, which is practiced and assessed through the use of the real working environment, practical project work and presentations, case studies and company visits.

The preparation for the industrial placement year is a key objective at Level I. This carries two distinct strands:

a) the development of personal and professional skills associated with employment in the industry.

b) the development of intellectual capability associated with the individual research project, or dissertation.

Subject knowledge and understanding:

Students will be expected to:

A1 recognise and value the centrality of the modern discerning hospitality consumer and meet and respond to their needs;

A2 analyse hospitality business performance data and develop appropriate short and medium term operational strategies;

A3 understand, analyse and apply a range of research methods relevant to the hospitality commercial environment;

A4 apply the theories that pertain to the successful management of people in the business context.

Intellectual Skills

Students will be expected to:

B1 generate ideas through the analysis of concepts at an abstract level;

B2 analyse a range of information with minimal guidance;

B3 compare alternative methods and techniques for obtaining data, evaluating the significance and relevance of the data collected;

B4 utilise diagnostic and creative skills in a range of technical, professional or management functions;

B5 exercise appropriate judgment in planning, design, technical and/or supervisory functions related to products/services, operations or processes.

Subject-specific skills

Students will be expected to:

C1 understand the development and operational issues associated with successful operations management;

C2 understand management information systems in the operational hospitality management context and recognise the consequences of system failure;

C3 demonstrate a detailed understanding of the design and management of services and business resources;
C4 develop and offer the rationale for a range of hospitality products and services to be offered for sale to a particular market;

C5 demonstrate a practical understanding of the issues underpinning hospitality design and development;

C6 demonstrate a practical understanding of the issues underpinning food preparation and service.

**Transferable Skills**

Students will be expected to:

D1 demonstrate problem solving skills;

D2 accept responsibility and accountability for determining and achieving personal and/or group outcomes;

D3 be reflective learners and analyse their strengths and weaknesses;

D4 communicate effectively in both written and oral form;

D5 use a range of IT software to produce data for analysis;

D6 show some levels of leadership as appropriate, within a group environment;

D7 identify career & professional opportunities.
5.0 LEARNING AND TEACHING STRATEGIES AND METHODS

This section describes the learning and teaching employed by the hospitality team across the programmes described in this specification. Where there are specific differences between programmes these are highlighted.

A wide range of learning and teaching methods and strategies are employed across the programmes to reflect and support different learning styles, promote team working and to better encourage individual excellence. The approach is developmental and makes full use of the School’s and the University’s physical resource. Practical learning takes place in the Food Research Laboratory, the Food Management Centre and The Retreat, the School’s real working environment (RWE). This is supported by lectures, seminars, tutorials (group & individual) and computer-based workshops which feature across the curricula. All student learning is supported by access to the University’s VLE ‘myBU’ which provides access to unit, programme, and library learning resources as well as access to aspects of students support materials and information.

At Level C students will work in the Food Management Studio to develop their practical food skills and in the Food Research Laboratory to undertake practical work to support the nutrition and food hygiene aspects of the ‘Food Studies’ unit. In the second semester they move into The Retreat (Real Working Environment) to run the restaurant in an ‘operative’ capacity. At Level I the students take over running The Retreat in this integrated business-based approach to learning. Level I learning is also supported by an on-line Hotel Simulation resource. At Level H the students move away from the practical and RWE environment to a more academic based learning strategy.

More academic aspects of learning are also developmental. Students are introduced as early as possible to the skills of research and analysis, independent and group learning. At Level C attention is explicitly focused on the acquisition of the underpinning technical skills and knowledge relevant to the successful operation of a unit within the food and hospitality industry, while simultaneously developing in a contextual manner the corresponding transferable skills. At Level I the emphasis is realigned, to develop the critical, analytical and evaluative skills, required first by the industrial placement year and then Level H. There is also a greater emphasis on group collaborative working in order to progress the student’s ability to relate to and work successfully with others. Students are expected to read independently in preparation for seminar sessions thus taking greater responsibility for their own development. Units where appropriate, are supported, by visiting speakers from industry and relevant IT hardware and software is used to develop and present quantitative research and financial data.

At Level H the emphasis is further realigned to enhance the development of the critical, analytical and evaluative skills acquired through Level I, industrial placement year, and in the case of the Top Up students their studies in previous institutions and workplace experience. For the continuing students there is one major collaborative project (Consultancy Project) which develops the student’s ability to relate to and work successfully with others. However the key emphasis at this level is on individual attainment. In taking greater responsibility for their own development students will be expected to read independently and widely both for preparation for seminar sessions and for their dissertation. They are expected to engage with current affairs and in relevant debate and discussion from a position of knowledge.

The significant majority of the learning and teaching methods adopted with the Top Up students are the same but it is recognised that these students often have differing needs. They are unfamiliar with the University and their tutors; they are also sometimes unfamiliar with the approaches to learning and teaching described above. These issues mean that our Top Up students require closer support and guidance throughout their studies but particularly in the first weeks of study. This is facilitated via a structured induction programme which links closely with wider University induction provision.

At all levels, lecturers will incorporate a wide range of learning and teaching techniques which utilise contemporary technology to enhance student learning, including podcasts, blogs, discussion boards, professional social networking and IT based platforms.
6.0 ASSESSMENT STRATEGIES AND METHODS

The assessment diet is managed across each academic level and throughout each programme of study to ensure an appropriate balance between group and individual assessment, coursework and examination. Wherever appropriate coursework and examination questions are designed to allow students to demonstrate their understanding of the practical application of ideas and concepts.

A variety of assessment methods will be employed at Level C, including formal reports, essays, reviews, practical assignments, presentations, open book tests, web based interactive self-assessment tests, portfolio building as well as formal examination. The emphasis is on individual assessment supported by group assessment. The School’s guidance on group work is followed to ensure an appropriate balance between individual and group work. Thus the student may demonstrate their individual achievement both cognitively and in the development of the necessary transferable skills.

At Level I coursework assessment is undertaken both individually and in groups with the addition of individual reflective reports. Coursework, wherever appropriate will be designed to reflect the practical application of ideas and concepts. Students will be offered opportunities to demonstrate their individual abilities through the range of assessment methods outlined at Level C.

For BA (Hons) International Hospitality Management students at Level H there is one major piece of collaborative assessment, which will be assessed in groups. This reflects the both the collaborative nature of the project and, perhaps more significantly, the collaborative nature of many job roles in hospitality and tourism. It enables students to both find their place in the team and to bring their personal and academic strengths to bear on the final piece of work. Apart from this, students are offered opportunities to demonstrate their individual abilities through the range of assessment methods including formal reports, essays, reviews, practical assignments, formal presentations and workshop facilitation, open book tests, web based interactive self-assessment tests, as well as formal examination and a major research project in the form of a dissertation.

For the Top Up students there are no elements of assessed groupwork in the core units. Any such work will be dependent on option assessment strategies. Wherever appropriate, coursework and examination questions are designed to allow our students to demonstrate their understanding of the practical application of ideas and concepts and further develop employability and professional skills, knowledge and understanding.
### Programme Skills Matrix - BA (Hons) International Hospitality and Tourism Management – Top Up

Matrix table showing the relationship between ILOs for a programme and its constituent units

<table>
<thead>
<tr>
<th>Units</th>
<th>Programme Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A1 A2 A3 A4 A5 B1 B2 B3 B4 B5 C1 C2 C3 C4 D1 D2 D3 D4 D5 D6</td>
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<tr>
<td>L E V</td>
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<td>L</td>
<td>Dissertation (Top Up)</td>
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<td></td>
<td>X X X X X X X X X X X X X X</td>
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<tr>
<td>H</td>
<td>Customers, Marketing Communications and Social Media</td>
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<td></td>
<td>X X X X X X X X X X X X X X</td>
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<tr>
<td></td>
<td>Leadership in Hospitality</td>
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<td></td>
<td>X X X X X X X X X X X X X X</td>
</tr>
<tr>
<td></td>
<td>Global Hospitality and Tourism Issues</td>
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<tr>
<td></td>
<td>X X X X X X X X X X X X X X</td>
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<tr>
<td></td>
<td>Conference and Events Management</td>
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<td></td>
<td>Financial Management</td>
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<td>X X X X X X X X X X X X X X</td>
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<td></td>
<td>Food, Culture and Travel</td>
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<td>X X X X X X X X X X X X</td>
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<tr>
<td></td>
<td>Leisure, Tourism, Events and Climate Change</td>
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<td>X X X X X X X X X X X X</td>
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<td></td>
<td>Media, Tourism and Leisure</td>
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<td>X X X X X X X X X X X X</td>
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<tr>
<td></td>
<td>Professionalism and Leadership</td>
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<tr>
<td></td>
<td>X X X X X X X X X X X X</td>
</tr>
</tbody>
</table>

### A - Subject Knowledge and Understanding
- **A1** demonstrate a critical understanding of the core management disciplines and methods of working and apply them to the appropriate industry context;
- **A2** develop their knowledge and understanding of academic and professional practice within a framework of critical evaluation and synthesis;
- **A3** demonstrate a critical awareness of the moral, ethical and legal issues underpinning good management practice in an international environment;
- **A4** demonstrate relevant managerial skills and knowledge by exposure to national and international professional practice;
- **A5** work within a multi and inter disciplinary approach to study.

### C - Subject-specific/Practical Skills

<table>
<thead>
<tr>
<th></th>
<th>C1 C2 C3 C4 D1 D2 D3 D4 D5 D6</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>recognise and value the centrality of the consumer and meet and respond to their needs within their selected industry;</td>
</tr>
<tr>
<td></td>
<td>demonstrate a sound understanding of the core business disciplines appropriate to their selected industry;</td>
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<tr>
<td></td>
<td>identify trends, opportunities and innovations at corporate and operations level within the appropriate industry and be able to manage any necessary changes required within a national and international context;</td>
</tr>
<tr>
<td></td>
<td>identify diversity of business practices in a national and international context and adapt their responses to allow for such variances within their selected industry.</td>
</tr>
</tbody>
</table>

### B - Intellectual Skills
- **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;
- **B2** devise and sustain arguments, and solve problems, familiar and unfamiliar, using ideas and techniques current within the relevant context.

### D - Transferable Skills
- **D1** communicate effectively and with confidence by oral, written and visual means;
- **D2** demonstrate competence in a range of IT skills in order to operate comfortably in a working environment within a management context;
<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>B3</strong></td>
<td>analyse and critically appraise scholarly output in order to manage and extend their own learning;</td>
</tr>
<tr>
<td><strong>B4</strong></td>
<td>integrate evidence from a range of sources to develop and support findings and hypotheses;</td>
</tr>
<tr>
<td><strong>B5</strong></td>
<td>carry out their own research through applying appropriate methods and techniques and existing knowledge.</td>
</tr>
<tr>
<td><strong>D3</strong></td>
<td>analyse numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems;</td>
</tr>
<tr>
<td><strong>D4</strong></td>
<td>work successfully in collaboration with others, adopting a leadership role where and when appropriate;</td>
</tr>
<tr>
<td><strong>D5</strong></td>
<td>plan and manage their own continued personal and professional learning by setting appropriate and achievable goals; 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.</td>
</tr>
</tbody>
</table>
# Programme Skills Matrix - BA (Hons) International Hospitality Management

Matrix table showing the relationship between ILOs for a programme and its constituent units

| Units                                                        | A1 | A2 | A3 | A4 | A5 | A6 | A7 | B1 | B2 | B3 | B4 | B5 | C1 | C2 | C3 | C4 | C5 | C6 | C7 | D1 | D2 | D3 | D4 | D5 | D6 |
|--------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Dissertation (Hospitality)                                   | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Leadership in Hospitality                                    |    |    | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  |    |    |    |
| Consultancy Project (Hospitality)                            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Global Hospitality and Tourism Issues                        |    |    |    |    |    |    | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Customers, Marketing Communications and Social Media         |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| E-Business                                                   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Fashion Marketing                                            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Financial Management                                         |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Languages                                                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Marketing and Corporate Communications                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Professionalism and Leadership                               |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Small Business Management                                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Conference and Events Management                             |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Digital Marketing                                            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Food, Culture and Travel                                     |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Leisure, Tourism, Events and Climate Change                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Food and Beverage Management                                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Hospitality Resources and Revenue Management                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Personal and Professional Development (Hospitality)          |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Consumer Experience and Behaviour (Hospitality)              |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Investigating Hospitality                                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Management Decision-Making                                   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Food Studies                                                 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

BA (Hons) International Hospitality and Tourism Management (Top Up)
BA (Hons) International Hospitality Management
Version 1.9-0917
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<table>
<thead>
<tr>
<th>E</th>
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<th>X</th>
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<td>X</td>
<td>X</td>
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<td>E</td>
<td>Financial Reporting (Hospitality)</td>
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<tr>
<td>E</td>
<td>Hospitality Operations</td>
<td>X</td>
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<td>E</td>
<td>Marketing for Hospitality</td>
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</tr>
</tbody>
</table>

### A - Subject Knowledge and Understanding

- **A1** demonstrate a critical understanding of the core management disciplines and methods of working and apply them to the hospitality industry context;
- **A2** develop their knowledge and understanding of academic and professional practice within a framework of critical evaluation and synthesis;
- **A3** demonstrate a critical awareness of the moral, ethical and legal issues underpinning good management practice;
- **A4** demonstrate hospitality relevant managerial skills and knowledge by exposure to professional practice;
- **A5** plan, design and execute practical activities using appropriate techniques and procedures;
- **A6** work with a multi and inter disciplinary approach to study;
- **A7** identify the principle aims of the experience economy within the hospitality industry.

### B - Intellectual Skills

- **B1** critically evaluate arguments, assumptions and concepts and data using supporting evidence in order to make judgements and to frame appropriate questions to achieve a solution to a problem;
- **B2** devise and sustain arguments, and solve problems, familiar and unfamiliar, using ideas and techniques current within the disciplines of the hospitality industry;
- **B3** analyse and critically appraise scholarly output in order to manage and extend their own learning;
- **B4** integrate evidence from a range of sources to develop and support findings and hypotheses;
- **B5** carry out their own research through applying appropriate methods and techniques and existing knowledge.

### C - Subject-specific skills

- **C1** demonstrate a critical understanding of management and business issues particular to food service management;
- **C2** plan, execute and report on a live project involving corporate hospitality clients with due regard to safety and risk assessment;
- **C3** recognise and value the centrality of the hospitality consumer and meet and respond to their needs;
- **C4** identify and respond appropriately to the diversity that prevails within the international food and hospitality industry in relation to its principal stakeholders;
- **C5** demonstrate a sound understanding of the core hospitality business disciplines and apply these in a practical context;
- **C6** identify trends, opportunities and innovations at corporate and operations level within the hospitality industry and be able to manage the necessary change required at national and international level;
- **C7** evaluate leading innovative business management techniques appropriate to the international hospitality industry.

### D - Transferable Skills

- **D1** communicate effectively and with confidence by oral, written and visual means;
- **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;
- **D3** analyse numerical information within the context of their industry using appropriate techniques in order to make judgements and solve problems;
- **D4** work successfully in collaboration with others, adopting a leadership role where and when appropriate;
- **D5** plan and manage their own continued personal and professional learning by setting appropriate and achievable goals;
- **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.
7.0 WORK-BASED LEARNING (WBL) / PLACEMENTS ELEMENT

The Industrial Placement
BA (Hons) International Hospitality Management only

Both employers and the University see the Industrial Placement as an essential part of our undergraduate programmes. The duration of a minimum of 30 weeks in an approved business environment is sufficiently long enough to allow both operational experience and exposure to a wide range of supervisory and junior managerial opportunities. The extent of responsibility and managerial experience available will however, of necessity, vary from business to business.

The Industrial Placement period provides the opportunity for the student to contextualise the first two years of their undergraduate programme and to develop an overall perspective of how their placement organisation specifically and the sector more generally operates from a ‘real’ rather than an ‘academic’ perspective. During the placement, our students are given the opportunity to apply their knowledge and skills to a business setting and through a process of self-reflection and critical analysis, will integrate their University-based knowledge with their work experience and in consequence extend and contextualise their professional knowledge.

The Industrial Placement is intended to encourage greater exit velocity in students at Level H, by fostering the personal development and, in most cases, the technical knowledge and skills which will allow them to make a dynamic contribution to their programme during their final year. It should also provide our students with a basis upon which to make informed career choices and should consolidate the enthusiastic demand shown by employers for graduates from our suite of undergraduate programmes. As well as equipping our students with work experience it is not unusual for many of our students to be invited back to their placement organisation, after graduation, as a first career destination.

The aims of the Placement Year may be specifically stated as:

- to encourage the ability to consolidate and extend the technical and managerial skills they have developed during the first two years of study;
- to develop a knowledge and understanding of the practical aspects of the relevant industry, which in turn act as a basis and platform for more advanced levels of learning that take place in the final year;
- to encourage a mature attitude towards personal development and the management of academic studies;
- to provide students with the basis upon which to make informed career choices;
- to facilitate personal and professional development through the experience of being a full time employee for a minimum of 30 weeks.

Intended Learning Outcomes

On completion of the placement year, the student is expected to have;

- made an effective contribution to the employing organisation,
- developed first-hand experience of a working environment and in particular the problems encountered in human, financial and other resource terms;
- developed both interpersonal and technical skills necessary for the successful completion of their work;
- considered and discussed with their work colleagues, supervisors and Placement Development Advisor (PDA) the relationship between theoretical concepts and the practical situations encountered;
- applied careful thought to the ways in which their placement experience may help and inform their personal plans for their future career;
- developed ideas and skills which help the student to make an effective contribution to the learning process within their programme during their final year of study.
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 Level I (year 2), 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 H.

The student must successfully complete the 30 weeks 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 PDA if they are to progress onto the final year of their programme.

Students who fail to complete their Placement successfully will be required to make good their failure and in the case of the minimum 30 week Placement itself by deferring completion of their final year, until the minimum 30 weeks has been successfully completed.

Duration of the Industrial Placement
30 weeks minimum of full-time work in a placement selected by the student and confirmed by the School, which should be appropriate to their programme of study.

Students may also have the option of incorporating a period of academic Study Abroad within their minimum 30 week placement. Further details will be available within the School of Tourism.

Management of the Industrial Placement
The School has two Employability Coordinators who are able to provide advice on placements and provide opportunities for students to meet potential employers. Whilst all of our undergraduate programmes enjoy a wide range of contacts with employers from local, regional, national and international companies, the primary responsibility for finding and subsequently securing an appropriate Industrial Placement remains with the student.

The main duties of the Employability Coordinators are to:
- support the students in finding appropriate places on the basis of student preference and placement availability;
- advise the student so that, together with a representative of the placement organisation's training or personnel department, the student may negotiate a planned programme of development taking into account any constraints which may be imposed by the organisation;
- advise in the student's self-assessment of, and recognition of, the competencies they have developed on the programme to date and their requirement for future progression;
- ensure effective monitoring for each student.

During the second year, the Employability Coordinator together with staff from the School and the Graduate Employment Service will offer guidance to students on securing a placement including advice on preparing a CV, application procedures and interview techniques. Students will also be advised on standards of behaviour, and how to get the most from their period of work-based learning. This work is supported in particular through the Level I ‘People and Performance’ unit.

Once a placement has been secured, the Employability Coordinator communicates the student’s situation to the designated Placement Development Advisor (PDA) from the University's Graduate Employment Service. The Placement Development Advisor is the initial point of contact for all students whilst undertaking their placement year. During the year, our PDA’s support our UK based students through a combination of review meetings at their place of work and access through e-mail and telephone. Contact with students on placement overseas is supported by e-mail and if necessary, telephone.

The main purpose of these visits is to check on the progress and abilities of the student, to review their placement objectives and to help the student recognise how their placement will enhance their employability. The PDA will also usually meet with the student’s line manager at one or both of the visits to discuss their progress.
The students, which are based in the UK, are required to return to the University for the Mid-Placement Seminar at which point progress to date and any problems encountered during their placement can be discussed. This seminar also provides staff from the School with the opportunity to talk about the final year experience and most importantly the Dissertation, which many students will begin to commence work on during their placement year.

**Student supervision whilst on Industrial Placement**

Our students are supervised by a representative of their employer who is responsible for monitoring their progress and the completion of periodic reports which in tandem with the PDA, enables any problem areas to be highlighted, discussed and resolved.

Contact with our students is maintained by telephone, e-mail, newsletter and visits made to the students by the designated Placement Development Advisor. The main purpose of the visits is to check on the progress and abilities of the student and to review placement objectives.

**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, typically, a small number of students will consider applying for exemption during Level C and in one or two cases, at the beginning of Level I.

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 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 School) as well as the relevant Programme Manager 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 granted exemption from the Industrial Placement are still required to undertake the relevant written work in the final year.

**Assessment of the Placement**

The placement is formally assessed through a piece of work submitted at the beginning of the final year (Level H).
Exit Qualification:

BA (Hons) International Hospitality and Tourism Management

Requires 120 credits at Level H

Core Units (Compulsory)
Dissertation (Top Up) (40)

Customers, Marketing Communications and Social Media (20)
Global Hospitality and Tourism Issues (20)
Leadership in Hospitality (20)

Plus one option from:
Conference and Events Management (20)
Financial Management (20)
Food, Culture and Travel (20)
Leisure, Tourism, Events and Climate Change (20)
Media, Tourism and Leisure (20)
Professionalism and Leadership (20)
UNIT OPTIONS

Option Units
Conference and Events Management
Customers, Marketing Communications and Social Media
Digital Marketing
E-Business
Fashion Marketing
Financial Management
Food, Culture and Travel
Languages
Leisure, Tourism and Events Climate Change
Marketing and Corporate Communications
Professionalism and Leadership
Small Business Management

Exit Qualification: BA (Hons) International Hospitality Management
Requires 120 Level H credits, 120 Level I credits & 120 Level C credits

Progression Requirements
Requires 120 credits at Level I and satisfactory completion of at least 30 weeks of work in a related industry.

*P – Placement feeds into this unit

Compulsory Placement Year in industry
Exemption is possible for those who have worked in a related industry at relevant level.

Core Units (Compulsory)
Dissertation (Hospitality) (40)
Consultancy Project (Hospitality) (20) or Option (20)
Global Hospitality and Tourism Issues (20)
Leadership in Hospitality (20) *p Option (20)

Core Units (Compulsory)
Financial Reporting (Hospitality) (20)
Food Studies (20)
Global Hospitality (20)
Hospitality Operations (20)
Hospitality Principles (20)
Marketing for Hospitality (20)

Core Units (Compulsory)
Consumer Experience and Behaviour (Hospitality) (20)
Food and Beverage Management (20)
Hospitality Resources and Revenue Management (20)
Investigating Hospitality (20)
Management Decision-Making (20)
Personal and Professional Development (Hospitality) (20)

Core Units (Compulsory)
Financial Reporting (Hospitality) (20)
Food Studies (20)
Global Hospitality (20)
Hospitality Operations (20)
Hospitality Principles (20)
Marketing for Hospitality (20)

Year 1/Level C
Year 2/Level I
Year 3/Level P
Year 4/Level H
8.0 ADMISSION REGULATIONS

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

Top Up Programmes: The regulations for these programmes are the University's Standard Admissions Regulations for Undergraduate programmes with the requirement of merit.

Further Recognition agreements were approved during the 2015-16 academic year. For further information, please consult the Recognition Register (I:\Academic Services\Collaborative\Recognition arrangements\MASTER Recognition Register.xlsx) for a full list of approved Recognition arrangements and agreed entry criteria.

9.0 ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Degree Assessment Regulations.
## PROGRAMME PROFILE

**Originating Institution(s):** Bournemouth University  
**School:** FM  
**Partner:**  
**Place(s) of Delivery:** BU  
**Framework Title (in full):** BA (Hons) International Hospitality and Tourism Management (Top Up)  
**Language of delivery (if not English):**  

### Programme HESA JACS code:
- N800, N500

### BU Credit Structure 120
- ECTS ²: 60

### Mode(s) of study:
- Full-time/Part-time

### Expected Length of study
- 1 year

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### Unit Identification

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### Effective from
- Prog Year / Month / Year: Yr. 1 09 15

### Contact in School:
- Joanna Milner  
- Tel: 965828

### Date approved:
- Oct 2015

### Programme Specification version no.:
- 1.7

---

### Placement:
- 13:

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BA (Hons) International Hospitality and Tourism Management (Top Up)  
BA (Hons) International Hospitality Management  
Version 1.9-0917  
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Diploma Supplement Statement regarding PRSB accreditation:

Bournemouth University is recognised by the Institute of Travel and Tourism (ITT) as a Centre of Excellence.

Bournemouth University is a member of the Institute of Hospitality's Education Membership Scheme (EMS).

Certified with the UNWTO TedQual International Certification by The World Tourism Organization.
### PROGRAMME PROFILE

**Originating Institution(s):**
Bournemouth University

**School:**
FM

**Partner:**

**Place(s) of Delivery:**
BU

**Framework Title (in full):**
BA (Hons) International Hospitality Management

- Cert HE International Hospitality Management
- Dip HE International Hospitality Management

**Mode(s) of study 1:**
- Full-time/Part-time
- (Sandwich)

**Expected Length of study 2:**
4 years

**BU Credit Structure 360 ECTS 3:**
3:180

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1. Mode of study
2. Expected length of study
3. BU Credit Structure
4. Cost Centre(s)
5. Unit Details
6. Assessment Regs
7. Assessment
8. Element Weightings

BA (Hons) International Hospitality and Tourism Management (Top Up)
BA (Hons) International Hospitality Management
Version 1.9-0917
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Effective from 10th Prog Year / Month / Year

Yr. 1 09 15

Yr. 2 09 15

Yr. 3 09 15

Yr. 4 09 15

Contact in School: Joanna Milner (tel no. or generic UG/PG/ programme specific email) Tel: 965828

Date approved 11th: Oct 2015

Programme Specification version no. 12: 1.7

Placement 13th: Minimum 30 weeks

Name of Professional, Statutory or Regulatory Body (if appropriate)

Institute of Travel and Tourism (ITT)

Institute of Hospitality

Diploma Supplement Statement regarding PRSB accreditation 14th:

Bournemouth University is recognised by the Institute of Travel and Tourism (ITT) as a Centre of Excellence.

Bournemouth University is a member of the Institute of Hospitality’s Education Membership Scheme (EMS).
Notes *(delete from Profile in use)*

1. Indicate the approved modes of study which may be one or a combination of the following: PT, FT, FTSW, DL

2. Indicate the typical length of study for all modes: e.g. FT = 3 years, PT = 6 years

3. e.g.
   - Level H 120 (60 ECTS)
   - Level I 120 (60 ECTS)
   - Level C 120 (60 ECTS)

4. The Cost Centre is determined by the member of staff delivering the unit. The HESA JACS subject code denotes the core content of the unit

5. The year in which students take the unit: e.g. in a FSW programme, students take Level H units in Year 4

6. For determination of award classification, units are weighted in proportion to their credit value within their level

7. Please identify the Assessment Regulations the Programme will be following: - SR = Standard Regulations or ASR = Amended Standard Regulations

8. Please identify each main component of assessment in the unit. Each component will be represented by a separate column on the Assessment Board Report

9. Where the element pass mark is higher than normal for PSRB purposes, this should be reflected as a pass/fail on the programme profile or Student Administration should be asked to adjust the Student Record System so that no inflation of marks appears on the Assessment Board Report

10. For each Programme Year, identify which month and year (i.e. cohort) that the programme structure takes affect from i.e. applies to all new & continuing students or just new students

11. Date of approval for the current version

12. Please see Framework and Programme Specifications: Procedure, section 6 for the versioning convention to be used

13. State the required length of any placement and whether it is core or optional

14. State the name of any Professional, Statutory and Regulatory Body (PSRB) linked to the framework/programme

15. To be completed by EDQ where required: Statement of any right to practise and/or the professional status of the qualification holder (for inclusion of the Diploma Supplement)