KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	**Faculty responsible for the programme** Bournemouth University Business School
Final award(s), title(s) and credits MSc International Hospitality and Tourism Management (180 Level 7credits) (90 ECTS)	
Intermediate award(s), title(s) and credits PGDip International Hospitality and Tourism Management (120 Level 7 credits) (60 ECTS) PGCert International Hospitality and Tourism Management (60 Level 7 credits) (30 ECTS)	
UCAS Programme Code(s) (where applicable and if known) Not known	**HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.**100087 (60%) 100100 (40%)

External reference points
The UK Quality Code for Higher Education
- Part A: Setting and Maintaining Academic Standards
  * The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (Oct 2014)
  * Master's Degree Characteristics Framework (Sept 2015)
  * National Credit Frameworks
  * Subject Benchmark Statement: Master's Degrees in Business and Management (June 2015) (only partly applicable)

Association of British Travel Agents. Partner requirements (https://abta.com)
Institute of Hospitality. Education Membership Scheme (www.instituteofhospitality.org)
Institute for Travel and Tourism. Corporate member and recognized Centre of Excellence (www.itt.co.uk)
Tourism Management Institute (undated) Recognition Scheme for Courses in Higher Education (www.tmi.org.uk)
United Nations World Tourism Organisation (undated) Certification System: TedQual (http://themis.unwto.org)

Professional, Statutory and Regulatory Body (PSRB) links
Association of British Travel Agents: Partner Plus Member
Institute of Hospitality. Member of Educational Membership Scheme
Institute for Travel and Tourism: Accredited as a Centre of Excellence University
Tourism Management Institute: Course recognition
United Nations World Tourism Organisation: TedQual accredited

Places of delivery
Bournemouth University (Talbot Campus)

Mode(s) of delivery Full-time Full-time sandwich (i.e. with placement) Part-time (UK and EU students only) Part-time sandwich (i.e. with placement) (UK and EU students only)	**Language of delivery** English

Typical duration
12/15 Months full-time (24 months full-time with placement)
24 months part-time

Date of first intake September 2018	**Expected start dates** September and January

Maximum student numbers Not applicable	Placements Optional, non credit-bearing placement of minimum 30 weeks with appropriate hospitality/tourism organisations
Partner(s) Not applicable	Partnership model Not applicable

Date of this Programme Specification March 2025
Version number V1.6-0925
Approval, review or modification reference numbers E2017020 BU1819 01, approved 14/11/2018, previously v1.0-0918 FM1920 04, approved 13/11/2019, previously v1.1 FM1920 12 and FM1920 14, approved 04/03/2020, previously v1.2 EC2021 01, FM2021 04 approved 04/11/2020 and 10/03/2021, previously 1.3 EC2021 21, approved 10/05/2021 BUBS2324 09, approved 23/01/24, previously v1.4 BUBS2425 16, approved 03/03/2025, previously v 1.5 -0925
Author Dr. Evangelia Marinakou

PROGRAMME STRUCTURE

Programme Award and Title: MSc International Hospitality and Tourism Management							
Stage 1/Level 7 Students are required to complete 5 core units, and choose 1 optional unit. It is possible that some optional units may not run in a particular academic year if there are insufficient student numbers.							

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/minor load)
			Exam 1	Cwk 1	Cwk 2			
Hospitality Operations Management	Core	20		80	20	40	2.1	100084 (100%)
Innovations in Hospitality	Core	20		60	40	40	1.1	100084 (100%)
The Tourism and Hospitality Industries	Core	20		100		40	1.1	100100 (50%) 100087 (50%)
Destinations: Contexts for Tourism and Hospitality	Core	20		100		40	1.1	100100 (50%) 100087 (50%)
Leadership and Strategy	Core	20		100		40	1.0	100810 (65%) 100107 (35%)
Crisis and Disaster Management	Option	20		100		40	2.2	100875 (70%) 100079 (30%)
Entrepreneurship	Option	20		60	40	40	2.1	100079 (100%)
Global Food and Drink	Option	20		100		40	1.1	101017 (100%)

Progression requirements: A minimum of 80 credits is necessary to progress to the Dissertation. **Exit qualification:** PGCert International Hospitality and Tourism Management requires 60 credits at Level 7. Students must pass *either* Hospitality Operations Management *or* Innovations in Hospitality. PGDip International Hospitality and Tourism Management requires 120 credits at Level 7. Students must pass all taught units excluding the dissertation.

Placement:
A 30 week placement is optional for students. The placement is not credit-bearing and is assessed on a pass/fail basis (i.e. satisfactory completion of 30 weeks). The placement will appear on students' degree transcripts. Students are required to find their own placements. Students must comply with visa requirements.

Students will normally have completed 180 credits before proceeding to the placement but this requirement may be relaxed in the case of students who need to resit assessment(s). In such cases, decisions will be made on an individual basis and in the best interests of the student.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Placement	Option	None					V3.0		

Stage 2/Level 7

Students are required to complete the Dissertation.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HECoS Subject Code and %
Dissertation	Core	60	-	100		13	2.0	100875 (50%)	100891 (50%)

Exit qualification: MSc International Hospitality and Tourism Management requires 180 credits at Level 7

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 and resourceful graduates in International Hospitality and Tourism Management who can:

1. Demonstrate and apply the critical knowledge and skills to be competent managers in the rapidly changing international hospitality and tourism industry;

2. Demonstrate a critical understanding of the core business disciplines and methods of working in the international hospitality/tourism industries, and the ability to effectively apply these in particular contexts;

3. Demonstrate a critical understanding of current and potential future environments in which the international hospitality/tourism industries operate, and develop a competitive strategic response;

4. Critically investigate, analyse, evaluate and respond to tactical and strategic issues of concern to organisations in international hospitality/tourism industries;

5. Develop an analytical and creative approach to problem solving through independent judgement and critical self-awareness, working as individuals or as part of a team;

6. Take responsibility for managing their own learning and self-development;

7. Communicate ideas clearly through the most appropriate media, demonstrating a capacity for logical and coherent thinking;

8. Utilise a range of personal skills and competencies that will enable them to operate effectively and responsibly in their industry.

This programme is intended to be a 'conversion' programme for students who have not studied tourism or hospitality as their first degree. It aims to give students an advanced understanding of the hospitality and tourism industry and a managerial perspective of how to run organisations within these sectors. This programme is intended to address the industry's need for graduates with the knowledge, understanding and experience to take up managerial roles within hospitality or tourism.

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 MSc degree is aligned with the strategic plan in the following ways:

- It seeks to provide a fused educational experience combining 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 thus gain a global perspective and understand tourism/hospitality as global citizens (C5);

- The curriculum is 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 opportunity to undertake a work placement) (S3);

- This programme prepares students with the skills and experience to meet the changing demands of the workplace (I1, I2) and enables students to develop high-level graduate skills (I3);

- This programme will seek to inspire students to make a difference to the world (I5).

This MSc 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

This programme will be delivered by staff based in the Department of Marketing, Strategy and Innovation (within the BU Business School). Staff have a wide range of relevant subject expertise and professional experience, and most are active researchers in their field. In accordance with BU practice, students will be taught by members of the Department professoriate. Where appropriate, external (industry) speakers, demonstrators/technicians and research students may also contribute to programme delivery.

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

MSc International Hospitality and Tourism Management: Intended Programme Outcomes

A: Subject knowledge and understanding This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
1. The nature of international hospitality and tourism organisations, their external context and their management; 2. Current strategic developments in international hospitality and tourism management, which is informed by the most contemporary research and practice in the field; 3. Key principles, concepts and theories relating to contemporary international hospitality and tourism management; 4. Key theories and practices of operational and strategic management in contemporary hospitality and tourism; 5. The strategic application of business ethics and management of change to international hospitality and tourism company policies and practices; 6. The multi-disciplinary nature of hospitality and tourism management as a field of study.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A6); • seminars (A1 – A6); • directed reading (A1 – A4); • use of the VLE (A1 – A5); • student-led workshops (A2 – A3); • lab work (A2, A5) • independent research (A1 – A4, A6).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essay (A1, A3, A4); • reports (A1 – A5); • presentations (A2 - A3); • panel presentation (A1, A3); • dissertation (A5, A6).
B: Intellectual skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme outcomes:
1. Critically apply relevant knowledge to a range of complex situations and evaluate the impact of its relationship and interaction with other areas of the business or organization; 2. Creatively apply knowledge in a range of complex situations in international hospitality and tourism and identify new approaches to practice; 3. Demonstrate a critical understanding of how research techniques are used to develop and interpret knowledge in hospitality and tourism management; 4. Acquire and analyse data, evaluate their relevance and validity, and synthesize a range of information in the context of new situations; 5. Demonstrate the ability to critically evaluate the rigor and validity of published research and assess its relevance to new situations.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 – B5); • seminars (B1 – B5); • directed reading (B1, B3, B4); • use of the VLE (B1 – B5); • student-led workshops (B1, B2, B4); • lab work (B1, B4); • independent research (B1 – B5); • fieldwork (B3 – B5).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes):

	• essay (B1, B2, B4); • reports (B1 – B5); • presentations (B1 – B2); • panel presentation (B1 - B3); • dissertation (B1 - B5).
C: Practical skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
1. Evaluate and apply techniques and practices in international hospitality and tourism operations management; 2. Demonstrate confidence and competence in the use of information technologies and apply these in the hospitality and tourism management context; 3. Undertake original research into hospitality and tourism management issues, either individually or as part of a team; 4. Collect and synthesise data relating to hospitality and tourism management in business reports	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1); • seminars (C1 – C4); • directed reading (C1, C3, C4); • use of the VLE (C1 – C4); • student-led workshops (C1 – C4); • lab work (C1); • independent research (C1, C3); • fieldwork (C1, C3).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essay (C1 – C4); • reports (C1 – C4); • presentations (C1, C2); • panel presentation (C1 – C4); • dissertation (C1 – C4).
D: Transferable skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
1. Communicate effectively by oral, written and visual means through a range of media; 2. Use IT effectively and independently to acquire and analyse a range of data; 3. Demonstrate competence and independence in solving numerical problems using appropriate techniques; 4. Work effectively and responsibly in collaboration with others, including staff and students, and be able to facilitate and manage group processes, negotiation and participation; 5. Demonstrate confidence and competence in undertaking independent work of an original nature	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • seminars (D1 – D8); • directed reading (D2, D3, D7); • use of the VLE (D1, D2, D5, D7); • student-led workshops (D1, D2, D3, D4, D7, D8); • lab work (D1, D4); • independent research (D1 – D7); • fieldwork (D2, D3, D5, D6, D7, D8).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes):

addressed to hospitality and tourism management practice; 6. Develop and demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of hospitality and tourism management; 7. Demonstrate initiative and problem solving skills and the application of knowledge across discipline areas; 8. Develop skills in working in multi-cultural teams.	• essay (D5, D7); • reports (D1 – D7); • presentations (D1, D2, D3, D8); • panel presentation (D1 – D4, D8); • dissertation (D1, D2, D3, D5, D6, D7).

PGDip International Hospitality and Tourism Management: Intended learning Outcomes

A: Knowledge and understanding This stage provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:
1. The nature of international hospitality and tourism organisations, their external context and their management; 2. Current developments in international hospitality and tourism management, which is informed by the most contemporary research and practice in the field; 3. Key principles, concepts and theories relating to contemporary international hospitality and tourism management; 4. Key theories and practices of operational and strategic management in contemporary hospitality and tourism; 5. The strategic application of business ethics and management of change to international hospitality and tourism company policies and practices; 6. The multi-disciplinary nature of hospitality and tourism management as a field of study.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A6); • seminars (A1 – A5); • directed reading (A1 – A4, A6); • use of the VLE (A1 – A5); • student-led workshops (A2 – A3); • lab work (A2, A5).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essay (A1, A3-A6); • reports (A1 – A6); • presentations (A2 - A3); • panel presentation (A1, A3).
B: Intellectual skills This stage provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:
1. Critically apply relevant knowledge to a range of complex situations and evaluate the impact of its relationship and interaction with other areas of the business or organization; 2. Creatively apply knowledge in a range of complex situations in international hospitality and tourism and identify new approaches to practice;	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 – B3); • seminars (B1 – B4); • directed reading (B1-B2, B4); • use of the VLE (B1 – B3);

3. Acquire and analyse data, evaluate their relevance and validity, and synthesize a range of information in the context of new situations;	• student-led workshops (B1-B3); • lab work (B1, B3).
4. Demonstrate the ability to critically evaluate the rigor and validity of published research and assess its relevance to new situations.	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essay (B1, B2, B4); • reports (B1 – B4); • presentations (B1 – B4); • panel presentation (B1 – B4).
C: Practical skills This stage provides opportunities for tudents to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:
1. Evaluate and apply techniques and practices in international hospitality and tourism operations management; 2. Demonstrate confidence and competence in the use of information technologies and apply these in the hospitality and tourism management context; 3. Collect and synthesise data relating to hospitality and tourism management in business reports;	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (C1); • seminars (C1 – C3); • directed reading (C1, C3); • use of the VLE (C1 – C3); • student-led workshops (C1 – C3); • lab work (C1).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essay (C1 – C3); • reports (C1 – C3); • presentations (C1-C3); • panel presentation (C1 – C3).
D: Transferable skills This stage provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:
1. Communicate effectively by oral, written and visual means through a range of media; 2. Use IT effectively and responsibly to acquire and analyse a range of data; 3. Demonstrate competence and independence in solving numerical problems using appropriate techniques; 4. Work effectively and responsibly in collaboration with others, including staff and students, and be able to facilitate and manage group processes, negotiation and participation;	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • seminars (D1 – D7); • directed reading (D2, D3, D6); • use of the VLE (D1, D2, D6); • student-led workshops (D1, D2, D3, D4, D6); • lab work (D1, D4). Assessment strategies and methods (referring to numbered Intended Learning Outcomes):

5. Develop and demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of hospitality and tourism management; 6. Demonstrate initiative and problem solving skills and the application of knowledge across discipline areas; 7. Develop skills in working in multi-cultural teams.	• essay (D5, D6); • reports (D1 – D7); • presentations (D1, D2, D3); • panel presentation (D1 – D4).

PGCert International Hospitality and Tourism Management: Intended learning Outcomes

A: Knowledge and understanding This stage provides opportunities for students to develop and demonstrate knowledge and understanding of:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:
1. The nature of international hospitality and tourism organisations, their external context, and their management; 2. Current developments in international hospitality and tourism management, which is informed by the most contemporary research and practice in the field; 3. The key principles, concepts and theories, as well as issues of operational and managerial relevance to contemporary international hospitality and tourism management;	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (A1 – A3); • seminars (A1 – A3); • directed reading (A1 – A3); • use of the VLE (A1 – A3); • student-led workshops (A2 – A3); • lab work (A2).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essay (A1-A3); • reports (A1 – A4); • presentations (A2 – A3); • panel presentation (A1, A3).
B: Intellectual skills This stage provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:
1. Critically apply relevant knowledge to a range of complex situations and evaluate the impact of its relationship and interaction with other areas of the business or organization; 2. Creatively apply knowledge in a range of complex situations in international hospitality and tourism and identify new approaches to practice; 3. Demonstrate the ability to evaluate the rigor and validity of published research and assess its relevance to new situations.	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes): • lectures (B1 – B3); • seminars (B1 – B3); • directed reading (B1 - B3); • use of the VLE (B1 – B3); • student-led workshops (B1, B2); • lab work (B1, B2).
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes):

	• essay (B1, B2); • reports (B1 – B3); • presentations (B1, B2); • panel presentation (B1 - B3).
C: Practical skills This stage provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:

1. Evaluate and apply techniques and practices in international hospitality and tourism operations management;
 	
  2. Demonstrate confidence and competence in the use of information technologies and apply these in the hospitality and tourism management context;
 	
  3. Collect and synthesise data relating to hospitality and tourism management in business reports;
	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):
	
	• lectures (C1);
	• seminars (C1 – C3);
	• directed reading (C1, C3);
	• use of the VLE (C1, C2);
	• student-led workshops (C1, C2);
	• lab work (C1).

	Assessment strategies and methods (referring to numbered Intended Learning Outcomes): • essay (C1, C2); • reports (C1 – C3); • presentations (C1-C3); • panel presentation (C1–C3).
D: Transferable skills This stage provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:

1. Communicate effectively by oral, written and visual through a range of media;
 	
  2. Use IT effectively and independently to acquire and analyse a range of data;
 	
  3. Demonstrate competence and independence in solving numerical problems using appropriate techniques;
 	
  4. Work effectively and responsibly in collaboration with others, including staff and students, and be able to facilitate and manage group processes, negotiation and participation;
 	
  5. Demonstrate initiative and problem solving skills and the application of knowledge across discipline areas;
 	
6. Develop skills in working in multi-cultural teams.
	Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):
	
	• seminars (D1 – D6);
	• directed reading (D5);
	• use of the VLE (D2, D5);
	• student-led workshops (D1 – D6);
	• lab work (D1, D4-D6).
	
	Assessment strategies and methods (referring to numbered Intended Learning Outcomes):
	
	• essay (D5);
	• reports (D1 – D5);
	• presentations (D1, D2, D3, D6);
	• panel presentation (D1 – D4, D6).

ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Admission Regulations. These are available at: https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.doc.

Applicants for whom English is not their first language must provide evidence of qualifications in written and spoken English. For *MSc International Hospitality and Tourism Management* the English language entry requirement is IELTS (Academic) 6.0 or above.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's Standard Postgraduate Assessment Regulations. These can be found at: https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate%20(2).docx

PLACEMENT ELEMENT

As part of our Level 7 programmes, students can opt to do a placement (which may be international). Such an offering is considered to provide competitive advantage to the programme, as students can gather work experience, and in the case of non-native speakers of English, use the placement as an opportunity to improve their business English, thereby enhancing their employability. The placement unit allows "Tier 4" students the opportunity to stay in the UK for two years.

The placement involves working in a company relevant to the student's programme for a minimum of 30 weeks full-time. If students do not choose to do a placement, the programme lasts 12/15 months; if they elect to do a placement, the programme lasts for 24 months. "Tier 4" students are covered for a 2-year programme as far as visa regulations are concerned (at the time of the publication of this document). Students start their placement when the dissertation part of the programme finishes, usually in September (for September students) and in June (for January students)
The work placement is assessed on a pass/fail basis. The student must satisfactorily complete their placement in order for it to appear on their degree transcript. Upon completion of the placement, students write a reflective report of their placement experience and provide evidence from the company that they worked with during their period of employment.

Whilst on placement, students are supported by the placement unit leader regarding academic issues (such as queries related to the reflection and the dissertation) and by their Placement Development Adviser who monitors the quality of their placement experience.

Students who choose to do a placement are supported through a programme of seminars and workshops designed to improve their employability, with topics including: searching for a placement, writing a CV and covering letter, completing an application form, being interviewed (by phone and face-to-face), and networking. Students also receive language support in order to help them to perform well in interviews and written applications.

Students also have the option of incorporating a period of Study Abroad within their 30 week placement, with the option to study in a variety of destinations world-wide.

Programme Skills Matrix

Unit	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6	D7	D8
Hospitality Operations Management	x	x	x	x	x			x	x	x		x	x	x	x	x	x	x	x			x	
Innovations in Hospitality	x	x		x	x	x	x	x	x	x	x	x	x	x		x	x				x		
The Tourism and Hospitality Industries	x	x	x	x		x	x					x	x		x		x		x	x	x		x
Destinations: Contexts for Tourism and Hospitality		x	x	x		x		x	x	x	x		x	x	x		x		x		x		
Leadership and Strategy	x		x	x	x	x	x	x		x		x	x	x	x			x		x		x	x
Dissertation	x	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x		x	x		
Placement	x	x			x		x	x				x	x			x			x				x
Crisis and Disaster Management	x	x			x	x			x			x		x	x	x						x	x
Entrepreneurship	x		x	x	x	x	x		x			x		x	x	x	x	x			x		
Global Food and Drink		x	x	x		x		x				x	x	x			x		x		x		

A: Subject knowledge and understanding

This programme provides opportunities for students to develop and demonstrate knowledge and understanding of*:*

1. The nature of international hospitality and tourism organisations, their external context and their management;
2. Current strategic developments in international hospitality and tourism management, which is informed by the most contemporary research and practice in the field;
3. Key principles, concepts and theories relating to contemporary international hospitality and tourism management;
4. Key theories and practices of operational and strategic management in contemporary hospitality and tourism;
5. The strategic application of business ethics and management of change to international hospitality and tourism company policies and practices;
6. The multi-disciplinary nature of hospitality and tourism management as a field of study.

C: Practical skills

This programme provides opportunities for students to:

1. Evaluate and apply techniques and practices in international hospitality and tourism operations management;
2. Demonstrate confidence and competence in the use of information technologies and apply these in the hospitality and tourism management context;
3. Undertake original research into hospitality and tourism management issues, either individually or as part of a team;
4. Collect and synthesise data relating to hospitality and tourism management in business reports.

B: Intellectual skills	D: Transferable skills
This programme provides opportunities for students to: 1. Critically apply relevant knowledge to a range of complex situations and evaluate the impact of its relationship and interaction with other areas of the business or organization; 2. Creatively apply knowledge in a range of complex situations in international hospitality and tourism and identify new approaches to practice; 3. Demonstrate a critical understanding of how research techniques are used to develop and interpret knowledge in hospitality and tourism management; 4. Acquire and analyse data, evaluate their relevance and validity, and synthesize a range of information in the context of new situations; 5. Demonstrate the ability to critically evaluate the rigor and validity of published research and assess its relevance to new situations.	This programme provides opportunities for students to: 1. Communicate effectively by oral, written and visual means through a range of media; 2. Use IT effectively and independently to acquire and analyse a range of data; 3. Demonstrate competence and understanding in solve numerical problems using appropriate techniques; 4. Work effectively and responsibly in collaboration with others, including staff and students, and be able to facilitate and manage group processes, negotiation and participation; 5. Undertake independent work of an original nature addressed to hospitality and tourism management practice; 6. Develop and demonstrate an ability to work with key practitioners and to carry out appropriate investigations with them in a specific field of hospitality and tourism management; 7. Demonstrate initiative and problem solving skills and the application of knowledge across discipline areas; 8. Develop skills in working in multi-cultural teams.