

## Programme specification

### BA (Hons) International Tourism and Hospitality Management BA (Hons) International Tourism and Hospitality Management with placement

<i>School:</i>	York Business School	
<i>Entry from:</i>	2018	September
<i>Awarding institution:</i>	York St John University	
<i>Teaching institution:</i>	York St John University	
<i>Delivery location:</i>	York St John University	
<i>Programme/s accredited by:</i>	Institute of Hospitality (TBC) Chartered Management Institute Tourism Management Institute	
<i>Exit awards:</i>	BA (Hons) Business Administration BA (Hons) Business Administration with placement BA (Ord) International Tourism and Hospitality Management BA (Ord) International Tourism and Hospitality Management with placement Diploma of Higher Education International Tourism and Hospitality Management Diploma of Higher Education International Tourism and Hospitality Management with placement Certificate of Higher Education International Tourism and Hospitality Management Foundation Certificate Business	
<i>UCAS code / GTTR / other:</i>		
<i>Joint Honours combinations:</i>		
<i>QAA benchmark group(s):</i>	Events, Hospitality, Leisure, Sport and Tourism (2016)	
<i>Mode/s of study:</i>	Full-time for 4 years	with placement
	Full-time for 3 years	standard
<i>Language of study:</i>	English	
<i>Study abroad opportunities:</i>	Yes	

## Introduction and special features

Hospitality and Tourism is among the world's most popular industries, employing over 60 million people globally. A Tourism and Hospitality based degree will provide graduates with the skills needed to travel the world, work in a range of exciting sectors and meet a range of different people from all cultures and backgrounds

This course is designed for people who wish to work in the global tourism and hospitality sectors. The programme focuses on developing a key appreciation of the different sub-sector we refer to as tourism and hospitality and gives students the opportunity to visit many of York's cultural and heritage sites as a context for understanding similar issues around the world. Opportunities also exist via field trips to visit UK and international venues associated with tourism and hospitality.

In year one you will learn about how business operates and how tourism and hospitality fit within that. In years two and three your specialist knowledge will develop and you will

understand how tourism and hospitality are important in global economic development and how increasingly sustainability is a key feature.

On completion of the course you should be ready to take up a management role within the tourism and hospitality sectors, however you will have developed the skills and to go into alternative management careers.

If you are studying on the BA (Hons) International Tourism and Hospitality Management with placement variant you will undertake a Year in Industry (also known as a sandwich year or placement year), in between your second and third year.

### Special features

- The programme is accredited by the Tourism Management Institute and the Institute of Hospitality (subject to approval)
- Accreditation with the Chartered Management Institute giving you a professionally recognised qualification alongside your degree
- Throughout the course there is regular opportunity to engage with a range of practising managers within tourism and hospitality based organisations and take part in work related experiences and internships
- Programme of guest speakers which will enhance your learning and links with the tourism and hospitality business communities
- Opportunity to study abroad without extending the length of your degree
- A 'Year in Industry' (sandwich year) for those on the with placement variant
- Use of 'real life' (live) projects in assessments giving you practical application of the theory
- Opportunity to compete in business simulation competitions both within the University and on national / international scales
- Opportunity to learn a language
- Excellent personal and academic support. You will be allocated an academic tutor to support you throughout the programme.

### Admissions criteria

- You must meet the University's general entry criteria for [undergraduate](#) study.
- If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <http://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements.aspx>).
- If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#).
- [We also consider applications for entry with advanced standing.](#)

### Programme aims

The BA (Hons) International Tourism and Hospitality Management programme is based on the philosophy that your development should be incremental and this course aims to build on the grounding in the disciplines as studied prior to admission.

The course encourages you to develop the skills and competences of a future manager and event organiser. To do this, you should be capable of making decisions at both a strategic and at a tactical level, emphasising the complexity and dynamics of business and management and taking cognisance of the integrative nature of the various factors which impinge upon

management decisions. The programme incorporates frameworks for reviewing, reflecting, analysing and critiquing existing individual and organisational practices.

The outcome of this process will be a critical appreciation, in order to: make justified decisions; apply those decisions in a variety of contexts; communicating the decisions and make integrative links between disciplines and across organisations in a context of change.

**The aims of the programmes are to:**

1. Prepare you for a management career in the rapidly changing Tourism and Hospitality Industries with the skills needed to adapt and develop as the environment changes
2. Provide a challenging, integrated programme of study that equips you with a sound general knowledge of Tourism and Hospitality, their management and the global environments in which they operate, within the context of the guiding principles of the Principles of Responsible Management Education (PRME).
3. Provide you with the opportunity to focus on particular aspects of Tourism and Hospitality management relevant to your background, interests and career aspirations through a choice of final independent research activity.
4. Facilitate the development and demonstration of your intellectual skills of information processing, analysis, synthesis, critical appraisal, creativity and innovation and the ability to manage and make decisions in situations of ambiguity and uncertainty.
5. Enable you to develop competences and research skills to enhance employability and support career advancement.
6. Enable you to be a graduate who is able to improve the quality of decision-making, leadership and business practice within a variety of contexts.

**Programme learning outcomes**

**Level 4 (Year One) Learning Outcomes**

On successful completion of the level four you will be able to:

**Knowledge and Understanding**

1. Describe and explain a range of relevant concepts, theories and models to the solution of problems within Tourism and Hospitality.
2. Describe and identify management decisions in an International Tourism and Hospitality context.

**Cognitive and Thinking Skills**

3. Demonstrate the ability to apply a range of academic and intellectual skills relevant to level four study including, information-gathering, analysis and problem identification.

**Practical/Professional skills**

4. Exhibit the development of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
5. Demonstrate the use of research skills to gather information

**Key Transferable Skills**

6. Develop your own learning with guided support to explore a wide variety of learning sources and opportunities

### **Level 5 (Year Two)**

On successful completion of Level Five you will be able to:

#### **Knowledge and Understanding**

1. Compare and contrast a range of relevant concepts, theories and models to the solution of problems within Tourism and Hospitality.
2. Analyse and discuss tactical management decisions in an International Tourism and Hospitality context.

#### **Cognitive and Thinking Skills**

3. Demonstrate the ability to apply a range of academic and intellectual skills relevant to level five study including, information-gathering, problem-solving, analysis, and evaluation.

#### **Practical/Professional skills**

4. Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds.
5. Demonstrate the use of research and enquiry to further their understanding

#### **Key Transferable Skills**

6. Develop independence and your own learning to explore a wide variety of learning sources and opportunities

### **Level 6 (Year Three)**

On successful completion of Level Six you will be able to:

#### **Knowledge and Understanding**

1. Apply a range of relevant concepts, theories and models to the solution of problems within Tourism and Hospitality.
2. Synthesise and evaluate strategic and tactical management decisions in an International Tourism and Hospitality context.
3. Critically evaluate Tourism and Hospitality Management thinking through an extended piece of research

#### **Cognitive and Thinking Skills**

4. Demonstrate the ability to apply a range of academic and intellectual skills relevant to undergraduate level study including, information-gathering, problem-solving (incorporating creativity and innovation) and the skill to critically analyse, synthesise, and evaluate information and data to aid management decision-making.

#### **Practical/Professional skills**

5. Exhibit the development and achievement of skills in relation to communication, organisation and working with others from organisational and national cultures and backgrounds in a professional manner.
6. Conduct research and enquiry to further their understanding and to inform Management decision-making

### Key Transferable Skills

7. Manage your own learning to explore a wide variety of learning sources and opportunities

### Programme Structure

#### Level 4 (Year 1)

In level 4 of the programme you will study three 20 credit modules per semester, six modules in total over the academic year accumulating to 120 credits. Core modules are designed to give you a grounding in the key theoretical areas of Business and Management, while you will also take specialist modules introducing you to the Hospitality and Tourism industries.

Code	Level	Semester	Title	Credits	Status of Module*
1BMT05	4	1	Delivering the Consumer Experience	20	C
1BMT02	4	1	Hospitality & Events in the 21 <sup>st</sup> Century	20	C
1BMT01	4	1	Tourism Industries	20	C
1BMB09	4	2	Ethics, Scandal and Business Decisions	20	C
1BMT04	4	2	Corporate Events and Hospitality	20	C
1GE306	4	2	Tourism Geographies	20	C

\*C: Compulsory; O: Option.

### Level 5 (Year 2)

In level 5 you study 6 compulsory modules (Management and Leadership, Event Planning and Development, Consumer Behaviour, Destination Marketing, Culture and Heritage Tourism and Research Methods and Project Management). You will have the opportunity to choose one options which will allow you to broaden, explore and develop your interests and knowledge. You complete a total of 6 modules accumulating to 120 credits.

Code	Level	Semester	Title	Credits	Status of Module*
2BMB01	5	1	Management and Leadership	20	C
2BMT01	5	1	Destination Marketing	20	C
2BMM02	5	1	Consumer Behaviour	20	C
		1	Study Abroad	60	O
2BMB03	5	2	Research Methods and Project Management	20	C
2BMT02	5	2	Culture and Heritage Tourism	20	C
2BMT04	5	2	Hospitality Service Operations	20	C
		2	Study Abroad	60	O

\***C**: Compulsory; **O**: Option.

### Level 6 (Year 3)

At level 6 you undertake 40 credits worth of research. You will complete a total of either 5 modules, if you choose to undertake the 40 credit dissertation, or 6 modules if you choose to undertake one of the alternative research routes which consists of two 20 credit research modules (as opposed to the 40 credit dissertation) - amounting to 120 credits in total.

Code	Level	Semester	Title	Credits	Status of Module*
3BMT10	6	1+2	Dissertation	40	C <sup>1</sup>
3BMB16	6	1+2	Business Creation Project	40	C <sup>1</sup>
3BMT11	6	1	Developing a Business Research Project	20	C <sup>1</sup>
3BMT13	6	1	Developing an Organisation Based Project	20	C <sup>1</sup>
3BMT01	6	1	Tourism Policy and Planning	20	CA
3BMT05	6	1	Hospitality Retail Operations	20	OA <sup>1</sup>
3BMT09	6	1	Contemporary Issues in Hospitality	20	OA <sup>1</sup>
3BMT12	6	2	Business Research Project	20	C <sup>1</sup>
3BMT14	6	2	Organisation Based Project	20	C <sup>1</sup>
3BMT04	6	2	Managing Events	20	C
3BMT02	6	2	Responsible Tourism	20	C

\***C**: Compulsory; **O**: Option; **OA**: Compulsory for Award if taken; **CA**: Compulsory for Award.

<sup>1</sup>Students must take 40 credits from either: a) Dissertation or; b) Developing a Business Research Project *and* Business Research Project or; c) Developing an Organisational Based Project *and* Organisational Based Project.

<sup>1</sup>Students must take 40 credits from either: a) Dissertation or; b) Developing a Business Research Project *and* Business Research Project or; c) Developing an Organisational Based Project *and* Organisational Based Project.

<sup>1</sup> Students make take either Hospitality Retail Operations or Contemporary Issues in Hospitality and must pass whichever module chosen to gain the award.

## **Continuing Professional Development**

You are strongly encouraged to undertake Professional Development alongside your studies to prepare you for the world of work. You will be able to develop a range of academic and professional skills through a range of activities, exercises and events (which includes undertaking a 20 day work related activity during level 5) which will help you to progress through the course and into the job market, and provide the work based skills employers require. Many of the University's graduate attributes will be further enhanced through this.

## **Study Abroad**

You have the opportunity (subject to meeting the University Threshold Standards) to undertake a semester abroad or year as part of your studies during your second year.

## **Learning, teaching and assessment**

All modules are delivered utilising a range of teaching, learning and assessment strategies including lectures, seminars, guest speakers, tutorials, workshops and a range of events and learning activities.

You are supported initially in the use of guided learning strategies in level 4 developing towards autonomous, well-judged use of collaborative and independent learning strategies in levels 5 and 6.

Throughout the programme you will be introduced to a range of different teaching and learning strategies. For example in level 4 you will undertake simulation based learning (Ventures in Entrepreneurship) in which we use a computer based simulation to develop your business skills through developing your awareness of market forces and the decision making process you may require as a manager. In addition, you will develop an understanding of the Tourism and Hospitality industry. At level 5 (for example) there will be evidence of practice based learning (Hospitality and Service Operations and Destination Marketing) in which you will be expected to engage in practical based activities while also developing skills in service management. Finally at level 6 (for example) you will demonstrate your skills through practice and enquiry based learning giving you the opportunity to develop creative and innovative solutions to problems through Managing Events and Responsible Tourism.

You will undertake a variety of assessments which include the use of written assignments (often in the form of reports), individual and group presentations, exams and tests, and practical activities. An essential part of the assessment is to encourage both learning and the development of skills as well as preparing you for the requirements of the workplace.

You will have opportunities for formative assessment and feedback to inform your work prior to submission and you will receive detailed feedback on assessments to help you develop and continuously improve your performance whilst on the programme. Advice will be provided in relation to development, further areas for research and guidance on how to enhance your knowledge of business and practice.

You will have the opportunity for study support including academic writing and research skills to enhance employability and career development in the fields of International Tourism and Hospitality Management.

## Progression and graduation requirements

The University's [general regulations for undergraduate awards](#) apply to this programme.

Any modules that must be passed for progression or award are indicated in [the Programme Structure section](#).

Students who achieve the standard requirements for an honours degree who do not achieve the compulsory for award modules will be awarded the degree of BA(Hons) Business Administration.

## Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission Statement](#) [see page two]
- University Strategic Plan 2016-20
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (faculty)
- Module handbooks (faculty)

---

*Date written / revised:*