

BA (Hons)

International Hospitality Business Management

Course Details

EQF/MQF Level - **LEVEL 6**

ECTS Credits: **180 ECTS**

Duration of Study Programme

3 ACADEMIC YEARS

Awarding Body

2 YEARS HIGHER NATIONAL DIPLOMA: PEARSON (UK)

1 YEAR TOP-UP DEGREE: UNIVERSITY OF DERBY

Intakes

OCTOBER & JANUARY

Course description

This International Hospitality Business Management BA (Hons) will provide you with a range of opportunities to develop the skills and knowledge essential to the contemporary hospitality industry, as well as expertise in specific areas of management. You will also develop strategic plans that can respond to the changing demands within the international hospitality environment

What you will study

YOU WILL STUDY MODULES SUCH AS:

1 FIRST YEAR

- The Contemporary Hospitality Management
- Managing the customer Experience
- Professional Identity and Practice
- The Hospitality Business Toolkit
- Leadership and Management for Service Industries (Pearson - set)
- Management Food and Beverage Operations
- Managing Conference Events
- Human Resource Management



2 SECOND YEAR

- Research Project (Pearson - set)
- Hospitality Consumer Behaviour and Insight
- Facilities Management
- Tourist Resort Management
- Hospitality Business Management
- Customer Value Management
- Organisational Behaviour

Upon successful completion of Second Year, student is awarded an HND (Higher National Diploma) at EQF/MQF Level 5 by Pearson (UK).



3 THIRD YEAR

CORE MODULES

- Leadership and Management in Context
- Management Research Project
- Managing Cultural Issues in Service Delivery
- Strategic Hospitality Operation Management

OPTIONAL MODULES

CHOOSE TWO FROM THE FOLLOWING:

- Consumer Behaviour
- Business Psychology
- Global Business Environment
- Enterprise, Innovation and Strategy
- Financial Statement Analysis
- Managing Service Quality

HOW YOU WILL LEARN

This diploma is delivered with a flexible classroom-based method, through a variety of course materials, case studies, discussions, presentations, enquiry-based learning and problem-solving activities. We provide you with key reading and research activities, and you will make the most of our own teaching portal.

METHOD OF ASSESSMENT

Modules are typically assessed through one or more coursework assignments. Depending on the nature of a given coursework assignment, you will be given the assignment specification at the beginning of the module for hand-in at the end of the module. Normally, you receive feedback on coursework within three weeks of submission or completion.

Modules also provide ample opportunities for formative feedback to guide you in your learning. A common approach is for activities to be set based on the content of an online unit and then provide you with the opportunity to discuss this work in online discussions. The feedback may be in groups or to you individually.

Coursework assignments may involve essays, reports, projects, answering or reflecting on questions, or various combinations of these submitted as a portfolio of work. Coursework assignments may be individual or collaborative (i.e., involve group work).

Some may be based entirely on material covered in the units or others may require independent research.

ENTRY REQUIREMENTS

- Have an 'A' Level standard of education
or
- Relevant qualification at EQF/MQF Level 4 or equivalent
- If English is not your first language, you will need: IELTS 6.0

Students should produce copies of certificates, full CV in EuroFormat and passport-size photo.