

Programme Structure

BA (Hons) International Hospitality, Tourism and Events Management

Level One

Introduction to Management and Leadership	20 credits
Introduction to Hospitality, Tourism and Events	20 credits
Marketing and Consumer Behaviour	20 credits
Introduction to Finance and Accounting	20 credits
Global Impacts and Trends in Hospitality, Tourism and Events	20 credits
Producing a Live Food Event	20 credits

Level Two

Human Resource Management	20 credits
Operations Management	20 credits
Digital Marketing and E-Commerce Management	20 credits
Managing Consumer Experiences in Hospitality, Tourism and Events	20 credits
Internship for Hospitality, Tourism and Events	40 credits

Level Three

Hospitality, Tourism and Events for Economic and Social Change	20 credits
People, Planet, Purpose	20 credits
Optional module to the value of	20 credits
Research Methods (Online)	20 credits
Project Managing a Live Event	20 credits
New Enterprise Start-up	20 credits

Level Four

Strategy	20 credits
Creative Solutions for the Hospitality, Tourism and Events Sector	20 credits
Contemporary Issues in Hospitality, Tourism and Events	20 credits
Leading and Managing Change	20 credits
Honours Dissertation	40 credits

Optional Modules

Special Interest Hospitality, Tourism and Events	20 credits
Employment Law and Practice	20 credits
Information Systems and Business Analytics	20 credits
Power of Data Analytics	20 credits
Financial Management	20 credits
Business Statistics	20 credits
Marketing Communications and Digital Advertising	20 credits
Digital Marketing Analytics	20 credits