

## Course Specification

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| <b>Published Date:</b> | 24-Sep-2021  |
| <b>Produced By:</b>    | Oliver Jones |
| <b>Status:</b>         | Validated    |

## Core Information

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|---|--|------------------------|--------------------|
| <b>Awarding Body / Institution:</b>     | University of Wolverhampton  |                        |                    |
| <b>School / Institute:</b>              | Wolverhampton Business School  |                        |                    |
| <b>Course Code(s):</b>                  | BU086J01UV<br>BU086J31UV   | Full-time<br>Part-time | 3 Years<br>6 Years |
| <b>UCAS Code:</b>                       | N1TM   |                        |                    |
| <b>Course Title:</b>                    | BA (Hons) Business and Tourism Management  |                        |                    |
| <b>Hierarchy of Awards:</b>             | Bachelor of Arts with Honours Business and Tourism Management<br>Bachelor of Arts Business and Tourism Management<br>Diploma of Higher Education Business and Tourism Management<br>Certificate of Higher Education Business and Tourism Management<br>University Statement of Credit University Statement of Credit |                        |                    |
| <b>Language of Study:</b>               | English  |                        |                    |
| <b>Date of DAG approval:</b>            |  |                        |                    |
| <b>Last Review:</b>                     | 2020/1   |                        |                    |
| <b>Course Specification valid from:</b> |  |                        |                    |
| <b>Course Specification valid to:</b>   | 2026/7   |                        |                    |

## Academic Staff

|                            |                 |
|----------------------------|-----------------|
| <b>Course Leader:</b>      | Dr Crispin Dale |
| <b>Head of Department:</b> | Dr Janet Firth  |

# Course Information

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|---------------------------------|---|
| <b>Location of Delivery:</b>    | University of Wolverhampton                               |
| <b>Category of Partnership:</b> | Not delivered in partnership                              |
| <b>Teaching Institution:</b>    | University of Wolverhampton                               |
| <b>Open / Closed Course:</b>    | This course is open to all suitably qualified candidates. |

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## Entry Requirements:

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Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

## Distinctive Features of the Course:

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Entrepreneurship and reflexive thinking skills are at the heart of this business and tourism programme. The course is designed to allow you to develop an awareness of modern business and tourism practice through practical activities which aim to equip you with an holistic understanding of how an organisation functions, and how the functional areas of a business work together to achieve organisational aims.

A practical and practice-based programme, this course will equip you with the agile, reflexive and critical thinking skills which are vital for success in modern organisations.

The course is based around four core pillars of digital business, sustainable business, innovative business and responsible business and you will explore the functional areas of business through these themes giving them an immersive experience which will result in a thorough understanding of the challenges and opportunities faced by organisations in the 21st century.

## Educational Aims of the Course:

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This exciting and innovative programme is designed for you to embark on an in-depth study of Business and Tourism to develop analysis and evaluation skills that can be applied to real-world situations. Four pillars underpin this programme: innovation and enterprise, sustainability, responsibility and digital. You will explore the functional areas of business, such as management, marketing, human resources, finance and operations, through the lens of these four main themes which run throughout the programme.

Entrepreneurship is a key force for successful economic growth and entrepreneurial thinking is at the heart of this programme with you developing knowledge and understanding of a range of management and business practices and the ability to apply them effectively in an entrepreneurial and innovative manner.

Independent and transferable personal development skills are vital and you will have the opportunity to develop them through interactive learning activities and self-reflection to enable you to develop the professional skills required in the workplace. You will acquire core business skills through case studies, online activities and live projects, through interactions with entrepreneurs and business speakers and through reflecting on their own practice.

The course aims to supply future managers and professionals to various business and tourism sectors as well as to provide key knowledge, skills and attributes that are vital to modern organisations. Potential graduate careers include personnel and human resource management, marketing and market research, business strategy and operations, small business management and start-up, business analytics, digital business and information management.

## Intakes:

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September

## Major Source of Funding:

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Office for Students (OFS)

## Tuition Fees:

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Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

| Year   | Status   | Mode                 | Amount    |
|--------|----------|----------------------|-----------|
| 2020/1 | H        | Full Time / Sandwich | £9250.00  |
| 2020/1 | Overseas | Full Time / Sandwich | £12250.00 |
| 2020/1 | H        | Part Time            | £3050.00  |
| 2020/1 | Overseas | Part Time            | £6125.00  |
| 2021/2 | H        | Full Time / Sandwich | £9250.00  |
| 2021/2 | Overseas | Full Time / Sandwich | £12950.00 |
| 2021/2 | H        | Part Time            | £3100.00  |
| 2021/2 | Overseas | Part Time            | £6475.00  |

## PSRB:

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None

## Course Structure:

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### January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

#### Year 1

| Module | Title                         | Credits | Period | Type |
|--------|-------------------------------|---------|--------|------|
| 4LI016 | Tourism Placemaking           | 30      | SEM2   | Core |
| 4BU017 | The Digital Business          | 30      | SEM2   | Core |
| 4LI015 | Tourism Principles            | 30      | SEM1   | Core |
| 4MK012 | The Fundamentals of Marketing | 40      | SEM1   | Core |

### January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

#### Year 2

| Module | Title                                   | Credits | Period | Type |
|--------|---|---------|--------|------|
| 5LI021 | Researching Leisure                     | 30      | SEM2   | Core |
| 5FC004 | Managing Finance and Accounts           | 30      | SEM2   | Core |
| 5LI019 | Destination Marketing and Management    | 30      | SEM1   | Core |
| 5MG001 | The Professional Manager and Leadership | 30      | SEM1   | Core |

## January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 3

| Module | Title                                     | Credits | Period | Type |
|--------|---|---------|--------|------|
| 6LI031 | Destination Resilience and Sustainability | 30      | SEM2   | Core |
| 6BU020 | The Professional Project                  | 30      | SEM2   | Core |
| 6LI027 | Emerging Markets in Tourism               | 30      | SEM1   | Core |
| 6BE005 | The Strategic Business                    | 30      | SEM1   | Core |

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 1

| Module | Title                   | Credits | Period | Type |
|--------|-------------------------|---------|--------|------|
| 4LI015 | Tourism Principles      | 30      | SEM1   | Core |
| 4BE002 | The Innovative Business | 30      | SEM1   | Core |
| 4LI016 | Tourism Placemaking     | 30      | SEM2   | Core |
| 4BU017 | The Digital Business    | 30      | SEM2   | Core |

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 2

| Module | Title                                   | Credits | Period | Type |
|--------|---|---------|--------|------|
| 5LI019 | Destination Marketing and Management    | 30      | SEM1   | Core |
| 5MG001 | The Professional Manager and Leadership | 30      | SEM1   | Core |
| 5LI021 | Researching Leisure                     | 30      | SEM2   | Core |
| 5FC004 | Managing Finance and Accounts           | 30      | SEM2   | Core |

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

### Year 3

| Module | Title                                     | Credits | Period | Type |
|--------|---|---------|--------|------|
| 6LI027 | Emerging Markets in Tourism               | 30      | SEM1   | Core |
| 6BE005 | The Strategic Business                    | 30      | SEM1   | Core |
| 6LI031 | Destination Resilience and Sustainability | 30      | SEM2   | Core |
| 6BU020 | The Professional Project                  | 30      | SEM2   | Core |

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

## Learning, Teaching and Assessment

Academic Regulations Exemption:

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None

Reference Points:

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[UK Quality Code for Higher Education](#)

[Qualifications and Credit Frameworks](#)

[Subject Benchmark Statements](#)

[University Policies and Regulations](#)

Equality Act (2010)

CMI Professional Standards

Learning Outcomes:

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CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study

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CertHE Course Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study.

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CertHE Course Learning Outcome 3 (CHECLO3)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work

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CertHE Course Learning Outcome 4 (CHECLO4)

Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments

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CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

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DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

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DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context

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DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study

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DipHE Course Learning Outcome 4 (DHECLO4)

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis

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DipHE Course Learning Outcome 5 (DHECLO5)

Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively

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DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

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Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Develop and apply research, writing, numerical, digital and personal skills within a business context

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Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

Apply relevant transferable skills to a career in business and management (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the effectiveness of their own skills and knowledge in such application).

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Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

Examine contemporary and strategic issues through the application of relevant analytical concepts, models and theories.

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Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.

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Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and management theory when assessing and solving problems in different business scenarios.

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Honours Degree Course Learning Outcome 1 (DEGCLO1)

Develop and apply research, writing, numerical, digital and personal skills within a business context

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Honours Degree Course Learning Outcome 2 (DEGCLO2)

Critically appraise relevant knowledge and understanding of organisations, the external environment in which they operate and management theory when assessing and solving problems in different business scenarios.

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Honours Degree Course Learning Outcome 3 (DEGCLO3)

Apply relevant transferable skills to a career in business and management (for example, managing projects, communication, working in teams, research and appropriate technologies and critically reflect on the effectiveness of their own skills and knowledge in such application).

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Honours Degree Course Learning Outcome 4 (DEGCLO4)

Examine contemporary and strategic issues through the application of relevant analytical concepts, models and theories.

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Honours Degree Course Learning Outcome 5 (DEGCLO5)

Evaluate and demonstrate an informed understanding of ethical responsibilities contributing to their professional values and their role in organisations and society in the 21st century.

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Honours Degree Course Learning Outcome 6 (DEGCLO6)

Develop skills of independent learning, analysis, synthesis and critical thinking through the application of business and management concepts and principles and the related underpinning theories appropriate to a wide range of business organisations and situations.

## Overview of Assessment:

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| Module | Title                                     | Course Learning Outcomes   |
|--------|---|--|
| 4BE002 | The Innovative Business                   | CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5                            |
| 4BU015 | The Responsible Business                  | CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5                            |
| 4BU016 | The Sustainable Business                  | CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5                            |
| 4BU017 | The Digital Business                      | CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5                            |
| 5FC004 | Managing Finance and Accounts             | DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6                   |
| 5LI019 | Destination Marketing and Management      | DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6                   |
| 5LI021 | Researching Leisure                       | DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6                   |
| 5MG001 | The Professional Manager and Leadership   | DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6                   |
| 6BE005 | The Strategic Business                    | DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5 |
| 6BU020 | The Professional Project                  | DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO6                                     |
| 6LI027 | Emerging Markets in Tourism               | DEGCLO1, DEGCLO2, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5 |
| 6LI031 | Destination Resilience and Sustainability | DEGCLO1, DEGCLO2, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5 |

## Teaching, Learning and Assessment:

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This is a blended learning course with supportive and structured learning activities on Canvas supported by in-class activities.

The online materials and face-to-face components of the module are integrated into a complimentary learning experience, which is engaging and relevant for students and resources are accessible online. Students are provided with a road map for studying each module in the form of a Homepage on Canvas.

Each Canvas Homepage sets expectations and includes an orientation to help students understand how to successfully navigate the different online components of the course and prepare for the face-to-face meetings.

The structure of each Canvas topic follows a standard Business School layout to ensure consistency and familiarity for students and to help them navigate the different modules they will be studying. The Canvas Pages are used to present learning inputs and related activities with a narrative flow; content is structured into bite sized inputs and activities, inclusive of any Panopto recorded slides. Each module Canvas page features a balance between interactive activities and short lecture inputs.

Regular opportunities are built in for formative feedback in class and online. For summative assessments on modules with more than one tutor a marking rubric is used to ensure consistency and you will receive summative feedback in line with the University policy within four working weeks of submission.

Blended learning lends itself to enquiry-based learning – this puts less emphasis on the lecture method of teaching and more on getting students to solve problems, evaluate situations, research topics or apply principles, which is more appropriate to business education. Face-to-face sessions are delivered in workshop mode with a set of task-based activities, which draw on the online content, and enable students to practically and critically explore the topic individually and in small groups.

Opportunities are built in for students to collaborate in peer-to-peer learning activities. This could include things such as small groups using a flipped learning approach, small group case study analysis, student-led



assessment unpacking, group discussions, student-led seminars and problem-based learning.

The workshop and activity-based approach to learning enables multiple opportunities for formative feedback and self-diagnosis and testing to be built into the core content for each module, and there will be regular opportunities for small group and one-to-one tutorials for all students.

The modules are developed with Universal Design in mind, and to meet all accessibility standards. For instance, downloadable transcripts will be provided for all the videos – these may be created by Panopto and then edited into a useable text or may be scripted by the author in advance of the recording. We will also ensure that there are adequate descriptions provided all of graphs, charts, images etc used in PowerPoint slides included in the transcripts. There will also be alternative text for all graphics used in page, and we will ensure that all documents, PDFs etc are formatted to best be used by screen readers.

Case studies, examples and resources are drawn from a wide range of business cultures and contexts representing our diverse and international community.

## Assessment Methods:

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At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)  
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)  
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

## Student Support:

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General University support:

[The University Library](#) is the key source of academic information for students. The Library provides physical library resources (books, journal, DVDs etc.) and offers a range of study areas to allow you to study in the environment that suits you best: Social areas, quiet and silent areas. The Library also provides access to wide range of online information sources, including eBooks, e-Journals and subject databases.

The Library also provides students with academic skills support via the [Skills for Learning programme](#). While on campus you can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. You can also access a range of online skills material at: [www.wlv.ac.uk/lib/skills](http://www.wlv.ac.uk/lib/skills)

The [University Student Support website](#) offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

## Course Specific Support

At Level 4 you will be allocated an Academic Coach to help you to settle in to University and make the most of your first year of study. For Level 5 and above, a personal tutor is allocated to you and they will maintain regular communication (virtual and/or face-to-face) with you to support you as you progress. Should you encounter any difficulties, follow-up meetings are arranged to ensure that you make satisfactory progress or are not at risk of withdrawal. Personal tutors can assist you in your personal and academic development, planning and progression, as well as offering you advice and guidance to help you liaise with other staff and support facilities in your school and the University, including study skills support.

The course leader will monitor the academic and experiential quality of the course through Award Boards,

focus groups and other channels. The course leader also supports and directs you proactively on the course, both collectively and individually, and responds to enquiries with regard to your academic programme of study.

The Faculty Enabling Tutor liaises with Student Support and Wellbeing (SSW) regarding provision for specific disabled students & disseminates information from Student Support and Wellbeing on the needs of specific disabled students. The Faculty Enabling Tutors also monitor requests for, and provision of, specific examination and assessment arrangements, publicise 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The tutor takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

Where applicable, in-class semester assessments are arranged by the module tutor. The module tutor will, where appropriate, ensure that any arrangements made for students requiring special consideration will be checked by University Student Support and Wellbeing to ensure fairness and equality, and that the provisions of the University Equal Opportunities policy are met. These arrangements will apply to those students who have identified special learning requirements.

### Employability in the Curriculum:

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Enterprise and employability are at the heart of this practice-focused business and tourism management programme. You will engage in live projects, and problem-based learning, applying business concepts to a wide range of diverse work environments. Case studies drawn from a diverse and international range of businesses will aid understanding of the business context, while live projects will enable you to work first-hand with the challenges of a business.

Critical business skills are embedded in the programme from the beginning and you will engage in a number of activities aimed at developing the personal and professional skills required in modern organisations. The course culminates in a Professional Project in which you will bring together all the skills you have acquired throughout your studies to create a business artefact relevant to a modern business environment. This will not only enable you to consolidate your employability skills, but also to demonstrate them to potential employers.

You will be encouraged to reflect on the abilities and skills acquired and to consider them in the context of a business. In your final year, you will also have the opportunity to be mentored by a company director in our hugely successful Institute of Directors Mentoring Scheme.

