Course Specification

Published Date:	21-Sep-2020
Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	LI002T01UV	Full-time	4 Years
	LI002T31UV	Part-time	8 Years
UCAS Code:	N862		
Course Title:	BA (Hons) International Hospitality Management with Foundation Year		
Hierarchy of Awards:	Bachelor of Arts with Honours International Hospitality Management Bachelor of Arts International Hospitality Management Diploma of Higher Education International Hospitality Management Certificate of Higher Education International Hospitality Management Foundation and Preparatory Studies International Hospitality Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	01/Sep/2017		
Last Review:	2020/1		
Course Specification valid from:	2009/0		
Course Specification valid to:	2026/7		

Academic Staff

Course Leader:	Amanda Ross
Head of Department:	Mrs Sarah Williams

Course Information

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

Entry Requirements:

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

2017 Entry

- DD from A level
- BTEC QCF Extended Diploma grade PPP, BTEC QCF Diploma grade MP
- Pass Access to HE Diploma (Full Award)
- If you've got other qualifications or relevant experience, please contact The Gateway for further advice before applying.
- International entry requirements and application guidance can be found here

Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see http://wlv.ac.uk/mature for further information.

Applicants who do not meet the entry requirements may be offered an alternative course.

Distinctive Features of the Course:

The Marketing, Innovation, Leisure and Enterprise (MiLE) department has strong reputations in the subject disciplines of international hospitality management, based on a combination of the industry expertise and experience of MiLE department staff who have delivered a number of national and international consultancy projects (including KTP) on behalf of organisations such as The British Council, and leading brewers, further demonstrating our expertise around the management of hospitality. Courses are informed by our research, publications, and engagement with professional bodies such as the ITT and AEME. Our alumni from the last 20 plus years work at the most senior management levels worldwide, and many have progressed to gain PhD's and enter higher education as lecturers.

The University is an Institute of Travel and Tourism (ITT) Centre of Excellence which recognises leading universities who working particularly closely with the Institute to develop and maintain high professional standards throughout the travel and tourism industry. The University receives support in organising industrial placements, access to high level industry speakers, access to senior industry figures for research purposes and will grant an annual ITT Centre of Excellence Student of the Year award to a student identified by the university.

Our relationship with university venues: The Arena Theatre and The Performance Hub provide an alternative classroom which you will access as part of your course. Learning with us, you will engage with industry through application of learning to live events, field trips and guest lecturers. These resources and developments place MiLE in a very strong position to provide both practical experiences which underpin theoretical understanding and prepare you for the challenges of working in the dynamic event environment.

This programme also encourages you to engage with the University of Wolverhampton Hotel School, where you will be able to undertake a work experience of 100 hours for 2 years of your programme in our own

hospitality environment, guided by experienced team members in a range of hospitality skills to enhance your employability.

Whilst studying with us in our new business school at the Wolverhampton Campus, you will learn about the global marketplace within which international hospitality operates, gain a working understanding of digital technologies, and develop entrepreneurship and business skills that will help you to plan, organise, and manage international hospitality.

You can develop the skills and knowledge that you need to study at undergraduate level, building on your strengths and working on your weaknesses, so that you can feel confident that by the end you are ready to commence a degree course, and to apply the skills to undertake the directed and independent learning which will help you to achieve your potential. This will allow you to embark on Level 4 study in an appropriate undergraduate discipline or combined award, confident that you have developed the skills and chosen the most relevant subject area(s) to specialise in, which will allow you to perform strongly at degree level and enhance your career aims.

Educational Aims of the Course:

The Foundation Year will introduce you to studying at university. You will develop your academic and study skills alongside studying modules that introduce you to the disciplines offered by courses across the Faculty. The Foundation Year will therefore provide a springboard for successful study at levels 4, 5 and 6.

BA (Hons) International Hospitality Management aims to prepare graduates for management roles in the dynamic global hospitality industry. Students would acquire industry relevant skills, knowledge and understanding which will enable them to utilise relevant technological tools and techniques in the management of resources in order to create desirable guest experiences. You will also develop skills in entrepreneurship and intrepreneurship which will maximise your performance in the contemporary hospitality environment.

Intakes:

September
January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

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

PSRB:

None

Course Structure:

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
3GK012	Preparing for Success at University	40	SEM2	Core
3BU002	21st Century Management	20	SEM2	Core
3BU003	Principles of Business	20	SEM1	Core
3GK013	Project-Based Learning	40	SEM1	Core

Continuing students will follow the programme indicated below:

Module	Title	Credits	Period	Type
3GK005	Critical Thinking	20	SEM1	Core
3GK006	Extended Project	20	SEM1	Core
3BU003	Principles of Business	20	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
4MK007	Principles of Marketing	20	SEM2	Core
4HR002	Introduction to People at Work	20	SEM2	Core
4LI013	Introduction to Hospitality	20	SEM2	Core
4LI011	Academic Skills	20	SEM1	Core
4BU006	Learning for Business Success	20	SEM1	Core
4LI014	The International Hospitality Context	20	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
5HR002	Leading and Managing in Organisations	20	SEM2	Core
5LI005	Employability: Managing Finance and Human Resources	20	SEM2	Core
5LI011	Research Themes in Leisure	20	SEM2	Core
5LI012	Hospitality Property Management	20	SEM1	Core
5LI018	Services Marketing	20	SEM1	Core
5BE001	Entrepreneurial Creativity and Innovation	20	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 4

Module	Title	Credits	Period	Type
6BU011	Business Research Methods	20	SEM2	Core
6LI008	Hotel and Accommodation Management	20	SEM2	Core
6BU008	Strategy and Consultancy	20	SEM2	Core
6LI007	Gastronomy and Menu Design	20	SEM1	Core
6BU013	Independent Project	20	SEM1	Core

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

Module	Title	Credits	Period	Type
6BE001	Creating and Starting a New Business Venture	20	SEM1	
6MK002	Applied Marketing Strategy	20	SEM1	

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
3GK012	Preparing for Success at University	40	SEM1	Core
3BU003	Principles of Business	20	SEM1	Core
3GK013	Project-Based Learning	40	SEM2	Core
3BU002	21st Century Management	20	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
4LI011	Academic Skills	20	SEM1	Core
4MK007	Principles of Marketing	20	SEM2	Core
4LI014	The International Hospitality Context	20	SEM1	Core
4BU006	Learning for Business Success	20	SEM1	Core
4HR002	Introduction to People at Work	20	SEM2	Core
4LI013	Introduction to Hospitality	20	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
5LI012	Hospitality Property Management	20	SEM1	Core
5LI018	Services Marketing	20	SEM1	Core
5HR002	Leading and Managing in Organisations	20	SEM2	Core
5BE001	Entrepreneurial Creativity and Innovation	20	SEM1	Core
5LI005	Employability: Managing Finance and Human Resources	20	SEM2	Core
5LI011	Research Themes in Leisure	20	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 4

Module	Title	Credits	Period	Type
6BU011	Business Research Methods	20	SEM1	Core
6LI007	Gastronomy and Menu Design	20	SEM1	Core
6BU013	Independent Project	20	SEM2	Core
6LI008	Hotel and Accommodation Management	20	SEM2	Core
6BU008	Strategy and Consultancy	20	SEM2	Core

For this option group you must choose a minimum of 20 credits and a maximum of 20 credits

6BE001	Creating and Starting a New Business Venture	20	SEM1	
6MK002	Applied Marketing Strategy	20	SEM1	

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:

AFRSC/19/16.2.2 FABSS Undergraduate degrees with Foundation Years.

Section 1.3.1 - Exemption from the standard University Academic Framework allowing for the use of 40 credit taught modules at Level 3 and delivery of these within semesters as follows;

3GK012 Preparing for Success at University (40 credits)

3GK013 Project-Based Learning (40 credits).

Effective date: September 2020.

APPROVED (by Chair's Action on 12/2/2020).

Reference Points:

[UK Quality Code for Higher Education](#)

[Qualifications and Credit Frameworks](#)

[Subject Benchmark Statements](#)

[University Policies and Regulations](#)

Equality Act (2010)

Learning Outcomes:

Foundation Year course Learning Outcome 1 (UCCLO1)

Can articulate your understanding of a range of facts and theories relating to the subjects studied.

Foundation Year course Learning Outcome 2 (UCCLO2)

Can complete tasks and address problems that, while well-defined, may be complex and non-routine.

Foundation Year course Learning Outcome 3 (UCCLO3)

Can interpret and evaluate relevant information and ideas.

Foundation Year course Learning Outcome 4 (UCCLO4)

Can describe key academic skills and conventions, appropriate to the level of study, and apply them to your work.

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"

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."

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

CertHE Course Learning Outcome 4 (CHECLO4)

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

CertHE Course Learning Outcome 5 (CHECLO5)

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

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."

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"

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"

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"

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"

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."

Ordinary Course Learning Outcome 1 (ORDCLO1)

"Understand the role and scope of the international hospitality sector and critically analyse hospitality's impact upon their environments and on regional, national and global culture"

Ordinary Course Learning Outcome 2 (ORDCLO2)

"To acquire industry knowledge and develop operational and entrepreneurial skills, relevant to employability and to the operation and management of international hospitality"

Ordinary Course Learning Outcome 3 (ORDCLO3)

Recognise the changing trends in the international hospitality industry and its ability to attract retain and develop consumers and markets

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Ordinary Course Learning Outcome 4 (ORDCLO4)

Apply problem solving techniques to manage challenges and appropriate theoretical concepts and models to the management of varied international hospitality organisations

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Ordinary Course Learning Outcome 5 (ORDCLO5)

Develop awareness of and utilise digital technologies in learning environments and in the context of developing and managing international hospitality organisations

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Ordinary Course Learning Outcome 6 (ORDCLO6)

"Understand, manage and critically evaluate the role of regional, national and global stakeholders and their impact on the structure and organisation and management of the international hospitality industry organisations."

Honours Course Learning Outcome 1 (DEGCLO1)

"Understand the role and scope of the international hospitality sector and critically analyse hospitality's impact upon their environments and on regional, national and global culture"

Honours Course Learning Outcome 2 (DEGCLO2)

"To acquire industry knowledge and develop operational and entrepreneurial skills, relevant to employability and to the operation and management of international hospitality"

Honours Course Learning Outcome 3 (DEGCLO3)

Recognise the changing trends in the international hospitality industry and its ability to attract retain and develop consumers and markets

Honours Course Learning Outcome 4 (DEGCLO4)

Apply problem solving techniques to manage challenges and appropriate theoretical concepts and models to the management of varied international hospitality organisations

Honours Course Learning Outcome 5 (DEGCLO5)

Develop awareness of and utilise digital technologies in learning environments and in the context of developing and managing international hospitality organisations

Honours Course Learning Outcome 6 (DEGCLO6)

"Understand, manage and critically evaluate the role of regional, national and global stakeholders and their impact on the structure and organisation and management of the international hospitality industry organisations."

Overview of Assessment:

Module	Title	Course Learning Outcomes
3BU002	21st Century Management	UCCLO1, UCCLO3, UCCLO4
3BU003	Principles of Business	UCCLO1, UCCLO3, UCCLO4
3GK012	Preparing for Success at University	UCCLO2, UCCLO4
3GK013	Project-Based Learning	UCCLO2, UCCLO4
4BU006	Learning for Business Success	CHECLO1, CHECLO2
4HR002	Introduction to People at Work	CHECLO1, CHECLO2
4LI011	Academic Skills	CHECLO1, CHECLO2
4LI013	Introduction to Hospitality	CHECLO1, CHECLO2
4LI014	The International Hospitality Context	CHECLO1, CHECLO2
4MK007	Principles of Marketing	CHECLO1, CHECLO2
5BE001	Entrepreneurial Creativity and Innovation	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5HR002	Leading and Managing in Organisations	DHECLO1, DHECLO2, DHECLO3
5LI005	Employability: Managing Finance and Human Resources	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI011	Research Themes in Leisure	DHECLO1, DHECLO2, DHECLO3
5LI012	Hospitality Property Management	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI018	Services Marketing	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BE001	Creating and Starting a New Business Venture	DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6BU008	Strategy and Consultancy	DEGCLO2, DEGCLO3, DEGCLO4, ORDCLO2, ORDCLO3, ORDCLO4
6BU011	Business Research Methods	DEGCLO1, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO4, ORDCLO5
6BU013	Independent Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO6
6LI007	Gastronomy and Menu Design	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO5, ORDCLO6
6LI008	Hotel and Accommodation Management	DEGCLO1, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5, ORDCLO6
6MK002	Applied Marketing Strategy	DEGCLO1, DEGCLO3, DEGCLO4, ORDCLO1, ORDCLO3, ORDCLO4

Teaching, Learning and Assessment:

These may include;

- Reading – both core and supplementary reading from books, journals and electronic sources
- Case Analysis – to look at the application of theory and practice, to identify problems and recommend solutions.
- Group discussions – on provided themes to draw out and share personal experiences and learning amongst the wider group.
- Student presentations/student led seminars.
- Problem-based learning approaches.
- Lectures and workshops.
- Group and individual tutorials
- Personal reflection.

- Group role play and project work.
- Assessment preparation and feedback.
- Individual and group presentations.
- Digital assessment
- Peer feedback.

Assessment Methods:

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:

General University support:

[University Learning Centres](#) are the key source of academic information for students. Learning Centres provide physical library resources (books, journal, DVDs etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, e-Journals and subject databases.

Learning Centres also provide students with academic skills support via the [Skills for Learning programme](#). Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: 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.

A core strand through this course is the development of skills appropriate to both general study at HE and for lifelong learning, and specific study in a chosen specialist subject. In some modules the development of these skills are explicit in others they are embedded within the curriculum.

For example;

- The University Counselling Service offers short courses on topics such as "Self Confidence", "Stress Management and Relaxation" and "Life Skills". They also provide study skills and academic support, providing short courses such as provide help in areas such as "Writing and Assignment Skills", "Exam Techniques", "Enhancing Professional Skills", "Personal Development Planning" and "Making Choices for the Future.
- University Learning Centres provide general academic skills support to all students. Individual appointments are available with a study skills advisor. They can offer advice on areas such as, academic writing, assignment planning, exam preparation, and time management. In addition, there is a regular timetable of drop-in and bookable workshops covering information and digital literacy skills, including academic referencing.
- The International Centre will be able to provide more generic international advice and guidance for example visa's. In addition, the Centre will be able to provide regulatory guidance and any such other support to signpost students to enhance their learning.

You will receive support and guidance from personal tutors, so that you: can understand better your learning process, have the skills and understanding to act on the feedback, so as to become more effective and successful, collect evidence on your achievement to enhance your employability.

Feedback - tutors provide personalised written feedback following all summative assessments. The mechanism for feedback from formative tasks varies between assessments, but will always be provided in some form. On occasions tutors may provide generalised verbal feedback to the whole group on points relating to an assessment. You may also be asked to give feedback to your peers and to your tutors.

Employability in the Curriculum:

Upon graduation students can expect to enter a number of roles in the events sector: public, private or voluntary, gain career progression or set up their own events business. Opportunities can be found in a diversity of venues worldwide from management of venues and stadia, conferencing in hotels to staging corporate, local authority or charity events, arts and music festivals, or business start up such as Wedding planning. Graduates of this award may also progress to postgraduate study.