

Course Specification

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Produced By:	Oliver Jones
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	LI041H01UV	Full-time	3 Years
	LI041H31UV	Part-time	6 Years
Course Title:	BA (Hons) International Hospitality Management		
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 University Statement of Credit International Hospitality Management		
Language of Study:	English		
Date of DAG approval:			
Last Review:	2020/1		
Course Specification valid from:			
Course Specification valid to:	2026/7		

Academic Staff

Course Leader:	Amanda Ross
Head of Department:	Dr Janet Firth

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)

Distinctive Features of the Course:

The University of Wolverhampton Business School has a strong reputation in the subject disciplines of international hospitality management, based on a combination of the industry expertise and experience of staff, who have delivered a number of national and international consultancy projects on behalf of organisations such as The British Council, and leading brewers, further demonstrating our expertise around the management of hospitality. Courses are informed and endorsed by our research, publications, and engagement with professional bodies such as the ITT, ABTA and ATHE. 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.

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 the subject team 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 international hospitality environment.

Whilst studying with us 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 strategically plan, organise, and manage sustainable international hospitality operation. This course will also equip you with the agile, reflexive and critical thinking skills which are vital for success in modern organisations.

Educational Aims of the Course:

The BA (Hons) International Hospitality Management course is an exciting and innovative programme which is a popular choice for students wishing to gain employment in this exciting and rapidly expanding industry. It is designed for students who want to embark on an in-depth study of International Hospitality to develop analytical and evaluative skills that can be applied to real-world situations. Its focus is to develop your practical and management skills, to enable you upon graduation secure graduate level positions in the exciting and dynamic hospitality industry. The course equips you with a hospitality management portfolio of knowledge and skills so that you can consider the diverse work opportunities available in the industry regionally, nationally and internationally; and across sectors such as hotel, restaurant, foodservice, event catering and a host of others.

The course aims at developing your employability skills, through learning experiences, with focus on four pillars underpinning this programme: innovation and enterprise, sustainability, responsibility and digital. You will explore the functional areas of hospitality business, such as management, marketing, human resources, finance and operations, through the lens of these four main themes which run throughout the programme. Overall, the course aims to develop your understanding of industry relevant and key issues and concepts, in order to manage effectively, and understand the most effective approach to challenges.

Intakes:

September

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
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:

None

Course Structure:

January (Full-time)

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4LI017	Concepts in International Hospitality Management	30	SEM2	Core
4LI019	Managing Events in Hospitality Businesses	30	SEM2	Core
4LI018	Exploring Hospitality	30	SEM1	Core
4LI020	Academic and Professional Skills	30	SEM1	Core

January (Full-time)

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5LI021	Researching Leisure	30	SEM2	Core
5BU018	Customer Acquisition & Retention	30	SEM2	Core
5LI020	Hospitality Property Management	30	SEM1	Core
5MG001	The Professional Manager and Leadership	30	SEM1	Core

January (Full-time)

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6LI029	Hospitality Sustainability and Resilience	30	SEM2	Core
6BU020	The Professional Project	30	SEM2	Core
6BE005	The Strategic Business	30	SEM1	Core
6LI030	Applied Food and Beverage Management	30	SEM1	Core

September (Full-time)

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4LI017	Concepts in International Hospitality Management	30	SEM2	Core
4LI018	Exploring Hospitality	30	SEM1	Core
4LI020	Academic and Professional Skills	30	SEM1	Core
4LI019	Managing Events in Hospitality Businesses	30	SEM2	Core

September (Full-time)

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5LI021	Researching Leisure	30	SEM2	Core
5LI020	Hospitality Property Management	30	SEM1	Core
5MG001	The Professional Manager and Leadership	30	SEM1	Core
5BU018	Customer Acquisition & Retention	30	SEM2	Core

September (Full-time)

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6LI029	Hospitality Sustainability and Resilience	30	SEM2	Core
6BE005	The Strategic Business	30	SEM1	Core
6LI030	Applied Food and Beverage Management	30	SEM1	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:

Section 1.3.1 - This course will normally be made up of units of study called modules that consist of multiples of 30 credits. Modules are discrete units of assessed learning at a given level, with coherent learning outcomes.

Section 3.2.2- A part-time student can study a minimum of 30 credits and a maximum of 90 credits in any University academic year.

Section 3.4.4 - To be eligible to continue to study for an award a student must not exceed the maximum period of registration set for the appropriate interim awards unless approved Leave of Absence and/or statutory leave is taken (see 3.5). Undergraduate students achieving less than 30 credits within 12 months of commencing their studies (the minimum requirement for a University Statement of Credit) are permitted to repeat all failed modules once.

Section 4.4.2 - Provided students have passed modules worth a minimum of 90 credits at the same level, marginal failure (35-39%) will be compensated by Awards Boards as follows;

30 credits maximum permitted at L3, L4, L5 and L6

Section 4.4.4 - Where Professional, Statutory, Regulatory Bodies do not permit compensation, students will normally be permitted an additional resit attempt in assessment in modules, provided students have passed modules worth a minimum of 90 credits at the same level of study, as follows;

1. a maximum of 30 credits at level 4
2. a maximum of 30 credits at level 5
3. a maximum of 30 credits at level 6
4. Overall, a maximum of 90 credits for Bachelor's and Bachelor's Honours degrees.

An additional resit attempt will not be permitted for;

1. identified work-based or work-related modules at level 5 or 6; or
2. the Independent Study Module.

Section 4.5.1 - For undergraduate courses lasting more than one year (with the exception of Graduate Certificate and Graduate Diploma qualifications), in order to progress from one year to the next, full-time students will;

1. have passed at least 90 credits
2. be in a position to recover any failure
3. not have exceeded the maximum registration period for their award
4. have passed all modules at level 3 before commencing level 5 and have passed all modules at level 4 before commencing level 6.

Section 4.5.2 - Full-time students unable to progress to the next level may return to continue or repeat their studies at the same level on either a full-time or part-time basis. In such cases students will:

1. study a maximum of 90 credits and be registered as part-time
2. study a maximum of 30 credits from the next level of study
3. study the modules previously failed or deferred or substitutes for the failed modules
4. be in a position to recover any failure, and,
5. not have exceeded the maximum registration period for their award.

Section 4.5.3 - For undergraduate courses lasting more than one year (with the exception of Graduate Certificate, Graduate Diploma and Accelerated Single Honours Degree qualifications) in order to progress from one year to the next, part-time students will;

1. be in a position to recover any failure
2. have no more than 30 credits outstanding from modules already studied
3. be in a position to not exceed the maximum period over which an award or interim award may be studied.

Section 4.5.4 - Part-time students unable to progress to the next year of study may return to continue or repeat their studies at the same level. In such cases students will;

1. study modules previously failed or deferred or substitutes for failed modules
2. study a maximum of 30 credits from the next level of study
3. be in a position to recover any failure
4. not have exceeded the maximum registration period for their award.

Section 4.5.6 - Part-time students on Graduate Certificate and Graduate Diploma qualifications, in order to continue from one year to the next, will;

1. be in a position to recover any failure
2. have no more than 30 credits outstanding from modules already studied
3. not have exceeded the maximum registration period for their award.

Section 5.2.2 - The percentage grade average will be based on the grades from the student's best credits taken at the University of Wolverhampton on their current course as detailed in table below. Marginal fails at 35-39%, where a pass by compensation has been awarded, will be counted towards the percentage average if they fall within the best results as defined below.

Number of UofW credits taken on current course	Percentage average
240-360	180 level 5 and level 6 credits; at least 90 credits must be at level 6
160-220	150 level 5 and level 6 credits; at least 90 credits must be at level 6
Fewer than 160	90 level 6 credits

Section 5.2.3 - Students undertaking a Bachelor's Degree (Bracketed - Specialist) with Honours must have passed at least 90 credits at level 6 in the specialist subject.

Section 5.3.1 - The percentage grade average will be based on the grades from the student's best credits taken at the University of Wolverhampton on their current course as detailed in table below.

Number of UofW credits taken on current course	Percentage average
280-400	210 level 5 and 6 credits; at least 90 credits must be at level 6 and include a level 5 placement module.
180-260	150 level 5 and 6 credits; at least 90 credits must be at level 6 and include a level 5 placement module.

Section 5.5.1 - In addition to meeting the credit requirements for the qualification, a Foundation Degree may be awarded with Merit or Distinction as follows;

Qualification	Pass with Merit criteria	Pass with Distinction criteria
Foundation Degree	At least 90 credits at grade 60% or above at level 5.	At least 90 credits at 70% or above at level 5.

Section 5.6.1 - In addition to meeting the credit requirements for the qualification, a Master's Degree may be awarded with Merit or Distinction as follows;

Number of UofW credits taken on current course	Pass with Merit criteria	Pass with Distinction criteria
180	At least 120 credits at 60% or above, including research project/dissertation	At least 120 credits at 70% or above, including research project/dissertation.
120-150	At least 90 credits at 60% or above, including research project/dissertation.	At least 90 credits at 70% or above, including research project/dissertation.
90-120	At least 60 credits at 60% or above, including research project/dissertation.	At least 60 credits at 70% or above, including research project/dissertation.

Section 5.7.1 - In addition to meeting the credit requirements for the qualification, an HNC or HND may be awarded with Merit or Distinction as follows;

Qualification	Pass with Merit criteria	Pass with Distinction criteria
HNC	At least 90 credits at grade 60% or above at level 4.	At least 90 credits at 70% or above at level 4.
HND	At least 90 credits at 60% or above at level 5.	At least 90 credits at 70% or above at level 5

Effective Date: September 2021

APPROVED by Academic Board 17th March 2021 and AFRSC on 22nd April 2021.

Reference Points:

[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:

CertHE Course Learning Outcome 1 (CHECLO1)

Understand the role and scope of the international hospitality sector and critically analyse hospitality's impact upon their environments.

CertHE Course Learning Outcome 2 (CHECLO2)

Acquire industry knowledge and develop operational and entrepreneurial skills, relevant to employability and to the operation and management of international hospitality.

CertHE Course Learning Outcome 3 (CHECLO3)

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

DipHE Course Learning Outcome 1 (DHECLO1)

Understand the role and scope of the international hospitality sector and critically analyse hospitality's impact upon the environments.

DipHE Course Learning Outcome 2 (DHECLO2)

Acquire industry knowledge and develop operational and entrepreneurial skills, relevant to employability and to the operation and management of international hospitality.

DipHE Course Learning Outcome 3 (DHECLO3)

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

DipHE Course Learning Outcome 4 (DHECLO4)

Apply problem solving techniques to manage challenges through adoption of appropriate theoretical concepts and models relevant to international hospitality operations.

Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

Understand the role and scope of the international hospitality sector and critically analyse hospitality's impact upon their environments.

Ordinary Degree 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 Degree 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.

Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Apply problem solving techniques to manage challenges through adoption of appropriate theoretical concepts and models relevant to international hospitality operations.

Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Develop awareness of and utilise digital technologies in learning environments and in developing and managing international hospitality organisations at regional, national and global levels.

Honours Degree Course Learning Outcome 1 (DEGCLO1)

Understand the role and scope of the international hospitality sector and critically analyse hospitality's impact upon their environments.

Honours Degree Course Learning Outcome 2 (DEGCLO2)

Acquire industry knowledge and develop operational and entrepreneurial skills, relevant to employability and to the operation and management of international hospitality.

Honours Degree 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 Degree Course Learning Outcome 4 (DEGCLO4)

Apply problem solving techniques to manage challenges through adoption of appropriate theoretical concepts and models relevant to international hospitality operations.

Honours Degree Course Learning Outcome 5 (DEGCLO5)

Develop awareness of and utilise digital technologies in learning environments and in developing and managing international hospitality organisations at regional, national and global levels.

Honours Degree Course Learning Outcome 6 (DEGCLO6)

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

Overview of Assessment:

Module	Title	Course Learning Outcomes
4LI017	Concepts in International Hospitality Management	CHECLO1, CHECLO2, CHECLO3
4LI018	Exploring Hospitality	CHECLO1, CHECLO2, CHECLO3
4LI019	Managing Events in Hospitality Businesses	CHECLO1, CHECLO2, CHECLO3
4LI020	Academic and Professional Skills	CHECLO1, CHECLO2, CHECLO3
5BU018	Customer Acquisition & Retention	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI020	Hospitality Property Management	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI021	Researching Leisure	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5MG001	The Professional Manager and Leadership	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BE005	The Strategic Business	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6BU020	The Professional Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6
6LI029	Hospitality Sustainability and Resilience	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6LI030	Applied Food and Beverage Management	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

Teaching, Learning and Assessment:

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

The online materials and face-to-face components of the module are integrated into a complimentary learning experience, which is both engaging and relevant, and resources are also accessible online. You 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 you understand how to successfully navigate the different online components of the module 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 you navigate the different modules you 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 via Canvas within four working weeks of submission. Your feedback within four working weeks in line with the University policy.

Blended learning lends itself to enquiry-based learning – this puts less emphasis on the lecture method of teaching and more on empowering you 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 you to practically and critically explore the topic individually and in small groups.

Opportunities are built in for you 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 you to engage in small group and one-to-one tutorials.

Inclusivity

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:

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:

[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

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:

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

Critical business skills are embedded in the programme from the beginning and students will engage in a number of activities aimed at developing the personal and professional skills required in modern hospitality organisations.

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

Upon graduation you can expect to enter a number of roles in the hospitality sector: public, private or voluntary, gain career progression or set up your own hospitality and/or allied business. Opportunities can be found in a diversity of businesses worldwide from management of hotel and accommodation, conferencing/events in hotels, hospital catering, or business start-up such as event catering. Graduates of this award may also progress to postgraduate study.

