Course Specification

BA (Hons)
International Hospitality and Tourism Management

LONU037/LONU036

Coventry University London

October 2018

To Apply Progressively to Cohorts Entering from September 2017

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
1. Introduction

The BA (Hons) International Hospitality and Tourism Management course combines the advantages of Coventry University London specialist expertise in this field, its employability-focused approach to learning and teaching, and its location. International Hospitality and Tourism Management is closely linked to our current expertise in Tourism, Hospitality and Business Studies. Coventry University London is already offering a BA (Hons) International Hospitality and Tourism Management top-up degree and an MSc in International Hospitality and Tourism Management.

Delivering Coventry University London’s existing USPs in a format suited to undergraduate studies, the course will provide students with a real business experience in the heart of the city of London. The real business experience will be delivered in the classroom by real-world case studies, live projects, simulations, and complemented by field trips and opportunities for work placements.

The course provides students with the core knowledge and skills to operate successfully in the contemporary hospitality and tourism business environment and make them highly attractive to employers internationally. Core modules provide a solid grounding in the key business areas of strategic hospitality and tourism management, services marketing, consumer behaviour, financial management, business law, organisational behaviour and human resource management, entrepreneurship, operations, applied research methods, tourism policy and development, all within an international context. Students have the opportunity to focus on the tourism and hospitality context with case studies and context-specific assessed work being employed as part of the Teaching Learning Assessment strategy.

Field trips are offered to the students to broaden their knowledge and understanding of the hospitality and tourism operations in home and international contexts. Field trips will include visits to global events, such as WTM, London, as well as short trips to tourism destinations in the UK and Europe.

The final year electives offer an opportunity to develop specialist knowledge in Marketing or Human Resource Management. Coventry University London’s international orientation is reflected not only in the course title but also in the module content wherever appropriate. Work placements can be completed abroad, too.

Teaching, learning and assessment have a clear focus on career-building, covering not only the necessary knowledge and understanding, but crucially also cognitive, practical and transferrable skills required in a competitive international labour market. Teaching, learning and assessment are also technology-enabled for efficiency, effectiveness, and to enable students to utilise technology in their career.

Inter-cultural awareness is especially fostered and practised throughout the course in the delivery of the classroom-based modules as well as study abroad, placement and workplace project experience.
### 2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Arts with Honours in: International Hospitality and Tourism Management</td>
<td>Three academic years full-time; 2 ⅓ academic years in full-time accelerated mode (with summer term).</td>
<td>N/A</td>
<td>Level 6</td>
</tr>
<tr>
<td>Fall-back: unclassified degree in International Hospitality and Tourism Management</td>
<td>Four academic years full-time sandwich; 3 or 3 ⅓ academic years in full-time accelerated mode (with summer term). 4½ ~ 6 years part-time.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diploma in Higher Education</td>
<td></td>
<td></td>
<td>Level 5</td>
</tr>
<tr>
<td>Certificate in Higher Education</td>
<td></td>
<td></td>
<td>Level 4</td>
</tr>
</tbody>
</table>

### 3 Awarding Institution/Body
Coventry University.

### 4 Collaboration
None

### 5 Teaching Institution and Location of delivery
Coventry University London

### 6 Internal Approval/Review Dates
Date of latest review: January 2017
Date for next review: January 2020

### 7 Course Accredited by
N/A

### 8 Accreditation Date and Duration
N/A

### 9 QAA Subject Benchmark Statement(s) and/or other external factors
QAA subject benchmark(s) applicable: Subject benchmark statement: Hospitality, leisure, sport and tourism 2008

### 10 Date of Course Specification
November 2016; Updated January 2017; Updated October 2018

### 11 Course Director
Dr. Joanna Voulgaropoulou

### 12 Outline and Educational Aims of the Course

The main educational aim of this course is to enable students to be successful in their chosen career path in international Tourism and Hospitality. To achieve this, it develops students’ knowledge, understanding and skills required to work in the international Hospitality industry. Students will reflect on contemporary international Tourism and Hospitality thought and practice. The course uses case studies, simulations, corporate guest lectures and visits, field trips and internships to apply theory to practice, using current tools and techniques, to prepare students for the future careers. The course is designed to be as practical as possible and trains student’s at most relevant areas needed to become a successful manager in the industry.

To be successful in their studies but also in their later careers, the course aims to equip students with a range of cognitive, practical and transferable skills, including self-reliance skills, interpersonal, leadership and communication skills, in particular the ability to explain complex information in a clear way, numeracy, digital literacy, a lively and enquiring mind with a logical approach to work, creative problem-solving skills and business acumen. This is in line with current expectations by employers surveyed by professional bodies and with recent research on skills requirements in the future workplace.
Apart from increasing their knowledge and understanding, this course also aims to develop students into ethical, responsible individuals that collaborate successfully with and lead others from diverse cultures and backgrounds to achieve shared goals, demonstrating global citizenship and social responsibility.

13 Course Learning Outcomes

A student who successfully completes the course will have achieved the following Course Learning Outcomes:

1. Understand and evaluate the nature of strategic decision-making in organisations including the international arena and apply appropriate theories and concepts to the hospitality and tourism context
2. Analyse and evaluate the business environment and its impact on the hospitality and tourism industry
3. Be able to identify and respond appropriately to the diversity that prevails within the hospitality and tourism industry in relation to consumers, employees, organisations, government and external agencies and be able to demonstrate an understanding and knowledge of current hospitality and tourism principles and practice and their ethical, social, economic and historical contexts.
4. Competently apply appropriate hospitality and tourism concepts, models or techniques to analyse business problems particularly within an international context
5. Be able to communicate effectively using appropriate written, verbal, audio-visual or electronic format output in a national, international and intercultural context
6. Synthesise and critically evaluate different academic views on a variety of business focussed issues within the hospitality and tourism area
7. Identify, analyse and critically assess business problems and issues within organisations in both local and international arenas and formulate and professionally solutions.
8. Identify, locate and retrieve standard business material to synthesise information and be able to communicate in non-verbal and verbal formats appropriate to a specific business setting and use the standard ICT business applications packages.
9. Act as independent learners and carry this ability into their future career development taking responsibility for planning, preparing, and completing individual and group coursework and/or project work
10. Understand, articulate and apply ethical values and principles and resulting responsibilities in various contexts and from different viewpoints whilst demonstrating social, cultural and global awareness

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, the levels at which they are studied, their credit value, status (whether mandatory or options), and pre/co requisites are identified in the table below. Also indicated are the course learning outcomes that are served within each module.

The BA International Hospitality and Tourism Management course is available as a three-year or four-year sandwich course on a full-time basis, or as an accelerated degree capable of being completed in just over two years. It is constructed on the basis of a modular framework of 120 credits per level (360 in total), consisting of core and optional modules.
Professional Accreditation:

The award conditions below are in addition to Coventry University London Academic Regulations.

- For an Honours degree in International Hospitality and Tourism Management, a student must have passed (or been credited for) all modules on the appropriate course and sufficient option modules to a total of 360 credits. This must include either 352LON, 354LON or 355LON.
- For an Unclassified degree in International Hospitality and Tourism Management a student must have passed (or been credited for) modules to a minimum of 300 credits
- For a Diploma of Higher Education a student must have passed a minimum of 240 credits, including at least 100 credits earned at level 4 and 100 credits earned at level 5.
- For a Certificate of Higher Education a student must have passed a minimum of 120 credits, including at least 100 credits earned at level 4.
- The Honours degree classification calculation is in accordance with the University’s regulations for Honours classification and will be based on marks achieved in levels two and three. It must include either 354LON, 352LON or 355LON.
Progression Requirements
To progress from stage 1 to stage 2 students must have earned a minimum of 80 credits on level 4. To progress from level 5 to level 6 students must have earned all credits on level 4 and a minimum of 90 credits on level 5.

Cascade of Awards:

BA (Hons) International Hospitality and Tourism Management

BA International Hospitality and Tourism Management

Diploma of Higher Education

Certificate of Higher Education

<table>
<thead>
<tr>
<th>Level</th>
<th>Module Code</th>
<th>Title</th>
<th>Credits</th>
<th>Status</th>
<th>Course Learning Outcomes</th>
<th>Pre/Co-quisite</th>
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<tbody>
<tr>
<td>4</td>
<td>101LON</td>
<td>The Economic Environment of Business</td>
<td>20</td>
<td>M</td>
<td>5 8</td>
<td>none</td>
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<tr>
<td>4</td>
<td>109LON</td>
<td>Skills for Hospitality and Tourism</td>
<td>20</td>
<td>M</td>
<td>5 8 9</td>
<td>none</td>
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<tr>
<td>4</td>
<td>110LON</td>
<td>Introduction to Hospitality and Tourism Operations</td>
<td>20</td>
<td>M</td>
<td>1 2 3 4 6 9</td>
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<tr>
<td>4</td>
<td>104LON</td>
<td>Foundations of Organisational Behaviour</td>
<td>20</td>
<td>M</td>
<td>5 7 8 10</td>
<td>none</td>
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<tr>
<td>4</td>
<td>111LON</td>
<td>Services Marketing for Hospitality and Tourism</td>
<td>20</td>
<td>M</td>
<td>1 2 3 4 6</td>
<td>none</td>
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<tr>
<td>4</td>
<td>106LON</td>
<td>International Business Cultures</td>
<td>20</td>
<td>M</td>
<td>1 7 10</td>
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<tr>
<td>5</td>
<td>215LON</td>
<td>Financial Planning and Revenue Management for Hospitality and Tourism</td>
<td>20</td>
<td>M</td>
<td>1 2 3</td>
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<tr>
<td>5</td>
<td>216LON</td>
<td>Business Law for Hospitality and Tourism</td>
<td>20</td>
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<td>2 4</td>
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<tr>
<td>5</td>
<td>205LON</td>
<td>Consumer Behaviour</td>
<td>20</td>
<td>M</td>
<td>6 8 10</td>
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<tr>
<td>5</td>
<td>206LON</td>
<td>Business Management and Decision-making process</td>
<td>20</td>
<td>M</td>
<td>5 7 8</td>
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<tr>
<td>5</td>
<td>217LON</td>
<td>Project Management for Hospitality and Tourism</td>
<td>20</td>
<td>M</td>
<td>1 3 4 6 9 10</td>
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<tr>
<td>6</td>
<td>347LON</td>
<td>International Business Strategy</td>
<td>20</td>
<td>M</td>
<td>5 7 10</td>
<td>none</td>
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<tr>
<td>6</td>
<td>365LON</td>
<td>International Hospitality Operations Management</td>
<td>20</td>
<td>M</td>
<td>1 3 4 6</td>
<td>none</td>
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<tr>
<td>6</td>
<td>366LON</td>
<td>Tourism Destinations Management</td>
<td>20</td>
<td>M</td>
<td>1 3 6 10</td>
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<tr>
<td>6</td>
<td>389LON</td>
<td>Professional Identity and Research Design</td>
<td>20</td>
<td>M</td>
<td>2 4 6 8 9</td>
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<tr>
<td>6</td>
<td>349LON</td>
<td>Marketing Communications</td>
<td>20</td>
<td>O</td>
<td>5 7</td>
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<tr>
<td>6</td>
<td>348LON</td>
<td>Managing the Global Workforce</td>
<td>20</td>
<td>O</td>
<td>5 7 10</td>
<td>none</td>
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<tr>
<td>6</td>
<td>354LON</td>
<td>Internship</td>
<td>20</td>
<td>O</td>
<td>2 5 6 9</td>
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<tr>
<td>6</td>
<td>352LON</td>
<td>Dissertation</td>
<td>20</td>
<td>O</td>
<td>2 5 6 8 9</td>
<td>none</td>
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<tr>
<td>6</td>
<td>355LON</td>
<td>Global Business Simulation</td>
<td>20</td>
<td>O</td>
<td>5 8</td>
<td>none</td>
</tr>
</tbody>
</table>

Key
M = Mandatory
O = Option
### 15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the UCAS website, then clicking on ‘Entry profile’.

- The course is subject to the London Campus’ admission procedures and access policies.
- Careful monitoring of applications to ensure that applicants are suited to the course takes place. Where necessary, applicants are interviewed (remotely if applicable), especially those who do not appear to meet standard admissions criteria. Where deemed appropriate, a written exercise is administered to establish suitability.
- An adequate proficiency in English must be demonstrated, and will be assessed during the induction phase of the course. The requirement is a minimum IELTS score of 6.0 with no component below 5.5 (or an equivalent English language test).
- Accreditation for prior learning is in accordance with the Coventry University London Academic Regulations for undergraduate courses.

### 16 Academic Regulations and Regulations of Assessment

This Course conforms to the General Regulations and Academic Regulations for Courses at Coventry University London.

### 17 Indicators of Quality Enhancement

The University has well established mechanisms for the review and evaluation of teaching, learning, assessment, the curriculum and outcome standards. The University’s quality procedures were confirmed by a QAA HE Audit in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University that it meets UK expectations for:

- The setting and maintenance of the academic standards of awards meet UK expectations.
- The quality of student learning opportunities meets UK expectations.
- The quality of the information about learning opportunities meets UK expectations.
- The enhancement of student learning opportunities meets UK expectations.

The arrangements for quality assuring courses and monitoring academic standards reflect those in place at the University, suitably modified to take account of the size of the Campus and the business-facing nature of the academic content. Established arrangements at Coventry University London include:

- Academic Board at Coventry University London
- Assessment Boards
- Student feedback mechanisms upon enrolment and graduation/exit, and for courses and modules
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation or double marking for the Project modules and the appointment of External Examiners
- Processes for the internal approval of modules and courses prior to submission to Coventry University boards
- Arrangements for accreditation of courses by a suitable professional body
- Processes for monitoring teaching quality including open access to teaching material and peer observation
- Provision of the week-long pre-sessional induction course
Enrolled students have access to additional, key sources of information about the course and student support including,

Key sources of information about the course and student support can be found in the:

Course Web which will contain:
- Student handbook.
- Staff Forum
- Student Forum

Module Webs will contain:
- Teaching and learning materials
- Assessment
- Guest lecture schedule
- Discussion Forum
- Links to sources of further support and guidance

The London Campus Website contains references and signposts to:
- Student welfare support on campus
- IT and Library provision on and off campus
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options
- Student Union facilities
- Sport and fitness facilities