

Tourism & Hospitality

BSc (Hons) International Hospitality and Tourism Management

(Final Year Top-up)

Sheffield Hallam University



Qualification

On successful completion of this programme you will be awarded the Sheffield Hallam University BSc (Hons) International Hospitality and Tourism Management.

Awarding Body

Sheffield Hallam University

Course Description

The BSc (Hons) International Hospitality and Tourism Management will provide you with personal, professional and transferable skills that will equip you for a career in a rapidly evolving tourism and hospitality business environment and provide a foundation for continuous development of these skills.

The Sheffield Hallam University BSc (Hons) International Hospitality and Tourism Management can be studied by those who hold an HND or FdA or equivalent qualification in a relevant subject (hospitality management or tourism management or travel and tourism or similar). Successful completion of the HND Tourism & Hospitality Management allows direct entry to this programme as part of a three year degree pathway.

Mode

Online distance learning

Course Content (Modules)

Comprises six modules

1. Contemporary Hospitality and Tourism Management

This module focuses on a range of issues that have an impact on the tourism and hospitality industry sectors now and in the future. These issues include corporate social responsibility and sustainability, health and lifestyle issues, service

quality, the business events industry, terrorism and crisis management. You will be encouraged to explore these in relation to your own work place, organisation, culture and experience by accessing recent information and using this to develop coherent and objective responses to the likely impact of these issues.

2. International Hospitality Management

This module introduces the international hospitality industry's macro environment, key business policy models and principles of corporate strategy related to international hospitality. In particular, the module will focus on;

- Environmental analysis and decision-making
- Strategic options, evaluation and formulation
- Strategies for growth
- Franchising and management contracts and the role of consortia in the international hospitality industry
- Technology within the international hospitality environment, e.g. yield management
- CRS, e-commerce
- Marketing and key financial issues
- International hospitality in the 21st century – key trends

3. Tourism Marketing

This module focuses on the role of marketing in tourism and develops these themes'

- Marketing in the different sectors of tourism
- Marketing and the different types of tourism organisation
- Understanding the purchasing decision-making process in tourism
- Marketing research in tourism
- Quality and tourist satisfaction
- Competition and tourism

- Ethical challenges in tourism
- Technological developments in tourism
- Tourism marketing across national boundaries
- The future of tourism marketing

4. Strategic Management

This module will be delivered through an integrated series of learning activities underpinned by appropriate organisational development using a virtual learning environment. You will be asked to reflect on your own working practice and organisations of which you are a member, have been a member or are familiar with. There will be formative activities with generic feedback and a summative piece of coursework that will reflect the experiential learning the module activities encourage.

5. Organisational Behaviour

Three key areas are examined The individual (personality, individual differences, motivation, ethics), the interpersonal (groups, inter/intragroup behaviour, group dynamics and development) and the organisational (leadership, management style, communication).

6. Project

The aims of this module are to develop knowledge, understanding and analytic approaches to a research problem in an ethical manner, select, critique and review relevant literature, select and apply an appropriate method of investigation to solve the problem; and develop skills in independent and interdependent learning.



Assessment

You will complete a summative piece of assessment for each module, but you will also find in each module that there are activities that develop your understanding and that there is ongoing feedback built into the learning materials

Duration of Programme

Minimum 12 months for the Sheffield Hallam University BSc Top-Up. However, this programme is flexible and can be extended to a period of at least five years.

Entry Requirements

An HND, FdA or equivalent qualification in a relevant subject (hospitality management or tourism management or travel and tourism or similar) The HND Tourism & Hospitality Management allows direct entry to this programme. Overseas students whose first language is not English are required to have an IELTS score of 6.0 or a TOEFL score of 570 (old) or 235 (new) or equivalent.

What's Included

RDI's Online University **ilearn** is used to deliver all resources for this course including:

- **Study materials** - Access electronic copies of your learning materials and important information, such as assessment instructions, whenever and wherever you are.
- **Tutor support** - Tutors use live chats and forums to stimulate discussions, request input and highlight external sources.
- **External resources** - Links to external sources can include key journal articles, your university's online library, sites of topical interest, etc.
- **Discussion with other students** - Forums allow students to come together, share thoughts and ideas and you can initiate topics that you want to discuss with your fellow students.

Workload

We recommend an average of 12 hours study time per week for this programme.

Exemptions

For this qualification we may allow you to count credit for relevant study you have already done elsewhere. Exemptions are considered on an individual basis when you submit an application form. Note that we cannot consider work experience for exemptions.


How to Apply

It's easy to enrol. Send a completed application form, along with one reference, preferably from an academic or current employer, and proof of qualifications to:

RDI Consultants Ltd
Midland Management Centre
1A Brandon Lane
Coventry
CV3 3RD

 **Apply online**
Visit our website www.rdi.co.uk

 **Email us**
Email applications@rdi.co.uk

 **Call us**
Contact us today on **FREEphone**
0800 COURSES / 0800 268 7737

What You Could Study Next

Successful completion of the programme may allow you entry to:

Sheffield Hallam University MSc International Hospitality Management
University of Bradford MBA
University of Sunderland MBA
University of Wales MBA
BTEC Diploma in Management Studies (DMS)
University of Wales Masters Entry Diploma in Management