

## **Bachelor of Arts (Hons) in Hospitality Management**

### **Programme Objectives**

- This programme prepares students to be directly employed in the hospitality sector. It provides effective hands-on practical experiences by blending the management theories and concepts with practical skills.
- This programme allows students to develop their knowledge and understanding of the key areas in the hospitality industry.
- The programme gives the students the ability to distinguish between different features of service design/ delivery and their importance in managing the customer's experience.
- This programme provides the students with an in-depth understanding of the interrelationships between service marketing, operational management, quality management and human resource management.

**Total Number of Credits: 114**

**Duration of the Programme: 3 years**

**Entry Requirement of the Programme:**

**Local student requirements:**

**Either Pass in:**

3 Subjects at A – level and 1 subject at subsidiary level at Higher School Certificate Examination

**Or Pass in:**

2 Subjects at A level and 2 subjects at subsidiary level at the Higher School Certificate Examination and

**Or Pass in:**

3 subjects at A level at the London General Certificate Examination.

### **Modules**

**Year: 1**

**Semester: 1**

**Module Code: HM 101**

**Module Name: The Hospitality Industry**

**Credits: 4**

**Module Brief:**

The module aims to provide the students with knowledge and understanding of the hospitality industry. The students are expected to gain insight into how hospitality organizations function within the wider business environment.

**Year: 1**

**Semester: 1**

**Module Code: HM 102**

**Module Name: Information Technology in Hospitality**

**Credits: 4**

**Module Brief:**

This module introduces students to ICT and how it can be used in the hospitality industry and management purposed both for front liners and back offices related jobs. Students are expected to develop a critical understanding of the nature, the role and the importance of e-tourism business environment at different scales.

**Semester: 1**

**Module Code: HM 105**

**Module Name: Housekeeping Operations and Management**

**Credits: 4**

**Module Brief:**

This module gives an in-depth understanding of the basic skills and key functions required in the Management and Operations of the housekeeping department. The students will become conversant with the standard operating procedures (SOPs) of the housekeeping department.

**Semester: 1**

**Module Code: THM 151**

**Module Name: International Foreign Language-I (Basic German)**

**Credits: 4**

**Module Brief:**

This module aims at developing an understanding of a foreign language, its culture and history. The student is expected to demonstrate basic conversational skills of the above foreign language.

**Semester: 2**

**Module Code: PRAC-HO**

**Module Name: Housekeeping Management**

**Credits: 5**

**Module Brief:**

This module aims to provide an understanding of the Housekeeping department in a given hospitality organization. Students will be assessed on their own working practice in their place of work, in an organization that is known to them or in a realistic simulated environment. They are required to show their knowledge and understanding of the unit of assessment and learning outcomes

**Semester: 2**

**Module Code: MGT251**

**Module Name: Introducing to Accounting and Finance**

**Credits: 4**

**Module Brief:**

The module provides an understanding of the basics of accounting and concepts of double entry system finance. The module prepares the students to be able to explain, prepare and interpret financial statements.

**Semester: 2**

**Module Code: HM 201**

**Module Name: Marketing for Hospitality Sector**

**Credits: 4**

**Module Brief:**

This module exposes students to the basic concepts of marketing and equips them to be able to analyze the recurrent issues in marketing from the hospitality industry. The module also provides thorough knowledge, understanding and application about marketing mix decisions.

**Semester: 2**

**Module Code: MGT 111**

**Module Name: Principles of Management**

**Credits: 4**

**Module Brief:**

The module provides fundamental knowledge and exposure to the concepts, theories, and practices related to the field of management.

**Semester: 2**

**Module Code: HM 203**

**Module Name: Managing front office operations**

**Credits: 4**

**Module Brief:**

The module aims to provide students with understanding of how the hotel front office is managed and its importance within the accommodation services.

**Semester: 2**

**Module Code: PRAC-FOM**

**Module Name: Front office Management**

**Credits: 5**

**Module Brief:**

The module focuses on providing the necessary competences required in the Front Office department in a given hospitality organization. Students will be assessed on their own working practice in their place of work, in an organization that is known to them or in a realistic simulated environment. They must show their knowledge and understanding of the unit of assessment and learning outcomes

**Year: 2**

**Semester: 3**

**Module Code: HM 301**

**Module Name: Enhancing guest experience**

**Credits: 4**

**Module Brief:**

The aim of this module is to provide students with background knowledge and understanding of how hospitality businesses manage the guest experience from the initial customer needs analysis

**Semester: 3**

**Module Code: HM 302**

**Module Name: Managing People in Hospitality Sector**

**Credits: 4**

**Module Brief:**

This module aims to explore the principles of human resource planning, selection, development, compensation, integration, and the spirit of the law in the field of hospitality and tourism.

**Semester: 3**

**Module Code: HM 325**

**Module Name: Sustainable Principles and Practices in the Hospitality Sector**

**Credits: 4**

**Module Brief:**

This module explores the fundamental understanding of the principles of sustainable practices, and development in the Hospitality sector and to examine the concepts of eco-advantage

**Semester: 3**

**Module Code: HM 303**

**Module Name: Revenue and Yield Management**

**Credits: 4**

**Module Brief:**

The aim of this module is to provide an introduction to the theory and practice of Revenue Management (RM). The students are expected to be able to explore the origin, the core concepts and key characteristics of Revenue Management and their impact on the hospitality industry.

**Semester: 3**

**Module Code: PRAC-LRM**

**Module Name: Leisure and Recreation Management**

**Credits: 5**

**Module Brief:**

This module is used to demonstrate competence in the Leisure and Entertainment department in a given hospitality organization. Students will be assessed on their own working practice in their place of work, in an organization that is known to them or in a realistic simulated environment. They must show their knowledge and understanding of the unit of assessment and learning outcomes

**Semester: 4**

**Module Code: THM 522**

**Module Name: Worldwide Tourism Destination**

**Credits: 4**

**Module Brief:**

This module introduces the importance of cultural heritages and worldwide destinations which are the centre of attractions for tourists around the world. Emphasis will be laid upon the United Nations Educational, Social and Cultural Organisation (UNESCO) Heritage sites.

**Semester: 4**

**Module Code: HM 401**

**Module Name: Banqueting and Conference Management**

**Credits: 4**

**Module Brief:**

This module gives the students a background knowledge and understanding of the events and conferencing industry. Students will be required to study the different types of events and profile real events from different events categories.

**Semester: 4**

**Module Code: HM 402**

**Module Name: Banqueting and Conference Management**

**Credits: 4**

**Module Brief:**

The aim of this module is to provide students with a background and operational knowledge of the food and beverage industry. Students will examine the different kind of businesses found within the hospitality sector and the standards associated with them

**Semester: 4**

**Module Code: THM 452**

**Module Name: International Language II**

**Credits: 4**

**Module Brief:**

The aim of the module is to help students achieve a good level of linguistic proficiency in a foreign language. The students are expected to acquire both communicative competencies speaking and writing and grammatical accuracy. All four skills (listening, reading, speaking and writing) which are needed for everyday communication and for work in general and particularly in the tourism industry are covered.

**Semester: 4**

**Module Code: PRAC-F&B**

**Module Name: Food and Beverage Management**

**Credits: 5**

**Module Brief:**

This module is used to demonstrate competence in the Food and Beverage department in a given hospitality organization. Students will be assessed on their own working practice in their place of work, in an organization that is known to them or in a realistic simulated environment.

**Year: 3**

**Semester: 5**

**Module Code: Placement**

**Module Name: International Placement**

**Credits: 9**

**Semester: 6**

**Module Code: HM 601**

**Module Name: Strategic Management**

**Credits: 4**

**Module Brief:**

The aim of this module is to introduce theories and practices of Strategic Management to apply the acquired knowledge in formulation and implementation of strategies for better decision-making. This is a gateway to the real world of management and decision-making.

**Semester: 6**

**Module Code: THM 210**

**Module Name: Enhancing Hospitality Operations**

**Credits: 4**

**Module Brief:**

The module introduces the students to the concept of Service Quality and how to enhance the level of Quality Service in each operation in the Hospitality sector.

**Semester: 6**

**Module Code: HM 603**

**Module Name: Hospitality Innovations**

**Credits: 4**

**Module Brief:**

This module focuses on innovation and development of innovative concepts in the hospitality industry. In today's competitive landscape it is critical that organizations continually innovate both their product offering and processes to ensure that they remain competitive in the market.

**Semester: 6**

**Module Code: THM 605**

**Module Name: International Language**

**Credits: 4**

**Module Brief:**

This module is a continuation of the previously learned foreign language in year 1. The module will help the students to achieve a good level of linguistic proficiency in the foreign language to enable them to use the language confidently, orally and in writing at work and in any given situation.

**Semester: 6**

**Module Code: Practical**

**Module Name: Managing Hotel Operation**

**Credits: 5**

**Module Brief:**

This module is used to demonstrate competence in the overall hotel operation in a given hospitality organization. Students will be assessed on their own working practice in their place of work, in an organization that is known to them or in a realistic simulated environment. They must show their knowledge and understanding of the unit of assessment and learning outcomes