

BA (Hons) International Hospitality Business Management Programme Specification May 2013

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University of Derby Online Learning

Commencing	September 2013 (MM August 2017)
JACS code	
Valid for delivery at	University of Derby Online Learning

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Disclaimer

This handbook is intended for the guidance of participants enrolled on an online programme delivered by the University of Derby Online. Whilst the content represents our intentions at the time this handbook was prepared it is the nature of higher education that programmes and content will change over time. Thus the University reserves the right to make such changes as it deems necessary from time to time, both before and after admission to the programme.

SECTION ONE: General Information

Programme Title

Bachelor of Arts (Honours) in International Hospitality Business Management

Award Titles

University Advanced Diploma in International Hospitality Business Management

Bachelor of Arts (Honours) in International Hospitality Business Management

Mode of Study

Online Distance Learning

Programme start date/review date

Start date: September 2013

Period of Validation: Indefinite

Awarding Institution

University of Derby

Faculty Managing the Programme

University of Derby Online Learning

Institution Delivering the Programme

University of Derby

Relevant external subject benchmark statement(s)

QAA Degree Subject Benchmark Statement for Hospitality, Leisure, Sport and Tourism (2008)

External Accreditation

This programme is accredited by the Institute of Hospitality, UK.

JACS Codes

N862

Programme specification last updated:

July 2017

SECTION TWO: Overview and Programme Aims

Overview

Bachelor of Arts (Honours) International Hospitality Business Management provides you with a range of opportunities to develop skills and knowledge essential to the contemporary hospitality industry as well as expertise in specific areas of management, through a combination of prescribed and optional modules. The modules were designed following extensive consultation with the hospitality industry. They will ensure that you will obtain skills and understanding of critical aspects of hospitality management and will enable you to develop your expertise based on your professional interests and career aspirations.

The programme can be offered in two stages; you may aim to complete University Advanced Diploma in International Hospitality Business Management for the purpose of Continuous Professional Development (CPD), and then further proceed to complete the BA (Hons) degree. If you have completed the Advanced University Diploma in Business Studies you are also able to progress onto this programme, providing you have gained a sufficient hospitality industry experience.

In addition, this programme will provide significant progression opportunities from existing Edexcel HND programmes and other Level 5 qualifications within Hospitality and Tourism management subjects, including the bridging programme designed by our partners BMS Sri Lanka.

Programme Aims

The programme aims to produce graduates with:

- Abilities to critically evaluate and apply relevant concepts associated with the operational and strategic management;
- Vocationally relevant managerial skills and knowledge; by applying the theoretical concepts to professional practice, in the areas of people management, operations management, and managing customer expectations;
- A range of intellectual, analytical and reflective skills to improve professional performance of self and others in the international context;
- A clear understanding of the importance of customers within the hospitality businesses and techniques to assess and meet their needs;
- Abilities to critically evaluate, consolidate, and communicate knowledge and understanding of abstract concepts, theories, paradigms and data;

- The transferable skills that will empower them to pursue other career options and to adapt to changing patterns of employment.

This programme is studied part-time through the medium of online learning.

SECTION THREE: Programme Learning Outcomes

Learning Outcomes describe the skills and abilities you are expected to acquire as a result of successfully completing this programme. They are divided into four categories:

- Knowledge and Understanding – general areas of knowledge
- Transferable Skills – general skills that are universally applicable to employment, further education, etc.
- Intellectual Skills – cognitive or "thinking" abilities
- Practical & Subject-Specific Skills – practical abilities

Appendix 1 shows how the learning outcomes listed below map across to specific modules.

The learning outcomes for this programme are compliant with the Framework for Higher

Education Qualifications (FHEQ) for a qualification at H (honours) level and with the National Qualifications Framework at level 6.

All learning outcomes have been developed with respect to FHEQ and the University's guidance on Learning, Teaching and Assessment.

Programme Learning Outcomes: BA (Hons) International Hospitality Business Management

The learning outcomes you will acquire from the programme are dependent on which modules you choose. The information below represents what all you should achieve regardless of module choice.

Knowledge and Understanding of:

You will obtain knowledge and understanding of:

- the strategic operation and management of human and technical resources;
- the importance of diverse customers and articulate strategies to meet and respond to their needs;
- current affairs related to the global hospitality workforce and techniques to develop your skills;
- the moral, ethical and legal issues underpinning good management practice;
- the nature and parameters of research in an academic piece of work.

Intellectual Skills:

You will acquire and develop the intellectual skills which will enable you to:

- critically assess and evaluate phenomena in the hospitality business context;
- critically interpret data and text in the analysis of the business problems;
- analyse information and present a flexible and reflective response to problem solving within the hospitality context;
- articulate your idea in a structured manner using electronic means of communication.

Subject Specific Skills:

You will acquire and develop the subject specific skills which will enable you to:

- demonstrate a critical understanding of the forces influencing the development of the international hospitality industry;
- analyse and evaluate food, beverage and/or accommodation service systems, their implementation and operation;
- develop strategic plans that respond to the diversity that prevails in the international hospitality industry; giving consideration to stakeholders as well as moral, ethical and legal issues;
- Evaluate the role of core management functions as they apply to the contemporary hospitality industry and their contribution to quality and performance.

Transferable Skills:

You will acquire and develop the transferable skills that will enable you to:

- express ideas you have obtained through written and audio/visual work in effective and confident manners;
- work effectively both individually and as a part of group;
- apply a range of statistical and numerical skills to management information;
- effectively use a range of Information Technology e.g. Web and Internet, databases, spread sheets and word processing;
- manage your time successfully, setting appropriate and achievable goals;
- engage in personal and professional development

SECTION FOUR: Programme Structure

Structure and Curriculum

The Online BA (Hons) International Hospitality Business Management provision at level 6 is designed to allow students who have completed qualifications at Level 5 to 'top-up' their qualifications to a degree. You are able to choose the pace of study but will be guided by the support and academic teams as to its appropriateness.

The curriculum is built around four prescribed modules, with the flexibility to study two optional modules from general business options. There will be at least one prescribed module and one or more optional module available to study each trimester allowing you to choose a fast track route if required. Optional modules will be offered according to demand and we are unable to guarantee the availability of options with low general interest.

The programme is studied on a part-time basis and the modules chosen have particular importance in preparing you for the world of work or further enhance your career prospects.

There are three entry points for this programme in autumn, spring and summer.

Modules: Level 6

Prescribed Modules:

- Managing Cultural Issues in Service Delivery
- Strategic Hospitality Operations Management
- Leadership and Management in Context
- Management Research Project

Optional Modules:

- Consumer Behaviour
- Business Psychology
- Global Business Environment
- Service Quality Management
- Financial Statement Analysis
- Enterprise, Innovation and Strategy

All modules bear 20 credits.

When viewed holistically the programme contains a combination of all the learning design types that specifically reflect the nature of online learning. These are identified in the module specifications as:

- Self-paced, supported online learning (S)
- Collaborative online learning (C)
- Portfolio-based, reflective online learning (P)

In some cases the learning design types are combined, for example Self-paced, supported with significant collaborative activity (SC)

Core /Prescribed modules	Summer	Autumn	Spring
	Leadership and Management in Context* (P)	Managing Cultural Issues in Service Delivery* (SC)	Strategic Hospitality Operations Management* (S)
	Management Research Project (S)		
Optional (2)	Managing Service Quality (S)	Consumer Behaviour (S)	Business Psychology (SC)
	Enterprise, Innovation and Strategy (SC)	Financial Statement Analysis (S)	Global Business Environment (S)

*Completion of these modules will award University Advanced Diploma in International Hospitality Business Management

Personal Development Planning

The graduate skills are grouped and mapped against each learning design type to ensure that you have the opportunity to develop all of them within the programme.

Learning Design Type	Skills for Employment
All modules	Communication Organisation Independence Pro Activity
Self-paced, Supported online learning	Professional Awareness Professional Development Specific Occupational Skills Technical Skills
Portfolio based, Reflective Online Learning	Leadership Assertiveness Self-Awareness Confidence Building
Collaborative Online Learning Self-paced with a collaborative element	Problem Solving Networking Negotiation and Persuasion Team Work

To support the understanding and development of these skills you will be offered a skills diagnosis opportunity at the beginning of your programme. From this you will be directed to a range of resources to help you to develop your own competencies.

During your programme you will be directed to activities that assist you in developing your career plan, your use of tools and technologies and your academic scholarship. The types of activities you encounter will be appropriate for the module (and learning design type) you are studying. This approach will give you the opportunity to develop and demonstrate new skills within your module and as you progress through your programme.

SECTION FIVE: Programme Delivery

Learning and Teaching Methods

The online delivery of this programme is guided by the University of Derby Online Learning's Academic Framework, which outlines the teaching and learning approach adopted in modules delivered online. Modules within this programme use the "Self-paced, supported online learning" learning design, and the "Collaborative Online Learning" design. In certain modules, there may be a blending of these two designs. The "Portfolio Based Reflective Online Learning" design is also utilised on the programme. Further details of the University of Derby Online Learning's [Academic Framework](#) and its teaching and learning strategy can be found here.

The key features of Self-Paced, Supported Online Learning modules are:

You are provided with a set number of units of learning content. Content can be textual; can include video and audio material, screencasts or presentations with voiceovers. This is supported by additional optional activities such as discussion forums to enable you to ask questions of your peers and your tutor, to clarify your understanding and to engage in further development of the principles and ideas.

Formative learning activities such as practice examples, worked examples and online quizzes are made available to you. Such activities enable you to interact, apply & exchange knowledge. The purpose of formative activity is to provide you with feedback so that you know how you are progressing.

You *may* be provided with the opportunity to participate in a set number of live classroom sessions during the module; these provide you with 'real time' access to your tutor and an opportunity to collaborate with your peers. Recordings of these sessions are made available to all students on the module; these are particularly useful for those unable to attend and for you to use in preparation for the module assessment strategy.

The key features of Self-Paced Supported Online Learning and Collaborative modules are:

You are provided with a set number of units of learning content. Content can be textual; can include video and audio material, screencasts or presentations with voiceovers. Some of the units of content contain optional tasks for you to undertake to apply or 'process' the content. There will be a community space / discussion area for the module which is the primary space for you to receive support from your tutor and peers.

At set point or points within the module, you are required to participate in online collaborative activity with a small group of your peers. However, these contribute towards the final assessment for the module

The collaborative activity will take place within a private space for each group within the module's 'Community space' on Blackboard.

You *may* be provided with the opportunity to participate in a set number of live classroom sessions during the module; these provide you with 'real time' access to your tutor and an opportunity to collaborate with your peers. Recordings of these sessions are made available to all students on the module; these are particularly useful for those unable to attend and for you to use in preparation for the module assessment strategy.

The key features of "Portfolio-based, Reflective Online Learning" modules are:

You are provided with professionally commissioned and developed online content which includes not only textual, but also video and audio material, such as presentations with voiceovers. As you work through the module, you will need to complete set activities which compile into a 'portfolio' of work forming your final assessment for the module.

You will receive support from your tutor by sharing your portfolio as it develops and your tutor will facilitate and provide formative feedback on the production and development of your portfolio. You can also engage in discussions with your peers in a community space / discussion area.

You *may* be provided with the opportunity to participate in a set number of live classroom sessions during the module; these provide you with 'real time' access to your tutor and an opportunity to collaborate with your peers. Recordings of these sessions are made available to all students on the module; these are particularly useful for those unable to attend and for you to use in preparation for the module assessment strategy.

International Teaching Team

The online environment provides the opportunity to acquire knowledge from a globally distributed teaching team. These Online Tutors will contextualise learning content providing you with a truly international experience.

Assessment

General approach

Modules are typically assessed through one or more coursework assignments. Depending on the nature of a given coursework assignment, you will be given the assignment specification at the beginning of the module for hand-in at the end of the module. Normally, you receive feedback on coursework within three weeks of submission or completion. Modules also provide ample opportunities for formative feedback to guide you in your learning.

A common approach is for activities to be set based on the content of an online unit and then provide you with the opportunity to discuss this work in online discussions. The feedback may be in groups or to you individually.

Coursework assignments may involve essays, reports, projects, answering or reflecting on questions, or various combinations of these submitted as a portfolio of work. Coursework assignments may be individual or collaborative (i.e., involve group work). Some may be based entirely on material covered in online units or others may require independent research.

Assignments will be submitted in line with the University's requirement for the electronic submission of all assessment tasks.

The assessment strategy takes into account the different learning needs of online students and the following principles also inform our approach:

- To include a range of assessment types, with these being viewed holistically, within and across a programme structure.
- To ensure that you are well-informed in advance of a module of the assessed online activity.
- To ensure that at the very beginning of a module you are made very clearly aware of the specific, assessed, activities or online participation that will be required of you and of the assessment criteria involved.
- To take a well-planned approach to the initiation of new or unusual assessment activity, paying attention to the need for clear instructions and opportunities to undertake low-risk preparatory activities to support familiarity with the technology involved or the development of new skills.
- To ensure that sufficient time is allowed within modules where there are multiple assessment types for you to grasp the different approaches to assessment.

Assessments for all modules have been designed to be inclusive for all students.

Further detail on the University of Derby Online Learning's approach to assessment can be found within our [Academic Framework](#):

This programme operates within the University's Regulatory Framework and conforms to its regulations on assessment.

SECTION SIX: Admissions

Process

The primary function of the admissions process is to ensure that there are grounds for believing that you are adequately prepared and will successfully complete the programme of study leading to the intended award.

Criteria

If you are a non-standard entrant you may be required to submit evidence of your work experience and counselled before being offered a place to ensure that you have the necessary capacity for critical awareness and reflection.

Within the context of the University's Mission Statement, equal opportunities and the Admissions policy, the course aims to attract a wide range of applicants.

We welcome and encourage applications from people of all ages as long as they can be considered adequately prepared to succeed on the programme. There are no upper or lower age limits for entry to the course. All applicants must satisfy the entry criteria but also be suitably prepared to achieve the aims and objectives of the course.

All applicants must have professional experience within the hospitality industry which includes a minimum of six months full-time or equivalent; sufficient to enable you to reflect on the core elements of the discipline.

In addition to the professional experience, Applicants will be required to possess the equivalent of 240 credits at levels 4 and 5. The credits will be expected to be in a related discipline such as hospitality, tourism or business management.

The appropriate qualifications to enter this programme include:

- Edexcel BTEC National Higher Diplomas in business, hospitality or tourism management with overall Merit;
- NVQ Level 5 qualifications in the relevant subject areas;
- Any other recognised equivalent qualification;
- Overseas qualifications equivalent to the above, which can be verified by NARIC

Entry to the programme may be possible subject to the University's Recognition of Prior Learning procedures which may give credit for prior skills, experience or learning. An applicant's significant life and work experience can be taken into consideration through RPL, but the admissions decision will be based on a case-by-case basis.

Students whose first language is not English, will be required to achieve an IELTS score of 6.0.

SECTION SEVEN: Online Student Support and guidance

There is an Online Student Orientation which serves the purpose of highlighting the particular needs of online study and prepares you for the online learning environment. This orientation is available to you before formal entry to the programme and is accessible to you throughout their studies.

You will have access to an Online Student Portal, this will be the main source of information and access to your studies throughout your programme, it directs you to appropriate support guidance and prepare you for the online study and online learning environment.

A number of support mechanisms are available through the portal and via direct contact:

- a customer service and operations team provides advice and guidance on administrative, technical and pastoral support issues;
- Senior Online Tutors provide programme and academic guidance;
- Senior Online Tutor are able to refer you to central university services designed to support you academic and personal development within the programme;
- Online Tutor provides module support and guidance.

More details of Online Student Support are discussed within the University of Derby Online Learning's [Academic Framework](#).

SECTION EIGHT: Post Programme Opportunities

Students who undertake the BA (Hons) International Hospitality Business Management will be able to pursue a range of exciting careers within this sector. A significant number of our students attain a good degree (2:1 or a 1st class honours) and have gone on to management positions in the industry or further progressed their careers to higher positions within the industry.

This programme also provides a foundation for further study at postgraduate level in hospitality or similar areas of study such as tourism, leisure, or business studies, including MSc International Hospitality Management with University of Derby Online Learning.

SECTION NINE: Employer Links

This programme has been designed following consultation with the international hospitality professionals hence the programme structure strongly reflects the current industry's interests. These employers will contribute to the learning materials within hospitality-specific modules, by providing company information on policies and practices and for case studies that replicate real work experiences.

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Besides, a number of Online Tutors are located internationally with established links with employers, and in some cases, they are currently working at management positions in the hospitality industry.

University of Derby Online Learning also works closely with the University of Derby Buxton campus (Department of Hotel, Resort and Spa Management). This Department maintains on-going relationships with local, regional and international hospitality employers.

All students on this programme will have worked within the hospitality industry to varying degrees and they are able to contribute to enrich peer learning experiences through contributing to group discussions or collaborative work with their own insights of the industry affairs.

The programme will also provide excellent opportunities to expand their industry networks internationally, as a number of students will already be in management positions.

This programme has been accredited by the professionally recognised Institute of Hospitality, UK.

Appendix 1: Module Mapping Matrix

	Managing Cultural Issues in Service Delivery	Strategic Hospitality Operations Management	Leadership and Management in Context	Management Research Project	Consumer Behaviour	Business Psychology	Global Business Environment	Service Quality Management	Financial Statement Analysis	Enterprise, Innovation and Strategy
Knowledge and Understanding										
the strategic operation and management of human and technical resources;	✓	✓	✓			✓	✓		✓	
the importance of diverse customers and articulate strategies to meet and respond to their needs;	✓	✓			✓			✓		
current affairs related to the global hospitality workforce and techniques to develop your skills;	✓		✓		✓	✓	✓			✓
the moral, ethical and legal issues underpinning good management practice	✓		✓		✓	✓	✓	✓		✓
the nature and parameters of research in an academic piece of work.				✓						
Intellectual Skills										
critically assess and evaluate phenomena in the hospitality business context;	✓	✓			✓	✓	✓	✓		✓
critically interpret data and text in the analysis of the business problems;				✓			✓	✓	✓	✓

analyse information and present a flexible and reflective response to problem solving within the hospitality context;	✓	✓		✓		✓	✓		✓	✓
articulate your idea in a structured manner using electronic means of communication.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Subject Specific Skills										
demonstrate a critical understanding of the forces influencing the development of the international hospitality industry;	✓	✓	✓	✓	✓	✓	✓	✓		✓
analyse and evaluate food, beverage and/or accommodation service systems, their implementation and operation;		✓						✓		✓
develop strategic plans that respond to the diversity that prevails in the international hospitality industry; giving consideration to stakeholders as well as moral, ethical and legal issues;	✓	✓				✓	✓	✓		✓
Evaluate the role of core management functions as they apply to the contemporary hospitality industry and their contribution to quality and performance.	✓	✓	✓			✓	✓	✓		✓
Transferable Skills										
express ideas you have obtained through written and audio/visual work in effective and confident manners;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
work effectively both individually and as a part of group;	✓					✓				✓
apply a range of statistical and numerical skills to management information;		✓		✓			✓		✓	✓
effectively use a range of Information Technology e.g. Web and Internet, databases, spread sheets and word processing;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

manage your time successfully, setting appropriate and achievable goals;	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
engage in personal and professional development	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓