

MODULE DIRECTORY

BA (Hons) International Hotel Management

BA (Hons) International Hotel Management (with placement year)

LEVEL 6

ACADEMIC DISCIPLINE: Hospitality and Tourism Management

INSTITUTE OF MANAGEMENT AND HEALTH

2025-2026

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INTRODUCTION

This Module Directory includes all the modules for Level 6 within the BA International Hotel Management programme in the academic year 2025-2026.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

MODULES

Level 6

Module Code	BMIH6001
Title	Contemporary Themes in the Hotel and Hospitality Sector
Date	04/03/2021
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To investigate in depth the contemporary issues affecting the global hospitality industry in practice with a strong focus on sustainability issues. The module will through theoretical study, practical research investigation and an International Conference consider in detail practical applications of hotel, hospitality and tourism management activities within a dimension which should underpin the theoretical concepts highlighted within the programmes.
- To consolidate the students' understanding of a range of professional hotel, hospitality and tourism operations through participation in field studies and planning, organising and managing an International Conference. This will give practical experience of both operational, management and policy issues within a specific international, national or regional location and allow them to professionally present their research findings.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Systematically evaluate and analyse contemporary issues within a specific area of the hotel industry, which may include exploring current contemporary issues and organising and managing an International Hospitality Conference focusing on topical issues affecting the industry.
- Systematically analyse a range of sociological, political, economic, ethics and cultural theories and their application within a hospitality destination and in turn evaluate future policy and management options for such operations in order to present a related academic conference paper.

INDICATIVE CONTENT

- The foundation of the module will be taught through a series of lectures focusing on sociological, political, economic, ethics and cultural issues. This module builds upon themes explored in other, previously taught, modules in order to develop and integrate issues explored across the different disciplinary areas. As such the content of the module will be integrative and apply theoretical concepts gained from previously taught modules which students will apply to an approved topic of their choice.
- Field study visits will be based upon a number of contemporary issues related to the theories that have been explored in the lecture and seminar programme. Fieldtrips will aim to include local site visits, local visiting speakers, local workshop discussions and student centred group and individual study and survey activities in order to enable the students to

produce an academic research paper to present at a Hospitality Conference which will take place on a UWTSD campus.

- Seminars will be undertaken focusing on developing the student's practical Conference Management skills in order to enable them to plan, organise, market and manage the Hospitality Conference.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Research paper - content will be delivered at conference	2500 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Conference presentation	15 minutes	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMIH6001	
Module Title	Contemporary Themes in the Hotel and Hospitality Sector	
Classification	Reading List entry	Electronic*
Essential	Conrady, R., Buck, M. (2012) <u>Trends and Issues in Global Tourism</u> , Springer	☒
Essential	Cooper, C. and Hall, M. (2016) <u>Contemporary Tourism: An International Approach</u> , Goodfellow, Oxford.	☐
Essential	Tribe J (2009) <u>Philosophical issues in Tourism (Aspects of Tourism)</u> , Channel View	☐
Further	Dawson, J. Lemelin, H. Stewart, E. (2012) <u>Last Chance Tourism: Adapting Tourism Opportunities in a Changing World</u> , Routledge, London	☐
Further	Darcy, S. Ambrose, J. Bulhalis, D. (2012) <u>Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism</u> , Channel View, London	☐
Further	Faulkner, B, Moscardo, G, Laws, E, 2001, <u>Tourism in 21st Century. Reflections on Experience</u> . Continuum, London	☐
Further	Krippendorf, J, 2011, <u>The Holiday Makers: Understanding the Impact of Leisure & Travel;</u>	☐
Further	Laws,E. Prideaux, B. Chon, K. (2007) <u>Crisis Management in Tourism</u> , CABI, Wallingford	☐
Further	Mill, R. (2012) <u>Resorts management and Operations (3rd Ed)</u> Wiley, London	☐
Further	Robson, C. (2016) <u>Real World Research</u> , Wiley, Chichester.	☐
Further	Wahab S. & Cooper C, 2005, <u>Tourism in the Age of Globalisation</u> , Routledge, Abingdon	
Journals	Annuals of Tourism Research	☒
Journals	Current Issues in Tourism	☒
Journals	International Journal of Hospitality Management	☒
Journals	International Journal of Tourism Research	☒
Journals	Tourism Management	☒
Journals	Journal of Sustainable Tourism	☒
Websites	www.culture.gov.uk	☒
Websites	https://www.theism.org/	☒
Websites	www.wto.org	☒
Websites	www.tourismconcern.org.uk	☒

Module Code	BMIH6008
Title	Hotel Placement Project
Date	04/03/2021
Level	6
Credits	30
Pre-Requisites	BMIH6002, BMIH6003 and BMIH6004

AIM(S)

- The research report will enable the student to produce a substantial body of work which has been instigated, developed and produced as a consequence of their own initiative and will allow an opportunity for independent research. The topic will arise from individual interest from the professional placement period and will require the student to undertake an independent research investigation. In this context it will also aim to allow the student to apply a range of analytical skills and techniques and to develop research-based skills by undertaking structured and methodical research.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Appraise critically the literature pertaining to their research topic.
- Evaluate, select and apply relevant research techniques in both primary and secondary fields and analyse rigorously the evidence gathered.
- Generate and justify appropriate conclusions based on the previous analyses, demonstrating awareness of the limitations of the research.
- Produce an organised and structured document that adheres to academic convention.

INDICATIVE CONTENT

- Defining the research question, Defining research aims and objectives.
- Definitions of research methodology.
- Research Techniques: The role of theory, experimental research design, qualitative, quantitative methods, action research, software applications.
- Survey Research Design: Interview technique, selection of samples, questionnaire design, structural interviews.
- Quantitative & Qualitative Analysis: Origins and practice, case studies, written sources, text analysis packages, use of statistical packages and software e.g. SPSS/Excel/SNAP techniques; parameter and non-parameter data analysis.
- Achieving research rigour, understanding bias, use of appropriate analytical tools, caveats of interpretation, drawing conclusions.

- Developing a research proposal.
- Making theoretical considerations in applied research;
- Planning and starting research; searching data and research data sources;
- Defining research aims and objectives;
- Defining and choosing research methodologies;
- Undertaking survey research and design; research proposal design;
- Evaluating applied research methods;
- Analytical methods and techniques/data analysis;
- Synthesis of research data and cognitive reasoning.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	13
Independent learning	160	53
Placement learning	100	33
TOTAL	300	100%

ASSESSMENT

Assessment Component

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Research report	7500 words	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMIH6008	
Module Title	Hotel Placement Project	
Classification	Reading List entry	Electronic *
Essential	Collis, J & Hussey, R (2014), <u>Business Research, A Practical Guide for Undergraduate and Post Graduate Students</u> , Palgrave, London	☒
Essential	Saunders, M., Lewis, P. and Thornhill, A. (2012) <u>Research Methods for Business Students</u> , FT/Prentice Hall: Harlow	☒
Essential	Veal, A J (2006), <u>Research Methods for Leisure and Tourism</u> , 3 rd Ed, Financial Times/ Prentice Hall	☐
Further	<u>Bryman</u> A. (2008), <u>Social Research Methods</u> , 2 nd Ed, Oxford University Press	☐
Further	Cottrel, S. (2011) <u>Critical Thinking Skills: Developing Effective Analysis and Argument</u> , Palgrave Study Guides, Palgrave Macmillan: Basingstoke	☐
Further	Cottrel, S. (2014), <u>Dissertation and Project Reports – A step by Step Guide</u> , Palgrave Macmillan: Basingstoke.	☐
Further	Denscombe, M., 2010. Ground rules for social research : guidelines for good practice 2nd ed., Maidenhead: Open University Press.	☒
Further	Diamantopoulos, A. & Schlegelmilch, B. B. (2002), <u>Taking the Fear Out of Data Analysis</u> , Dryden, London	☐
Further	Greetham, B. (2014) <u>How to Write your Undergraduate Dissertation</u> , Palgrave Macmillan, Basingstoke.	☐
Further	<u>Grbich</u> C. (2006), <u>Qualitative Data Analysis</u> , Sage Publications Ltd	☐
Further	Marshall, C. (2015), <u>Designing Qualitative Research</u> , 6 th Ed, Sage, London.	☐
Further	McGiven, Y. (2006), <u>The Practice of Market and Social Research, an Introduction</u> , Prentice Hall, Harlow	☐
Further	Pallant, J. (2010), <u>SPSS Survival Manual</u> , Oxford University Press, Buckingham	☒
Further	Robson, C. (2016), <u>Real World Research</u> , 2 nd Ed, Blackwell: Oxford	☐
Further	Silverman, D. (2011), <u>Qualitative Research Methods</u> , 2 nd Ed, Sage: London	☐
Further	Yin, R. K. (2003), <u>Case Study Research</u> , 4 th Ed, Sage: London	☐
Journals	Appropriate journals from the compulsory subject areas and appropriate for the dissertation.	☐
Websites	Appropriate websites from the compulsory subject areas. http://www.socialresearchmethods.net/kb/contents.php	☐

Module Code	BMIH6002
Title	Managing Food and Beverage Operations
Date	04/03/2020
Level	6
Credits	10
Pre-Requisites	None

AIM(S)

- To provide students with knowledge and insights necessary to manage Food and Beverage Operations effectively within food service and production areas – and to develop a range of management issues studied during level 4 and 5
- To develop individual core service competencies and key skills required to meet required food and beverage service standards focusing upon task management, self-management, problem solving and communication

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Undertake efficiently and shadow a supervisory position in Food and Beverage Operations and critically appreciate the importance of work-based keys skills;
- Systematically analyse management performance within the workplace environment and knowledgeably discuss issues relating to Food and Beverage Operations;
- Systematically examine and understand performance criteria and technical knowledge necessary to meet hotel food and beverage F&B guest service standards.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be linear and individually designed to focus on either specialist or generic areas of study according to the student's level of experience, needs, interests and chosen career pathway.
- Key skills – communication, teamwork, task management, personal skills – guest services, operational issues.
- Food service and food production techniques and skills.
- Management and supervisory systems related to Food and Beverage Operations.
- Operational tasks – task management, performance.
- Review – reflection, self-appraisal, reaction to feedback.
- Organisational Issues: Policies and procedures relating to Food and Beverage Operations, organisational aims and objectives, mission statement, operations, staffing, training, competition, quality issues, performance measures, management structures, working practices, marketing, health and safety, guest service.

- New consumer trends; changing needs of consumers. National and international perspectives.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	100	100%
TOTAL	100	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Learning Log	1250 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Hotel Manager's Assessment Report on Practical Activities	Practical tasks undertaken on placement	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMIH6002	
Module Title	Managing Food and Beverage Operations	
Classification	Reading List entry	Electronic*
Essential	ASET (2017) Good Practice Guide for Workbased and Placement Learning in Higher Education, ASET, Sheffield	☒
Essential	Fallon,M.& Rutherford,D. (2010) Hotel Management and Operations, Wiley, London.	☐
Essential	Hagg, E (2013) Internship Guide Eleven, The Hague	☐
Essential	Johnston,R Clark,G. Shulver,M. (2012) Service Operations Management, Pearson, London	☒
Essential	Vallen, G.K. & Vallen, Jerome J. (2014) Check-in check-out : managing hotel operations Ninth edition.; Pearson new international.,	☐
Further	Fanthorne, C (2004) <u>Work Placements – Survival Guide for Students</u> Macmillan, Basingstoke	☐
Further	UWTSD (2019) Quality Handbook Chapter 10, Carmarthen	☒
Further	Wood,R. (2013) Key Concepts in Hospitality Management, Sage, London	☐
Websites	Organisational websites as personally applicable to the students' individual placement.	☐

Module Code	BMIH6003
Title	Managing Guest Service Operations
Date	04/03/2020
Level	6
Credits	10
Pre-Requisites	None

AIM(S)

- To provide students with knowledge and supervisory insights necessary to manage Guest Service Operations effectively within Reception/Front Office, Housekeeping, Leisure Club and Meetings/Events - and to introduce to a range of management issues studied during level 4 and 5.
- To develop individual guest service competencies and key skills necessary to work effectively within Reception/Front Office, Housekeeping, Leisure Club and Meetings/Events departments, focusing upon self-management, problem solving, communication and teamwork.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Undertake efficiently and shadow a supervisory position within Guest Service Operations which covers Reception/Front Office, Housekeeping, Meetings and Events, Leisure Club and critically appreciate the importance of work-based key skills;
- Systematically analyse management performance within the workplace environment and knowledgeably discuss issues relating to Reception/Front Office, Housekeeping, Meetings/Events and the Leisure Club;
- Systematically examine and understand issues such as resource allocation, marketing, management styles, culture, health and safety and organisational / industry issues which impact upon guest service operations - and which influence the guest service experience.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be linear and individually designed to focus on either specialist or generic areas of study according to the student's level of experience, needs, interests and chosen career pathway.
- Key skills – communication, teamwork, task management, personal skills – guest services, operational issues.
- Supervisory responsibilities undertaken within Reception/Front Office, Leisure Club, Housekeeping and Meetings/Events.
- Operational tasks within the departments listed above – task management, performance measurement systems.
- Guest Service software systems employed within departments.
- Review – reflection, self-appraisal, reaction to feedback.

- Organisational Issues: Policies and procedures relating to delivering guest services, organisational aims and objectives, mission statement, operations, staffing, training, competition, quality issues, performance measures, management structures, working practices, marketing, health and safety, guest service strategies.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	100	100%
TOTAL	100	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Learning Log	1250 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Hotel Manager's Assessment Report on Practical Activities	Practical tasks undertaken on placement	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMIH6003	
Module Title	Managing Guest Service Operations	
Classification	Reading List entry	Electronic*
Essential	ASET (2017) Good Practice Guide for Workbased and Placement Learning in Higher Education, ASET, Sheffield.	☒
Essential	Bardi, J. (2010) Hotel Front Office Management, Wiley, London	☐
Essential	Casado,M. (2012) Housekeeping Management, Wiley, London	☐
Essential	Hagg, E (2013) <u>Internship Guide</u> Eleven, The Hague	☐
Essential	QAA, 2018 UK Quality Code, Advice and Guidance: Work-based Learning, QAA, London	☒
Further	Fallon,M. &Rutherford,D. (2010) Hotel Management and Operations, Wiley, London	☐
Further	Johnston,R.Clark,G.Shulver,M. (2012) Service Operations Management, Pearson, London	☒
Further	Rughubalan,G. (2009) Hotel Housekeeping: Operations and Management, Oxford Higher Education Press	☐
Further	Tewan,J. (2009) Hotel Front Office: Operations and Management, Oxford Higher Ed Press	☐
Further	Vallen, G.K. & Vallen, Jerome J. (2014) Check-in check-out : managing hotel operations Ninth edition.; Pearson new international.,	☐
Further	Wood,R. (2012) Key Concepts in Hospitality Management, Sage, London	☐

Module Code	BMIH6004
Title	Managing Hotel Administration
Date	04/03/2020
Level	6
Credits	10
Pre-Requisites	None

AIM(S)

- To provide students with knowledge and insights necessary to manage administrative systems effectively within the following departments: Sales, Human Resources, Finance, Revenue Management and Social Media/Communications.
- To develop the student's administrative and supervisory skills, focusing upon enhancing core competencies required for a future career within Hotel Management.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Undertake efficiently a shadow supervisory position within Hotel Back Office and Administration Operations and critically appreciate the importance of work based key skills;
- Systematically analyse management performance within the workplace environment and knowledgeably discuss issues relating to Hotel Administration;
- Systematically examine and understand issues such as resource allocation, marketing, management styles, workplace culture, health and safety, software systems, training, changing nature of consumer needs.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be linear and individually designed to focus on either specialist or generic areas of study according to the student's level of experience, needs, interests within the hotel Industry.
- Key skills – communication, teamwork, task management, personal skills – guest services, operational competency.
- Operational tasks – task management relating to duties undertaken within Sales, HR, Finance, Revenue Management and Social Media.
- Departmental software systems
- Duty Manager responsibilities.
- Review – reflection, self-appraisal, reaction to feedback.
- Organisational Issues: Policies and procedures relating to Hotel Administration and Back Office Operations, organisational aims and objectives, mission statement, operations, staffing, training, competition,

quality issues, performance measures, management structures, working practices, marketing, health and safety, guest service strategies

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	0	0%
Placement learning	100	100%
TOTAL	100	100%

ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Learning Log	1250 words	50%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Hotel Manager's Assessment Report on Practical Activities	Practical tasks undertaken on placement	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMIH6004	
Module Title	Managing Hotel Administration	
Classification	Reading List entry	Electronic*
Essential	Fallon,M. & Rutherford,D. (2010) Hotel Management and Operations, Wiley, London	☐
Essential	Hayes,K.& Miller,A. (2012) Revenue Management for the Hospitality Industry, Wiley, London	☐
Essential	Johnston,R. Clark,G.& Shulver,M. (2012) Service Operations Management, Pearson, London	☒
Further	QAA (2011) A Toolkit for Enhancing Personal Development, Planning Strategy, Policy and Practice in Higher Education Institutions. QAA Scotland.	☐
Further	Tesone,J (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, London	☒
Further	Wood,R. (2013) Key Concepts in Hospitality Management, Sage, London	☐
Websites	Organisational websites as personally applicable to the students individual placement	☐