Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

MODULE DIRECTORY

BA (Hons) Hospitality and Hotel Management

Certificate of Higher Education Hospitality and Hotel Management

LEVEL 4-6

ACADEMIC DISCIPLINE: Hospitality and Tourism Management

INSTITUTE OF MANAGEMENT AND HEALTH

2025-2026

CONTENTS PAGE

Page No

INTRODUCTION 1

MODULES 2

INTRODUCTION

This Module Directory includes all the modules for Levels 4-6 within the BA Hospitality and 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 4

Module Code	**BMIH4007/BMIH4007D**
Title	**Business Skills for the International Hotel Industry**
Date	**11/07/2023**
Level	**4**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To provide students with the underlying communication skills, numeracy and IT skills to prepare them for the range of work that will be required by the hotel industry and an understanding of key legislation affecting the operation of a hotel.

LEARNING OUTCOMES

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

- apply the written, numeracy and IT skills necessary to fulfil all that will be required of them during their placement in the hotel;
- understand the main legal risks that the hotel industry faces.

INDICATIVE CONTENT

- Communicating and presenting information (e.g. presentation techniques, styles)
- Developing an appropriate writing style (e.g. planning and structuring essays and reports, linking ideas together, using facts, opinions or arguments, analytical thinking, problem solving, etc.)
- Referencing convention (e.g. the Harvard System, the numeric system)
- Using computers and e-learning to support learning (e.g. the VLE, Internet search techniques)
- Organising study / work (e.g. time management, organising space, organising resources)
- Gathering relevant information (e.g. effective note taking, using library and internet resources, reflecting on experience)
- Key research skills/data collection methods (e.g. primary and secondary sources, interview, questionnaire, observation, focus groups, questionnaire design, sampling methods)
- Presentation of data using varied formats such as; charts, diagrams and graphs.
- Developing and enhancing numerical competency
- Using varying word-processing software for document compilation (e.g. formal reports, essays, presentations, minutes, letters, CVs, recruitment and selection pro-forma / templates

- Developing the skills to read and understand Key legislation affecting the operation of a hotel: liability, health and safety, food hygiene, risk management, licensing, including key provisions within Hotel Proprietors Act 1956.
- Using spreadsheet software such as; Excel for statistical analysis - use of formulae to include; min, max, sum, autosum, autofill, function wizard, relative and absolute cell referencing, sorting and filtering data, generating charts from data sets
- Using presentation software (e.g. slide design, slide masters, importing images, animation)

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**
Portfolio	4 elements, equivalent to 3000 words	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH4007/BMIH4007D**	
Module Title	**Business Skills for the International Hotel Industry**	
Classification	**Reading List entry**	**Electronic***
Essential	Cottrell, S. (2013) Study Skills Handbook, 4th Ed., Palgrave Macmillan: Basingstoke	☒
Essential	Wood, R.C (2015) Hospitality Management: a brief introduction. Sage Publications Ltd.	☒
Essential	www.instituteofhospitality.org	☒
Further	Migdal, N. Taylor & Francis (2015) Hotel Law: Transactions, Management and Franchising, Abingdon Press	☐
Further	Sherman, J. (2009) IT Skills for Office, Hodder Education	☐
Further	Cottrell, S. (2010) Skills for Success: The Personal Development Planning Handbook (Palgrave Study Guides), 2nd Ed., Palgrave Macmillan: Basingstoke	☐
Further	Cox, J., Frye C. & Preppernau, J. (2008) Microsoft Office Home and Student 2007 Step by Step Book/CD Package	☒
Further	Hayes, D.K, Ninemeier, J.D Miller, Allisha. A (2017) Hotel operations Management. 3rd Edn. Pearson . London.	☐
Further	McMillan, K. & Weyers, J. (2007) The Smarter Student: Study Skills & Strategies for Success at University, Prentice Hall: Harlow	☒
Further	Piscitelli, S.V. (2014) Study Skills: Do I Really Need This Stuff? 3rd Ed., Prentice Hall: Harlow	☐
Further	Price, G. & Meier, P. (2007) Effective Study Skills: Essential skills for academic and career success, Prentice Hall: Harlow	☒
Further	Sinfield, S & Burns, T. (2016) Essential Study Skills: The Complete Guide to Success at University, 4th Ed., Sage Publications Ltd	☐
Further	Wood, R.C (2013) Key Concepts in Hospitality Management. Sage Publications Ltd.	☒
Journals	International Journal of Educational Development Vol. 15.1 (1995) – Present	☒
Websites	www.skills4study.com/	☒
Websites	www.palgrave.com/skills4study/	☒
Websites	www.ltscotland.org.uk/studyskills/	☒
Websites	www.bized.co.uk/reference/studyskills/index.htm	☒
Websites	www.how-to-study.com/	☒
Websites	www.brunel.ac.uk/~mastmmg/ssguide/sshome.htm	☒

Module Code	**BMIH4012/BMIH4012D**
Title	**Hospitality and Guest Services for the Hotel Industry**
Date	**11/07/2023**
Level	**4**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To provide students with an understanding of the role and importance of hospitality and guest services practices within hospitality industries. Students will be introduced, where appropriate to the proven Guest Service training standards and operational practices and appreciate the importance of identifying and satisfying guest needs.

LEARNING OUTCOMES

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

- understand the importance of Guest Services strategies and appreciate their use in understanding guest needs and the value of empowerment and guest service measurements;

- evaluate the range of hospitality services and provision in terms of the changing nature of consumer demands and understand operational systems and resource provision required to deliver service excellence.

INDICATIVE CONTENT

- International and UK Hospitality Industry- Concepts, definitions of hospitality, guest service and customer care, historical developments, role and function of hospitality services, market analysis of different sectors (hotels, guest services, restaurant, houses F+B providers, outlets, support services), franchising structure, relationship within national economies, economic impacts, organisational trends.

- Consumers – Understanding and appreciation of guest needs, identification of market segments for hospitality products, characteristics, structure, changing customer needs and demands, lifestyle trends, patterns of work, lifecycle, fashion fads, service expectations, internal and external factors, market trends. Sustainable (greening) good practice.

- Hospitality Skill Requirements and Operational Issues- Operational systems for provision of F&B, accommodation, resource co-ordination, specific service skills. Changing industry, consumer demands, training initiatives food hygiene, requirements, menu planning, legislation, cultural influences, performance measures, verification and grading. Social media influences (TripAdvisor) and digital management responses.

- Guest services- Nature, scope and role, guest service and training models, guest service standards, empowerment, ownership, guest service measures, quality awards, mystery shopper, guest needs, understanding and appreciation of philosophies, use of mystique case studies to include Marriott (Spirit to Serve), Disney, Ritz Carlton, West Pace Hotel Group, Solis, Capella Hotels and Bluestone.

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
Case study	3000 words	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH4012/BMIH4012D**	
Module Title	**Hospitality and Guest Services for the Hotel Industry**	
Classification	**Reading List entry**	**Electronic***
Essential	Solomon, M. ((2018) The Heart of Hospitality.SelectBooks,Ins. New York	☒
Essential	Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford	☒
Essential	Walker, J. (2013) Introduction to Hospitality Management, Pearson, London	☒
Essential	www.instituteofhospitality.org	☒
Further	Wood, R.C., (2015). Hospitality management : a brief introduction,, Sage, London	☐
Further	People 1st (2017) The performance & talent management revolution, PF, Uxbridge.	☐
Further	O'Fallon, M.J. and Rutherford, D.G., (2010). Hotel management and operations, 5th Ed, John Wiley & Sons.	☐
Further	Heppell, M. (2015) Five Star Service: How to deliver Exceptional Customer Service, Pearson, London	☐
Further	Johnston, R. Clark, G. & Shulver, M. (2012) Service Operations Management, Pearson, London	☐
Further	Kanani, R.B (2017) A Wealth of Insight. Black Truffle Press.London	☒

Module Code	BMIH4012/BMIH4012D	
Module Title	**Hospitality and Guest Services for the Hotel Industry**	
Classification	**Reading List entry**	**Electronic***
Further	Michelli, J.A (2008) The New Gold Standard. McGrawHill, London	☒
Further	O'Gorman, K. (2010) The Origins of Hospitality and Tourism, Goodfellow, Oxford	☐
Further	Swarbrooke J & Horner S (2011) Consumer Behaviour in Tourism 2nd Ed, Oxford, Butterworth	☐
Further	Vallen, G.K. & Vallen, Jerome J. (2014) Check-in check-out : managing hotel operations Ninth edition.; Pearson new international.,	☐
Further	Wood, R..C (2013) Key concepts in Hospitality Management. Sage. London	☒
Further	WorldHost publications (People 1st)	☒
Journals	Management Today	☒
Journals	International Journal of Hospitality Management	☒
Journals	International Journal of Contemporary Hospitality Management	☒
Journals	Journal of Hospitality Management and Tourism	☒
Journals	Hospitality (Institute of Hospitality)	☒
Websites	www.managementtoday.co.uk	☒
Websites	www.businessballs.com	☒
Websites	www.theaa.com	☒
Websites	www.visitbritain.com	☒

Module Code	**BMIH4008/ BMIH4008D**
Title	**Management and Organisational Behaviour**
Date	**11/07/2023**
Level	**4**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To cultivate student knowledge and understanding of the nature of behaviour within organisations, concepts of organisational design, functions and processes of management, in addition to recognising the importance of 'management' as an integrating activity.

LEARNING OUTCOMES

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

- coherently and critically analyse the relationship between structure, culture, people and organisational performance;
- understand the essential nature of managerial work (in terms of both functions and processes), communicate the role of leadership and, furthermore, explain the variables that determine effective management and leadership;
- evaluate the behavioural approach to management, through understanding of the factors that affect differences in individual behaviour.

INDICATIVE CONTENT

- Theoretical perspectives on organisation and management with a particular focus on the paradigm shift from transition, stability, predictability and order towards flexibility, contingency and flux
- An assessment of the general principles of organisation design, structure and culture, illustrated through practical examples and applications.
- A focus on managerial behaviour and action, with an analysis of the elements that constitute effective managerial behaviour. Management accountability.
- Theories of leadership, within an emphasis on the pivotal importance of leadership ability within times of organisational change and transition
- An introduction and overview of the behavioural science approach to the management of people within organisations
- Psychological theories and explanatory frameworks of individual behaviour, pertaining to:
    - Personality
    - Perception
    - Learning

- Attitudinal dispositions, namely motivation, satisfaction and commitment
- The nature of work groups and teams

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
Business report	3000 words	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH4008/BMIH4008D**	
Module Title	**Management and Organisational Behaviour**	
Classification	**Reading List entry**	**Electronic***
Essential	Huczynski, A. & Buchanan, D. (2016) Organisational Behaviour (9th Ed), Harlow: Pearson	☒
Essential	Armstrong, M. (2016) Armstrong's Handbook of Management and Leadership (3rd Ed), London: Kogan Page.	☒
Further	Boddy, D. (2014) Management: An Introduction (6th Ed), Harlow, Pearson	☐
Further	Mullins, L & Dosser, P. (2013) Hospitality Management and Organisational Behaviour (5th Ed) Harlow, Pearson.	☐
Further	Mullins, L. (2013) Organisational Behaviour in the workplace (12th edition) Harlow: Pearson Education Ltd.	☐
Further	Adair, J. (2009) The Inspirational Leader (2nd Ed), London: Kogan Page	☐

Module Code	BMIH4008/BMIH4008D	
Module Title	**Management and Organisational Behaviour**	
Classification	**Reading List entry**	**Electronic***
Further	Arnold, J. (2016) Work Psychology (6th edition) Harlow: Prentice Hall.	☐
Further	Bloisi, W. et al (2007) Management and Organisational Behaviour, *(*2nd edition) Maidenhead: McGraw-Hill.	☐
Further	Buchanan, D. And Huczynski, A. (2007) Organisational Behaviour: An Introductory Text (6th edition), Harlow: Prentice Hall.	☐
Further	Robbins, S. Et al (2015) Organizational Behaviour (16th edition) Harlow: Pearson Education Limited.	☐
Further	Rollinson, D. et al (2008) Organisational Behaviour and Analysis *(*4th edition) Harlow: Addison-Wesley Longman.	☐
Journals	Human Relations	☒
Journals	Human Resource Management Journal	☒
Journals	Journal of Organizational Behaviour	☒
Journals	Management Today	☒
Journals	People Management	☒
Journals	Learning Organisation	☒
Journals	Organization Studies	☒
Websites	www.businessballs.com	☒
Websites	www.hrmguide.co.uk	☒
Websites	www.bized.aacsb.edu	☒

Module Code	**BMIH4009/BMIH4009D**
Title	**Marketing Essentials**
Date	**11/07/2023**
Level	**4**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To introduce the students to the business discipline of marketing, the core elements from which marketing activities develop and current trends and developments in marketing.

LEARNING OUTCOMES

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

- define and assess the development of marketing in creating value for customers, identify relevant stakeholders and assess its impact within strategic and operational practice;

- understand the process and stages of marketing planning, including the role of the marketing environment, marketing research and the marketing mix.

INDICATIVE CONTENT

- The nature and scope of marketing
- Identify the different strategies of the marketing plan and how they are produced
- Explain the role of the marketing mix
- Understand the implication of a macro analysis
- Overview the macro environment
- Elements of the internal analysis. Identify the methods used for segmenting, targeting and positioning within markets.
- The need for a marketing information system
- The role of databases in information management
- Digital marketing; role of social media technology
- The nature of marketing research, methodologies and tools
- The importance of stakeholders for marketing
- Sustainable marketing
- Communication Mix activities including Social Media

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
Individual presentation	10 minutes	50%

Assessment Component 2

(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Marketing Plan	1500 words	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH4009/BMIH4009D**	
Module Title	**Marketing Essentials**	
Classification	**Reading List entry**	**Electronic***
Essential	Kotler, P., Armstrong, G. & Opresnik, M.O., (2018) Principles of Marketing Seventeenth, global., Pearson, London.	☒
Essential	Blythe, J (2019) Essentials of Marketing, 7th ed., Pearson Education	☒
Essential	Kotler P, Armstrong G, Harris, LC, Piercy N (2019), Principles of Marketing, 8th ed., Pearson, London	☒
Essential	www.instituteofhospitality.org	☒
Further	Baack, D,W, Czarnecka, B and Baack, D,E (2018), International Marketing, 2nd ed., SAGE Publications Ltd	☐
Further	Benzo, R, Mohsen, M,G and Fourali, C (2017) Market Research: Planning, Process, Practice. SAGE Publications	☐
Further	Bowie,D. Buttle,F. Brookes,M & Mariussen,A (2017), Hospitality Marketing 3rd ed, Routledge, London	☐
Further	Burgess, C. Burgess, M (2020) The NEW Marketing, How to win in the digital age. SAGE Publications, London	☐

Module Code	BMIH4009/BMIH4009D	
Module Title	Marketing Essentials	
Classification	Reading List entry	Electronic*
Further	Blythe, J., (2013) Principles and practice of marketing 3rd ed Thomson Learning: London	☐
Further	Clow, K & Baack, D (2013), Integrated Advertising, Promotion and Marketing Communications 6th ed., Pearson, London	☒
Further	De Mooij, M. (2019) Global Marketing & Advertising, understanding cultural paradoxes. 5th Ed, SAGE Publications, London	☐
Further	Egan, J, (2011) Relationship Marketing: Exploring Relationship Strategies in Marketing. 4th ed., Pearson	☒
Further	Egan, J, (2011) Relationship Marketing: Exploring Relational Strategies in Marketing. Financial Times/ Prentice Hall: Harlow	☒
Further	Fill, C and Turnbull, S (2019) Marketing Communications: Touchpoints, Sharing and Disruption, 8e Pearson	☐
Further	Frochot I. and Batat W., (2013) Marketing and Designing the Tourist Experience. Goodfellow, Oxford	☐
Further	Housden M (2010), Marketing Research & Information, Butterworth Heinemann, Oxford	☒
Further	Hudson, S and Hudson, L (2017) Marketing for Tourism, Hospitality and Events: A Global and Digital Approach, SAGE Publications	☐
Further	Hulten, B. (2020) Sensory Marketing, an introduction. SAGE Publications, London	☐
Further	Jobber D & Fahy J (2019), Foundations of Marketing, McGraw Hill, London	☐
Further	Jobber D & Ellis-Chadwick F (2019) Principles and Practice of Marketing, McGraw Hill 7th ed., London	☐
Further	Kingsnorth, S (2019), Digital Marketing Strategy: An Integrated approach to Online Marketing, 2e Keegan Page	☐
Further	Kotler, P. and Armstrong, G. (2020), Principles of Marketing, 18th Ed, Pearson: Harlow	☒
Further	Kotler,P and Kartajaya, H. Marketing 4.0 Moving from Traditional to Digital (2017) Wiley. New York	☒
Further	Middleton V, Fyall A, Morgan M, (2009) Marketing in Travel and Tourism, Butterworth Heinemann, Oxford.	☐
Further	Tresidder R. and Hirst C., (2012) Marketing in Food, Hospitality, Tourism and Events. Goodfellow, Oxford	☐
Further	Smith PR & Zook ZE (2020) Marketing Communications. 7th Ed, Kogan Page, London	☐
Further	Wilson, A, (2012) Marketing Research: An Integrated Approach, 2nd Ed. Pearson: Harlow	☐
Further	Journal of Hospitality Marketing and Management	☒
Further	International Journal of Contemporary Hospitality Management	☐
Journals	European Journal of Marketing	☒
Journals	Journal of Marketing	☒
Journals	Journal of Marketing Management	☒
Journals	Journal of Marketing Research	☒
Journals	Journal of Strategic Marketing	☒

Module Code	BMIH4009/BMIH4009D	
Module Title	Marketing Essentials	
Classification	Reading List entry	Electronic*
Journals	Also advisable to read a weekly publication or Marketing Week and the Monthly Marketer magazine from the Chartered Institute of Marketing.	☐
Articles	Tomorrow's word: re-evaluating the role of marketing CIM. https://www.cim.co.uk/media/4896/shape-the-agenda-tomorrows-word.pdf Accessed 24 April 2021	☒
Websites	www.campaignlive.co.uk Marketing articles and news and also includes publications such as Brand Republic	☒
Websites	ClickZ Marketing News (online) Available from: http://clickz.com (Accessed 20 December 2019)	☒
Websites	Brand Republic (online) Available from: http://www.brandrepublic.co.uk (Accessed 20 December 2019)	☒
Websites	CIM, The Chartered Institute of Marketing (online) Available from: http://www.cim.co.uk (Accessed 20 December 2019)	☒
Websites	MAD (online) Available from http://www.mad.co.uk (Accessed 20 December 2019)	☒
Websites	biz/ed (online) Available from: https://bized.aacsb.edu/ (Accessed 20 December 2019)	☒
Websites	Red Herring, the Business of Technology (online) Available from: http://www.redherring.com (Accessed 20 December 2019)	☒
Websites	www.clickz.com Marketing technology news, tech talk and podcasts	☒
Websites	www.digitalmarketingmagazine.co.uk	☒
Websites	www.economist.com	☒
Websites	www.hotelmarketing.com (very much focused on USA but gives regular updates on hotel marketing-related issues	☒
Websites	www.marketingweek.com	☒
Websites	www.revfine.com (news and information from the hospitality and travel industry)	☒
Websites	www.wnim.info Marketing podcasts and updates	☒

Module Code	**BMIH4010/BMIH4010D**
Title	**Personnel Resourcing and Development**
Date	**11/07/2023**
Level	**4**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To develop student knowledge and understanding of the principal internal and external environmental contexts of contemporary organisations within which HR professionals and workers interact to service customer demands and expectations. This module will also explore the connection and the implications for, and applications in, professional practice.

LEARNING OUTCOMES

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

- demonstrate understanding of the managerial and business environment within which personnel professionals work and analyse how resourcing an organisation is influenced by internal and external factors that determines a firm's need to recruit, select, socialise, performance manage and mobilise people to meet and exceed their objectives and sustain competitive advantage;
- effectively communicate the links between personnel development and positive organisational outcomes evidenced in contemporary research and practiced by organisations committed to developing an engaged and talented workforce in possession of the appropriate skills, attitudes and experiences that enables them to sustain life-long employment.

INDICATIVE CONTENT

- The role of personnel professionals within varying sectors and within small, medium and large enterprises.
- Internal (SWOT) and external (PESTLE) environments that impact upon the work of personnel professionals; managing and initiating change for improvement.
- Major features of national and international employment markets from which organisations source and mobilise staff; how employment markets are evolving and/or changing.
- Staffing processes employed by organisations and how these are now influenced by technology; ensuring such processes are administered lawfully, fairly, efficiently and effectively.
- Socialising personnel into the organisation; managing diversity; building the business activist.
- Processes of managing performance; innovating new working practices; delivering outstanding customer service; breeding an environment where talent may grow.

- Individual learning styles; retention and levels of engagement of individuals within firms.
- Linkages between individual and organisational learning.
- Traditional and contemporary means of professional development; coaching and mentoring; continuous professional development.
- Ethics and professionalism; commitment to equality of opportunity; managing diversity.

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
Future employability portfolio	2 elements	50%

Assessment Component 2
(Tick one)

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

Mode of assessment	Volume	Weighting
Presentation	10 minutes	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMIH4010/BMIH4010D	
Module Title	**Personnel Resourcing and Development**	
Classification	**Reading List entry**	**Electronic***
Essential	Johnston, R. Clark, G. Shulver, M (2012). Service Operations Management ,Pearson, London	☒
Essential	David K. Hayes, D.K. Jack D. Ninemeier. J.D. (2009) Human resources management in the hospitality industry; John Wiley & Sons	☒
Essential	Tuzunkan, D. and Volkan Altintaş, V. (editors). (2019) Contemporary human resources management in the tourism industry; Business Science Reference	☒
Further	Taylor, S. and Woodhams, C. (2012) Studying Human Resource Management. London: Chartered Institute of Personnel and Development	☐
Further	Torrington, D. Hall, L. Taylor, S and Atkinson, C. (2009) Fundamentals of Human Resource Management: Managing People at Work, London: Prentice Hall	☐
Further	Friedman, A. (2012) Continuing professional development: lifelong learning of millions. London: Routledge.	☐
Further	Gallagher, K. (2016) Essential study and employment skills for business and management students. Oxford: Oxford University Press.	☐
Further	Horn, R. (2009) The business skills handbook. London: Chartered Institute of Personnel and Development.	☐
Further	Marchington, M. and Wilkinson, A. (2016) Human resource management at work. 6th ed. London: Chartered Institute of Personnel and Development.	☐
Further	Murton, A,. Inman, M., O'Sullivan, N. (2010) Unlocking Human Resource Management, Hodder Education	☐
Journals	People Management (https://www.peoplemanagement.co.uk/)	☒
Journals	Personnel Today	☒
Journals	Human Resource Management Journal	☒
Journals	International Journal of Human Resource Management: Available at: www.cipd.co.uk/journals	☐
Websites	www.cipd.co.uk/cpd – Continuing professional development (CPD) information on the website of the Chartered Institute of Personnel and Development (CIPD).	☒
Websites	www.cipd.co.uk/hr-topics/performance-management.aspx Links to the CIPD's top resources on performance appraisal and feedback in general, including factsheets, surveys, research, books and more	☒
Websites	https://www.customer1st.co.uk – website of Customer 1st International.	☒
Websites	www.instituteofcustomerservice.com – website of the Institute of Customer Service.	☒
Websites	https://www.gov.uk/government/organisations/department-for-business-energy-and-industrial-strategy - website for the UK government Department for Business, Energy & Industrial Strategy	☒

Module Code	**BMIH4011/BMIH4011D**
Title	**Sustainable Hospitality**
Date	**11/07/2023**
Level	**4**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To gain a comparative overview of sustainable hospitality and tourism developments both nationally and internationally and to review appropriate policy and strategy frameworks.

LEARNING OUTCOMES

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

- demonstrate understanding of the term “sustainability” and apply it within the context of tourism and hospitality;
- analyse concepts of “sustainable good practice” within the tourism and hospitality industry (rural, coastal and urban areas) and within the transport sector.

INDICATIVE CONTENT

- Definitions of sustainability – principles of sustainability; tourism impacts – cause and effects; demand and supply issues.
- Historical development of hospitality and tourism – contemporary growth rates; changing patterns of economic development; changing consumer life styles – “needs and wants”.
- Sustainability development – key international, UK and national (Wales) policy documents identified and reviewed.
- Sustainable tourism development – a coastal, rural, urban perspective using case study examples from UK and overseas. Management and marketing perspectives.
- Tourism, Hospitality and sustainability – social inclusion. Case study: disability.
- Environmental regulations, market mechanisms and self-regulatory codes influencing the tourism industry.
- “Greening Your Business” – practical steps for hospitality and tourism business to adopt and introduce sustainable approaches for operational procedures and practice.
- Sustainable development and marketing – the relationship explained.
- Sustainable transport: Greenways/Gower Explorer case studies. Swiss railways, London Transport.
- Marriott Hotel: Spirit to Serve; organisational commitment to sustainability; review analysis.

- Sustainable development… an international perspective. Case Studies of good sustainable practice within the hotel industry (Banff National Park, Piran, Slovenia, Wales Coast Path, National Trust etc.).

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
Sustainability project	3000 words	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH4011/BMIH4011D**	
Module Title	**Sustainable Hospitality**	
Classification	**Reading List entry**	**Electronic***
Essential	Curtin, T. (2012) Managing Green Issues, MacMillan Palgrave, London.	☒
Essential	Liburd, J. & Edwards, D. (2010) Understanding the sustainable Development of Tourism, Goodfellow, Oxford.	☒
Essential	Weaver, D. (2006), Sustainable Tourism, Elsevier Butterworth – Heinemann	☐
Further	Blowfield, M. (2013) Business and Sustainability, OUP, Oxford.	☐
Further	Aronssen, L. (2000), The Development of Sustainable Tourism, Continuum	☐
Further	Edgell, D. (2006) Managing Sustainable Tourism: A legacy for the future, Haworth Press	☐
Further	Goodwin, H. & Font, X. (2011) Taking 21esponsibility for Tourism, Goodfellow, Oxford.	☐
Further	Hall, D. & Brown F. (2006), Tourism and Welfare, CABI	☐

Module Code	BMIH4011/BMIH4011D	
Module Title	Sustainable Hospitality	
Classification	Reading List entry	Electronic*
Further	Hawkins, R. & Bohdanowicz P (2011) Responsible Hospitality, Goodfellow, Oxford.	☐
Further	Herremans, I. (2012), Cases in Sustainable Tourism: An Experiential Approach to Making Decisions, Haworth Press	☐
Further	Mathieson, A, & Wall G. (1992), Tourism, Economic and Social Impacts, Longman	☐
Further	Middleton, V & Hawkins R (1998), Sustainable Tourism. A Marketing Perspective, Butterworth-Heinemann	☐
Further	Novelli, M. (2005), Niche Tourism, Elsevier Butterworth-Heinemann	☒
Further	Wall, G. & Mathieson A (2005), Tourism: Change, Impacts and Opportunities, Prentice Hall	☒
Journals	Annuals of Tourism Research	☒
Journals	Current Issues in Tourism	☒
Journals	Journal of Sustainable Tourism	☒
Journals	Tourism Management	☒
Websites	www.greenglobe21.com	☒
Websites	www.tourismconcern.org.uk	☒
Websites	www.culture.gov.uk	☒
Websites	www.wto.org	☒

Level 5

Module Code	**BMIH5012 / BMIH5012D**
Title	**Entrepreneurship**
Date	**11/07/2023**
Level	**5**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To introduce students to the concept of entrepreneurship and provide them with the theoretical and practical knowledge to engage in the entrepreneurial process. The module will do this through critically evaluating current and emerging entrepreneurial themes, and through an investigation of a specific market with the production of a professional business plan.

LEARNING OUTCOMES

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

- critically evaluate their theoretical knowledge of entrepreneurship;
- apply the methods and techniques that they have learned to critically review, consolidate, extend and apply their knowledge and understanding to initiate and carry out a Business Plan.

INDICATIVE CONTENT

- Defining entrepreneurship and enterprise. The importance of entrepreneurship in the economy.
- Different perspectives in understanding entrepreneurship.
- Entrepreneurial traits and motivations
- The role of the entrepreneur: Managerial versus entrepreneurial mind set. Skills, attitudes and behaviours associated with entrepreneurs.
- Developing entrepreneurial skills.
- Developing new ideas, products and services.
- How to develop a business model.
- The business planning process – analysis, choice and implementation – mainly as relevant to micro business and SMEs.
- Business description: business ownership/legal formats, mission and objectives.
- The market and competitors: analysis of the macro/micro environment using frameworks such as SWOT, SLEPT, Porter's 5 forces, frameworks and techniques to investigate competitors and understand customers including industry analysis and market research.
- The marketing plan (segmentation and targeting, product, price, promotion, business premises/distribution, service issues) .

- Management and human resources plan: people/staffing issues including hiring and firing.
- Operations and production plan: production facilities, IT requirements, and intellectual property rights issues such as copyright, trademarks and patents.
- Financial plan: e.g. sources of finance to start-up a business, costings, breakeven analysis, cash flow predictions, profit and loss accounts.
- Pitching the idea/plan: presentation techniques, documentation conventions.

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
Business plan	2000 words	50%

Assessment Component 2
(Tick one)

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

Mode of assessment	Volume	Weighting
Business plan pitch	15 minutes	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMIH5012 / BMIH5012D	
Module Title	**Entrepreneurship**	
Classification	**Reading List entry**	**Electronic***
Essential	Barringer, B. R. & Ireland, R.D. (2016) Entrepreneurship: Successfully Launching New Ventures, 5th Ed., Prentice Hall: New Jersey	☒
Essential	Blackwell, E. (2011), How to Prepare a Business Plan: Planning for Successful Start-up and Expansion, (5th Ed) Sunday Times Business Enterprise Series, Kogan Page	☒
Further	Williams, S. (2017) The Financial Times guide to business start up 2017/18, 30th Ed., Financial Times Press: Harlow.	☐
Further	Burns, P. (2006) Entrepreneurship and Small Business, 2nd Ed., Palgrave Macmillan: Basingstoke	☐
Further	Butler, D. (2010) Enterprise Planning and Development: Small Business and Enterprise Start-up Survival and Growth. Routledge.	☐
Further	Hisrich, R.D., Peters, M.P. & Shepherd, D.A. (2013) Entrepreneurship, 9th Ed.,McGraw Hill: NY	☐
Further	Mariotti, S. and Glackin, C. (2016) Entrepreneurship: Starting and Operating a Small Business (4th Ed), London: Prentice-Hall.	☒
Further	Rae, D. (2008) Entrepreneurship: from opportunity to action, 2nd Ed., Basingstoke: Palgrave Macmillan	☐
Further	Rickman, C., & Roddick, D. (2013) The Small Business Start-Up Workbook: A step-by-step guide to starting the business you've dreamed of. London, How to Books	☐
Further	Timmons, J. & Spinelli, S. (2008) New Venture Creation: Entrepreneurship for the 21st Century, McGraw Hill: Boston	☐
Further	Zimmerer, T.W. & Scarborough, N.M. (2011) Essentials of Entrepreneurship, 6th Ed., Prentice Hall: New Jersey	☐
Journals	Entrepreneurship: Theory & Practice	☒
Journals	International Small Business Journal	☒
Journals	Journal of Business Venturing	☒
Journals	Journal of Entrepreneurship	☒
Journals	Journal of Small Business and Entrepreneurial Development	☒
Journals	Journal of Small Business Management	☒
Websites	http://www.smallbusiness.co.uk/	☒
Websites	https://www.gov.uk/government/organisations/department-for-business-innovation-skills	☒
Websites	http://business.wales.gov.uk/	☒
Websites	http://wales.gov.uk/topics/businessandeconomy/help/?lang=en	☒

Module Code	**BMIH5013 / BMIH5013D**
Title	**Financial Management for the Hotel Industry**
Date	**13/05/2024**
Level	**5**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To develop a critical understanding of the terms and principles used within Financial Management

- To encourage and develop the student's ability to interpret key financial information for budgeting, performance measurement and evaluation techniques

LEARNING OUTCOMES

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

- critically analyse and evaluate the informational requirements of management, particularly in relation to decisions involving revenues, costs and other financial criteria using appropriate methods and techniques;

- demonstrate a critical understanding of how to monitor and evaluate financial performance within the Hotel Industry.

INDICATIVE CONTENT

- The role of the Finance Manager and Finance Team

- Develop an understanding of basic financial terminology, with a focus on USALI.

- An Introduction to budgeting (types and usage), and the difference between a budget and a forecast

- The uses of the 3 key documents and how they impact business operations (P&L, balance sheet and cash flow statement). Who is responsible for what within a hospitality organisation?

- Understanding costs and cost management

- An exploration of Methods of Investment (ROCE, performance measurement, NPV, risk, inflation and the cost of capital)

- Working Capital

- How taxation impacts business

- Current trends in management information

- Familiarisation with the financial press

- Accounting software systems used within hotel/hospitality environments.

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
Analysis of Financial Report to understand business performance.	2000 words	50%

Assessment Component 2

(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Written Business Report	2000 words	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH5013 / BMIH5013D**	
Module Title	**Financial Management for the Hotel Industry**	
Classification	**Reading List entry**	**Electronic***
Essential	Laws J. (2018) Essentials of financial management; Liverpool University Press	☒
Essential	Guilding,C.(2013) Accounting Essentials for Hospitality Managers, London, Taylor and Francis.	☒
Further	Drury C (2015) (9th Ed) Management and Cost Accounting, London, Prentice Hall	☐
Further	Hayes,M. & Miller, A. (2012) Revenue Management for the Hospitality Industry, London, Wiley	☐
Further	Atrill P, McLaney E (2015) Management Accounting for Decision Makers, FT Prentice Hall	☐
Further	Bhimani A, (Ed) (2006) Contemporary Issues in Management Accounting , Oxford	☐

Module Code	BMIH5013 / BMIH5013D	
Module Title	**Financial Management for the Hotel Industry**	
Classification	**Reading List entry**	**Electronic***
	Seal W, Garrison RH, Noreen E (2008) Management Accounting, McGraw Hill Bromwich M and Bhimani A (1994) (2nd Ed) Management Accounting, Pathways to Progress, London: CIMA	
Further	Garbutt Prof. D (1992) Making Budgets Work, London: CIMA	☐
Further	Horngren C T and Forster G (2003) (11th Ed) Cost Accounting, A Managerial Emphasis, London: Prentice Hall International	☐
Further	Jagels,M. (2007) Hospitality Management Accounting, London, Wiley.	☐
Further	Tranter,K. Stuart-Hill,T. Parker,J. (2013) Introduction to Revenue Management for the Hospitality Industry, London, Pearson	☐
Journals	Accountancy	☒
Journals	Accountancy Age	☒
Journals	International Journal of Business and Accountancy	☒
Journals	The Financial Times	☐
Websites	ACCA (https://www.accaglobal.com)	☒

Module Code	**BMIH5008**
Title	**Food and Beverage Operations (Placement)**
Date	**11/07/2023**
Level	**5**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To provide students with a practical first-hand experience of food and beverage operations to enable students to appreciate what constitutes good practice. The students will gain practical experience in areas such as restaurant (including bars) and kitchen. They will gain an understanding of team - work, communication, task management etc. and will focus upon self-management and developing the skills and competency required for their future careers.

LEARNING OUTCOMES

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

- undertake efficiently a variety of different positions within food and beverage operations and appreciate the importance of the work based key skills within this area of hotel operation;
- develop food production and food service skill competencies to meet organisational requirements and standards;
- examine issues such as resource allocation, marketing, management styles, culture, health and safety and organisational/industry problems which will be addressed.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be designed to focus on the broad range of areas within food and beverage operations in the hotel industry. The module will provide students with a comprehensive introduction to the requirements of working in food and beverage operations.
- Develop food production and food & beverage guest service skills.
- Key skills – communication, teamwork, task management, personal skills, operational issues.
- Operational tasks appropriate to F&B departments – task management, performance.
- Review – reflection, self-appraisal, reaction to feedback.
- Theory into practice.
- Operations Management.
- 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.

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	200	100%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Portfolio	6 elements	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH5008**	
Module Title	**Food and Beverage Operations (Placement)**	
Classification	**Reading List entry**	**Electronic*** ***** Available online via IOH Library**
Essential	Cousins, J. D.L. (2014) *Food and Beverage Service, 9th Edition*. UK ed. Edition. Publisher:Hodder Education. <u>*Not available from UWTSD Library, but is available online via IOH Library, or can be purchased from:*</u> https://www.amazon.co.uk/Food-Beverage-Service-John-Cousins/dp/1471807959/ref=sr_1_1?dchild=1&keywords=Food+and+Beverage+Service&qid=1600864834&sr=8-1.	☒ **
Essential	Davis, B. (2018) *Food and beverage management* . 6th ed. /. Peter. Alcott, Ioannis. Pantelidis, & Andrew. Lockwood (eds.). Oxford :, Butterworth-Heinemann.	☒ ** (4th ed.)

Module Code	BMIH5008	
Module Title	Food and Beverage Operations (Placement)	
Classification	Reading List entry	Electronic* ** Available online via IOH Library
Essential	Johnston, R. Clark, G. Shulver, M. (2012) Service operations management : improving service delivery, 4th ed., Pearson, London	☒
Essential	Zutshi, A. (2019) 'How to develop well-informed and assured teams to embed food safety compliance in the UK catering and hospitality industry', *Perspectives in public health*, 139(6), pp.294–295.	☒
Essential	www.instituteofhospitality.org	☒
Further	Anon (n.d.) *Supervising Food Safety (Level 3) | Highfield Products*. *Not available from UWTSD Library but can be purchased from:* https://www.highfieldproducts.com/products/supervising-food-safety-level-3.	☐
Further	Anon (n.d.) *The Caterer*. TW Group Limited.	☐
Further	Anon (n.d.) *Hotel Management Journals | Business Management Journals*. [Online]. Available from: https://www.longdom.org/hotel-business-management.html	☒
Further	Anon (n.d.) *Homepage | Food Standards Agency*. Available from: https://www.food.gov.uk/	☒
Further	Anon (n.d.) *The Access Group | Business software*. Available from: https://www.theaccessgroup.com/.	☒
Further	Anon (n.d.) *Hotel Owner | News, advice and products for UK hotel managers*. Available from: https://www.hotelowner.co.uk/.	☒
Further	Anon (n.d.) *Hospitality news*. Available from: https://www.bighospitality.co.uk/.	☒
Further	Anon (n.d.) *COVID-19: guidance for food businesses - GOV.UK*. Available from: https://www.gov.uk/government/publications/covid-19-guidance-for-food-businesses.	☒
Further	Anon (n.d.) *Restaurant Recovery Post Pandemic | Coronavirus Impact Series — Foodable Network*. Available from: https://www.foodabletv.com/blog/restaurant-recovery-post-pandemic.	☒
Further	Anon (n.d.) *Hospitality Net – Home*. Available from: https://www.hospitalitynet.org/.	☒
Further	Anon (n.d.) *UKHospitality*. Available from: https://www.ukhospitality.org.uk/?	☒
Further	Bhatnagar, P. (2007) *Food and beverage management* . Nitin. Popli (ed.). Delhi :, SBS.	☐
Further	Cousins, J.A. (2011) *Food and beverage management : for the hospitality, tourism and event industries* . 3rd ed. . Andrew. Pennington & David Foskett (eds.). Oxford :, Goodfellow.	☐
Further	Hagg, E (2013) Internship Guide Eleven, The Hague	☐

Module Code	BMIH5008	
Module Title	Food and Beverage Operations (Placement)	
Classification	Reading List entry	Electronic* ** Available online via IOH Library
Further	ASET, 2017, ASET Good Practice Guide for Work based and Placement Learning, ASET, Sheffield	☐
Further	O'Fallon, M.J. and Rutherford, D.G., (2011). Hotel management and operations, 5th Ed, John Wiley & Sons.	☐ ** (4th ed.)
Further	Fanthorne, C (2004) Work Placements – Survival Guide for Students Macmillan, Basingstoke	☐
Further	International Association of Hotel Management Schools. (ed.) (1982) *International journal of hospitality management.* New York :; Oxford ;, Pergamon.	☒
Further	Wood, R.C (2013) Key Concepts in Hospitality Management, Sage, London	☐
Websites	Organisational websites as personally applicable to the students' individual placement	☐

Module Code	**BMIH5009 / BMIH5009D**
Title	**Foreign Languages and Cultural Awareness**
Date	**11/07/2023**
Level	**5**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To gain an understanding of different international customs and culture and communicate effectively in a Modern Foreign Language within professional Business and Hospitality contexts; students from non-English speaking countries will be able to take English as their Modern Foreign Language.

LEARNING OUTCOMES

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

- communicate effectively in both written and spoken language within set hospitality, business and professional contexts;
- critically understand international consumer behaviour to enhance guest service delivery, through gaining a knowledge of global customs and culture.

INDICATIVE CONTENT

- Through the medium of a modern language (or English for students from non-English speaking countries), develop basic language competency to communicate about the following:
  - business entertaining – ordering food and drink; offering food and drink; prices and dealing with bills;
  - in town – finding your way to a town; finding your way around town; reading tourist brochures about a town or area;
  - on the telephone – making/dealing with calls; arranging meetings and appointments – days, dates, times;
  - business and leisure travel – buying tickets and reservations for trains, planes, ferries; travelling by car;
  - meeting guest needs within the hotel, – making and amending reservations; describing facilities; dealing with customer requests;
- Culture and customs associated with international countries; understanding international guest behaviour. Cultural differences in ethnicity and social culture.
- Culture and contemporary issues – and influence upon tourism and hospitality.
- Tourism as a vehicle for cultural change. Converging cultures.
- WorldHost guest service programmes; guest service strategies to manage the international visitor – case studies to be examined.

- Impacts of tourism and travel upon indigenous culture. Tourism: the global village.

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
Portfolio	6 elements	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH5009/ BMIH5009D**	
Module Title	**Foreign Languages and Cultural Awareness**	
Classification	**Reading List entry**	**Electronic***
Essential	Oxford Hachette French Dictionary 2010 Oxford University Press	☒
Essential	Oxford Spanish Dictionary 2009 Oxford University Press	☒
Essential	BBC Bitesize – French (https://www.bbc.co.uk/bitesize/subjects/zc7xpv4)	☒
Essential	www.askoxford.com/languages/French	☒
Essential	BBC Bitesize – Spanish (https://www.bbc.co.uk/bitesize/subjects/z9mtsbk)	☒
Essential	www.askoxford.com/languages/Spanish	☒
Essential	http://www.bristol.ac.uk/ethnicity/	☒
Further	Santamaría Iglesias, E. & Jones, H., 2008. En activo : practical business Spanish, Abingdon: Routledge, Routledge, London	☐
Further	Longo, A. (2014) Talk Spanish 1 BBC Publications	☐
Further	Moran, R. (2014) Managing Cultural Differences, Elsevier, Oxford	☐
Further	Purcell,S. (2014) Talk French 2 BBC Publications	☐
Further	Samovar, L.(2013) Communication Between Cultures, Wadsworth, London	☐
Further	Fournier I. 2007, Talk French 1!, BBC Publications	☐
Further	Mcleish I. 2007. Talk Spanish 2 !, BBC Publications	☐

Module Code	**BMIH5010**
Title	**Hotel Administration and Front Office (Placement)**
Date	**11/07/2023**
Level	**5**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To provide students with a practical experience of hotel administration and front office operations, to enable students to appreciate what constitutes good practice. The students will gain practical experience in the following areas: reception, concierge, switchboard, guest relations (AYS) and finance.

LEARNING OUTCOMES

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

- undertake efficiently a variety of different positions within hotel administration and front office operations and gain an appreciation of the importance of work based key skills within this area of hotel operation;
- deliver key administrative and operational duties required within Hotel Administration and Front Office departments (Reception, Concierge, Switchboard, AYS, Finance);
- examine issues such as resource allocation, marketing, management styles, culture, health and safety and organisational/industry problems as they relate to specific departmental areas.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be designed to focus on the broad range of areas within hotel administration and front office operations which will provide students with a comprehensive introduction to the requirements of working within hotel administrations and front office operations.
- Key skills – communication, teamwork, task management, personal skills – guest services, operational issues. “Spirit to Serve” programmes.
- Operational tasks – task management and performance specific to front and back office departments.
- Software systems: such as OPERA, MARSHA, MGS, Guest Ware, Hotelier.
- Review – reflection, self-appraisal, reaction to feedback.
- Organisational Issues: Policies and procedures relating to hotel 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.

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	200	100%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Portfolio	6 elements	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH5010**	
Module Title	**Hotel Administration and Front Office (Placement)**	
Classification	**Reading List entry**	**Electronic*** ***** Available online via IOH Library**
Essential	Anon (n.d.) *Hospitality Net – Home*. [Online]. Available from: https://www.hospitalitynet.org/.	☒
Essential	Anon (n.d.) *Hotelier Software*. [Online]. Available from: https://www.hotelier.co.za/.	☒
Essential	Bardi, J. (2010) Hotel Front Office Management, Wiley, London	☒ ** (4th ed.)
Essential	Rohit. Verma, Jack B. Corgel, & Michael C. Sturman (eds.) (2011b) *The Cornell School of Hotel Administration on hospitality: cutting edge thinking and practice* . Hoboken, N.J. :, Wiley.	☒
Essential	Tesone, D. (2010) *Principles of management for the hospitality industry* . 1st ed. Oxford :, Butterworth-Heinemann an imprint of Elsevier.	☒
Further	Solomon, M. (2018) *The heart of hospitality : great hotel and restaurant leaders share their secrets* . First paperback edition. New York :, SelectBooks Inc.	☐
Further	Hammer, J. (2016) *Revenue Superstar! : the simple rules of hotel revenue management,* United Kingdom: Amazon.	☐

Further	Tewari, J. (2009) Hotel Front Office: Operations and Management, Oxford Higher Education Press	☐
Essential	www.instituteofhospitality.org	☒
Further	Anon (n.d.) *The Caterer*. TW Group Limited	☐
Further	Denney G. Rutherford & Michael J. O'Fallon (eds.) (2011a) *Hotel management and operations* . 5th ed. . Hoboken, N.J. :, Wiley	☒
Further	Fallon, M. & Rutherford, D. (2010) Hotel Management and Operations, Wiley, London	☐
Further	Hagg, E (2013) Internship Guide Eleven, The Hague	☐
Further	Johnston, R Clark, G. Shulver, M. (2012) Service Operations Management, Pearson, London	☒
Further	Vallen, G.K. & Vallen, Jerome J. (2014) Check-in check-out : managing hotel operations Ninth edition.; Pearson new international.,	☒
Further	Wood, R. (2013) Key Concepts in Hospitality Management, Sage, London	☐
Websites	Organisational websites as personally applicable to the students' individual placement	☐

Module Code	**BMIH5011**
Title	**Operating Hotel Facilities (Placement)**
Date	**11/07/2023**
Level	**5**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To provide students with a practical experience of facilities management they should encounter within a hotel environment to enable students to appreciate what constitutes good practice. The students will gain practical experience in the following areas: Housekeeping, Leisure Club, Maintenance, Meeting/Events.

LEARNING OUTCOMES

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

- undertake efficiently a variety of different positions within facilities management and appreciate the importance of the work based key skills within this area of hotel operation;
- develop guest service skills and competencies appropriate to each departmental area of operation – and which meet organisation standards and requirements;
- understand issues relating to Facilities service delivery such as resource allocation, need for technical knowledge, industry standards, programme management, planning and organisation, management styles, health and safety.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be designed to focus on the broad range of areas within facilities management in the hotel industry which will provide students with a comprehensive introduction to the requirements of working within facilities management.
- Key skills – communication, teamwork, task management, personal skills – guest services, operational issues.
- Operational tasks within Leisure Club, Maintenance and Engineering, Housekeeping, Meeting/Events.
- Review – reflection, self-appraisal, reaction to feedback.
- Organisational Issues: Policies and procedures relating to operating hotel facilities, organisational aims and objectives, mission statement, operations, staffing, training, competition, quality issues, performance measures, management structures, working practices, marketing, health and safety, guest service.

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	200	100%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Portfolio	6 elements	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH5011**	
Module Title	**Operating Hotel Facilities (Placement)**	
Classification	**Reading List entry**	**Electronic***
Essential	Bridger, E. (2018) *Employee engagement : a practical introduction* . Second edition. London :, KoganPage.	☒
Essential	Cottrell, S. (2019) *The study skills handbook* . 5th ed. London :, Red Globe Press.	☒
Essential	Quick, L. (2020) Event Design and production. In: *Managing Events*. pp. 315–362. Available from: https://uk.sagepub.com/en-gb/eur/managing-events/book249005.	☒
Essential	Leiter, M.P & Bakker, A.B. (eds.) (2010) *Work engagement : a handbook of essential theory and research* . New York :, Psychology Press.	☒
Essential	Mullins, L.J. (2013) *Hospitality management and organisational behaviour* . Fifth edition. Penny Dossor (ed.). Harlow, England :, Pearson.	☒
Essential	Rogers, T. (2008) *Conferences and conventions: a global industry* . 2nd ed. Boston :; Oxford ;, Butterworth-Heinemann	☒
Essential	Sharma, N. (2019) *Management techniques for employee engagement in contemporary organizations* . Narendra	☒

Module Code	BMIH5011	
Module Title	Operating Hotel Facilities (Placement)	
Classification	Reading List entry	Electronic*
	Chaudhary & Vinod Kumar Singh (eds.). Hershey, Pennsylvania :, IGI Global.	
Essential	Tesone, D. (2010) *Principles of management for the hospitality industry*. 1st ed. Oxford :, Butterworth-Heinemann an imprint of Elsevier.	☒
Essential	www.instituteofhospitality.org	☒
Further	Anon (n.d.) *The Caterer*. TW Group Limited.	☒
Further	Anon (n.d.) *Premium Access - Hotel Owner | hotelowner.co.uk*. . Available from: https://www.hotelowner.co.uk/.	☒
Further	Anon (n.d.) *Hospitality news*. Available from: https://www.bighospitality.co.uk/.	☒
Further	Anon (n.d.) *UKHospitality*. Available from: https://www.ukhospitality.org.uk/?	☒
Further	Anon (n.d.) *Hospitality Net – Home*. Available from: https://www.hospitalitynet.org/.	☒
Further	Anon (n.d.) *Sustainability and Social Impact | Marriott International Serve360*. Available from: https://serve360.marriott.com/.	☒
Further	Anon (n.d.) *Hilton Hotels*. Available from: https://cr.hilton.com/.	☒
Further	Anon (n.d.) *Force for Good | Premier Inn*. Available from: https://www.premierinn.com/gb/en/why/force-for-good.html.	☒
Further	Anon (n.d.) *How to Pitch a Brilliant Idea*. Available from: https://hbr.org/2003/09/how-to-pitch-a-brilliant-idea.	☒
Further	Anon (n.d.) *How to Pitch an Idea to Your Boss | The Muse*. Available from: https://www.themuse.com/advice/how-to-pitch-a-big-idea-to-your-boss-and-get-a-yes.	☒
Further	Anon (n.d.) *Pitch Your Ideas To Your Boss Using These 7 Proven Strategies For Success*. Available from: https://www.forbes.com/sites/chriswestfall/2019/08/05/pitch-your-ideas-boss-7-proven-strategies-for-success/.	☒
Further	Anon (n.d.) *The worst thing you can do when pitching an idea to your boss | Fortune*. Available from: https://fortune.com/2015/10/04/pitching-an-idea-to-your-boss/.	☒
Further	Anon (n.d.) *EMBOK - Event Management Body of Knowledge - EMBOK Model*. Available from: http://embok.org/index.php/embok-model-page	☒
Further	Anon (n.d.) *Event Management Body of Knowledge Project*. Available from: http://www.juliasilvers.com/embok.htm.	☒
Further	ASET, 2017, ASET Good Practice Guide for Work based and Placement Learning, ASET, Sheffield	☒
Further	Casado, M. (2012) Housekeeping Management, 2nd ed., Hoboken, N.J., Wiley, London	☐
Further	Denney G. Rutherford & Michael J. O'Fallon (eds.) (2011) *Hotel management and operations* . 5th ed. Hoboken, N.J. :, Wiley	☐
Further	Fanthorne, C (2004) Work Placements – Survival Guide for Students Macmillan, Basingstoke	☐

Module Code	BMIH5011	
Module Title	Operating Hotel Facilities (Placement)	
Classification	Reading List entry	Electronic*
Further	Hagg, E (2013) Internship Guide Eleven, The Hague	☐
Further	Johnston, R. (2012) *Service operations management : improving service delivery* . 4th ed. /. Michael Shulver & Graham Clark (eds.). Harlow, England :, Pearson.	☒
Further	Jones, T.J.A. (2008) *Professional management of housekeeping operations*. 5th ed. Hoboken, N.J. :, John Wiley & Sons.	☒
Further	Raghubalan, G. & Raghubalan, S. (2015) *Hotel housekeeping : operations and management*. Third edition. Oxford University Press, New Delhi.	☐
Further	Vallen, G.K. & Vallen, Jerome J. (2014) Check-in check-out : managing hotel operations Ninth edition.; Pearson new international.,	☒
Further	Wood R.C.(ed.) (2013) *Key concepts in hospitality management* London :, SAGE	☐
Websites	Organisational websites as personally applicable to the students' individual placement	☒

Level 6

Module Code	**BMIH6009/BMIH6009D**
Title	**Contemporary Themes in the Hotel and Hospitality Sector**
Date	**11/07/2023**
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 and practical research investigation, consider in detail practical applications of hotel and hospitality management activities within a dimension which should underpin the theoretical concepts highlighted within the programmes.

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 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.

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 and present it.

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	2000 words	50%

Assessment Component 2

(Tick one)

☐ **Written exam** ☐ **Coursework** ☒ **Practical**

Mode of assessment	Volume	Weighting
Presentation	15 minutes	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH6009/BMIH6009D**	
Module Title	**Contemporary Themes in the Hotel and Hospitality Sector**	
Classification	**Reading List entry**	**Electronic***
Essential	Conrady, R., Buck, M. (2012) Trends and Issues in Global Tourism, Springer	☒
Further	Cooper, C. and Hall, M. (2016) Contemporary Tourism: An International Approach, Goodfellows, Oxford.	☐
Further	Tribe J (2009) Philosophical issues in Tourism (Aspects of Tourism), Channel View	☐
Further	Dawson, J. Lemelin, H. Stewart, E. (2012) Last Chance Tourism: Adapting Tourism Opportunities in a Changing World, Routledge, London	☐
Further	Darcy, S. Ambrose, J. Bulhalis, D. (2012) Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism, Channel View, London	☐
Further	Faulkner, B, Moscardo, G, Laws, E, 2001, Tourism in 21st Century. Reflections on Experience. Continuum, London	☐
Further	Krippendorf, J, 2011, The Holiday Makers: Understanding the Impact of Leisure & Travel;	☐
Further	Laws,E. Prideaux, B. Chon, K. (2007) Crisis Management in Tourism, CABI, Wallingford	☐
Further	Mill, R. (2012) Resorts management and Operations (3rd Ed) Wiley, London	☐
Further	Robson, C. (2016) Real World Research, Wiley, Chichester.	☐
Further	Wahab S. & Cooper C, 2005, Tourism in the Age of Globalisation, 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.theisrm.org/	☒
Websites	www.wto.org	☒
Websites	www.tourismconcern.org.uk	☒

Module Code	**BMIH6014/BMIH6014D**
Title	**Placement Research Project**
Date	**11/07/2023**
Level	**6**
Credits	**20**
Pre-Requisites	**BMIH6011, BMIH6012 (co-requisite)**

AIM(S)

- The research report will enable the student to produce a 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	12	6%
Independent learning	108	54%
Placement learning	80	40%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Research report	4000 words	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH6014/BMIH6014D**	
Module Title	**Placement Research Project**	
Classification	**Reading List entry**	**Electronic ***
Essential	Collis, J & Hussey, R (2014), Business Research, A Practical Guide for Undergraduate and Post Graduate Students, Palgrave, London	☒
Essential	Saunders, M., Lewis, P. and Thornhill, A. (2012) Research Methods for Business Students, FT/Prentice Hall: Harlow	☒
Further	Veal, A J (2006), Research Methods for Leisure and Tourism, 3rd Ed, Financial Times/ Prentice Hall	☐
Further	Bryman A. (2008), Social Research Methods, 2nd Ed, Oxford University Press	☐
Further	Cottrel, S. (2011) Critical Thinking Skills: Developing Effective Analysis and Argument, Palgrave Study Guides, Palgrave Macmillan: Basingstoke	☐
Further	Cottrel, S. (2014), Dissertation and Project Reports – A step by Step Guide, 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), Taking the Fear Out of Data Analysis, Dryden, London	☐
Further	Greetham, B. (2014) How to Write your Undergraduate Dissertation, Palgrave Macmillan, Basingstoke.	☐
Further	Grbich C. (2006), Qualitative Data Analysis, Sage Publications Ltd	☐
Further	Marshall, C. (2015), Designing Qualitative Research, 6th Ed, Sage, London.	☐
Further	McGiven, Y. (2006), The Practice of Market and Social Research, an Introduction, Prentice Hall, Harlow	☐
Further	Pallant, J. (2010), SPSS Survival Manual, Oxford University Press, Buckingham	☒
Further	Robson, C. (2016), Real World Research, 2nd Ed, Blackwell: Oxford	☐
Further	Silverman, D. (2011), Qualitative Research Methods, 2nd Ed, Sage: London	☐
Further	Yin, R. K. (2003), Case Study Research, 4th 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	**BMIH6010/BMIH6010D**
Title	**International Meetings Management for the Hotel Industry**
Date	**11/07/2023**
Level	**6**
Credits	**20**
Pre-Requisites	

AIM(S)

- To develop critical perspectives on policy and planning for international events, conferences, convention centres and major international exhibitions. The module examines the nature and purpose of strategic and operational decision making within an international events context, with a particular focus on the concept of the feasibility study. Students will scrutinise the key trends and forces affecting international events management practice.

LEARNING OUTCOMES

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

- demonstrate a systematic understanding, including acquisition of coherent and detailed knowledge of the international meetings and events environment to critically appraise policy and plans for large scale event projects and facilities;
- apply the concept of the event/venue feasibility study to critically evaluate financial and operational capability of destinations and decision-makers.

INDICATIVE CONTENT

- Introduction to the context of international meetings and events; characteristics of a range of international event case studies
- Event tourism impacts; Business visits and events
- National and international event policy; the case for investment in events and event facilities
- The concept of the feasibility study; forces impacting on feasibility studies; specific sections of a feasibility study and generating research
- Review of research areas in meetings and events management; approaches to research and research design for events management
- The case for economic investment in event projects; capital investment appraisal; return on investment; economic impact studies; analysis of performance
- Operational decision-making and key performance indicators

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
Presentation	15 minutes	50%

Assessment Component 2

(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Report	2000 words	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH6010/MBIM6010D**	
Module Title	**International Meetings Management for the Hotel Industry**	
Classification	**Reading List entry**	**Electronic***
Essential	Quinn, B. (2013) Key concepts in event management; SAGE	☒
Essential	Mallen, C, Adams, L., (2008) Sport, recreation and tourism event management theoretical and practical dimensions; Butterworth-Heinemann	☒
Further	Fox, D. et al. (2014) Doing events research: from theory to practice. Routledge: Oxford	☐
Further	Getz, D. and Page, S. (2016) Event studies: theory, research and policy for planned events. 3rd Edition. Routledge: Oxford	☐
Further	Meredith, J. (2014) Project management: a managerial approach	☐

Module Code	BMIH6010/MBIM6010D	
Module Title	International Meetings Management for the Hotel Industry	
Classification	Reading List entry	Electronic*
Further	O'Toole, W. (2011) Events feasibility and development: from strategy to operations. Elsevier: Oxford	☐
Further	Rogers, T. (2013) Conferences and conventions: a global industry. 3rd Edition. Routledge: Oxford	☐
Further	Smith, A. (2012) Events and urban regeneration: the strategic use of events to revitalise cities. Routledge: Oxford	☐

Students will also be directed to use academic databases such as Business Source Complete and Marketline.

Module Code	**BMIH6011**
Title	**Managing Food and Beverage Operations (Placement)**
Date	**11/07/2023**
Level	**6**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- 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	200	100%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Portfolio	6 elements	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH6011**	
Module Title	**Managing Food and Beverage Operations (Placement)**	
Classification	**Reading List entry**	**Electronic***
Essential	ASET (2017) Good Practice Guide for Workbased and Placement Learning in Higher Education, ASET, Sheffield	☒
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	Fallon,M.& Rutherford,D. (2010) Hotel Management and Operations, Wiley, London.	☐
Further	Hagg, E (2013) Internship Guide Eleven, The Hague	☐
Further	Fanthorne, C (2004) Work Placements – Survival Guide for Students Macmillan, Basingstoke	☐
Further	UWTSD (2019) Quality Handbook Chapter 10, Carmarthen	☒
Further	Wood,R. (2013) Key Concepts in Hospitality Management, Sage, London	☐

Module Code	**BMIH6011**	
Module Title	**Managing Food and Beverage Operations (Placement)**	
Classification	**Reading List entry**	**Electronic***
Websites	Organisational websites as personally applicable to the students' individual placement.	☐

Module Code	**BMIH6012**
Title	**Managing Guest Service Experience (Placement)**
Date	**11/07/2023**
Level	**6**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To develop individual guest service competencies and key skills necessary to work effectively within Reception/Front Office, Housekeeping, Leisure Club and Meetings/Events, Sales, Human Resources, Finance, Revenue Management and Social Media/Communications 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 Services which covers Reception/Front Office, Housekeeping, Meetings/Events, Leisure Club, Sales, Human Resources, Finance, Revenue Management and Social Media / Communications 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, Leisure Club, Sales, Human Resources, Finance, Revenue Management and Social Media/Communications;

- systematically examine and understand issues such as resource allocation, marketing, management styles, culture, health and safety, software systems, training, changing nature of consumer needs 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 administering and 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.
- Duty Manager responsibilities.

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	200	100%
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1
(Tick one)

☐ **Written exam** ☒ **Coursework** ☐ **Practical**

Mode of assessment	Volume	Weighting
Portfolio	6 elements	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH6012**	
Module Title	**Managing Guest Service Experience (Placement)**	
Classification	**Reading List entry**	**Electronic***
Essential	ASET (2017) Good Practice Guide for Workbased and Placement Learning in Higher Education, ASET, Sheffield.	☒
Essential	Johnston, R. Clark, G. Shulver, M. (2012) Service Operations Management, Pearson, London	☒
Essential	Tesone, J (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, London	☒
Further	Bardi, J. (2010) Hotel Front Office Management, Wiley, London	☐

Module Code	BMIH6012	
Module Title	**Managing Guest Service Experience (Placement)**	
Classification	**Reading List entry**	**Electronic***
Further	Casado,M. (2012) Housekeeping Management, Wiley, London	☐
Further	Hagg, E (2013) Internship Guide Eleven, The Hague	☐
Further	Fallon,M. &Rutherford,D. (2010) Hotel Management and Operations, Wiley, London	☐
Further	Hayes,K.& Miller,A. (2012) Revenue Management for the Hospitality Industry, Wiley, 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	☐
Websites	Organisational websites as personally applicable to the students individual placement	☐

Module Code	**BMIH6013/BMIH6013D**
Title	**Organisational Consultancy**
Date	**11/07/2023**
Level	**6**
Credits	**20**
Pre-Requisites	**None**

AIM(S)

- To combine the processes of consultancy and project management with the effective management of change. and encourage students to develop a reflective, active, positive approach

LEARNING OUTCOMES

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

- identify with the role of a management consultant and initiate and carry out a project that is of strategic relevance to an organisation;
- undertake a systematic analysis of data and produce a report that critically evaluates arguments and assumptions, draws realistic and appropriate conclusions and makes sound and informed judgements to achieve a solution(s).

INDICATIVE CONTENT

- The roles of internal and external consultant within an organisation. How a consultants intervention can favourably impact upon sustaining success within an organisation;
- Change management theories that serve as frameworks for implementing and sustaining change within organisations;
- Consultancy as a specialism and the potentially positive contribution that such intervention can make to aid an organisations ability to achieve and sustain competitive advantage through effectively managing change and embrace innovation;
- Identifying projects by studying the significant external or internal influences that impact upon an organisations ability to serve and bring about change and innovation;
- Progressing consultancy projects from initial idea to the presentation of persuasive, pertinent and actionable reports;
- Literature and research reviews relevant to projects through the study of a wide range of resources, including wherever possible, in-company information that serves to increase the credibility of projects;
- Relative merits of a range of research methods and their relevance to different projects; data collection and handling, reasoning the strengths and weaknesses of each and the circumstances in which they might be used, including ethical considerations;
- Presenting results clearly and professionally in conventional report format; drawing realistic and meaningful conclusions from data collected; recommendations including costed and timed implementation plans;

- Paths to self-improvement in consultancy and project management through reflective review.

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
Consultancy report	4000 words	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	**BMIH6013/BMIM6013D**	
Module Title	**Organisational Consultancy**	
Classification	**Reading List entry**	**Electronic***
Essential	Buttrick, R. (2009) The Project Workout, London: Prentice Hall	☒
Essential	Burnes, B. (2014) 4th Edition, Managing Change, Great Britain, Prentice Hall.	☒
Essential	Baron, A. and Armstrong, M. (2007) Human Capital Management. London: Kogan Page.	☒
Further	Noordzife, G. (2014) Project Management of Hotel Opening Processes: Exploring Better Ways to Manage New Hotel Openings, CreateSpace	☐
Further	Brierley, E. (2006) Talent on tap: getting the best from freelancers, interims and consultants. London: Chartered Institute of Personnel and Development.	☐
Further	Fisman, R. & Sullivan, T. (2014) The Org: How the Office Really Works, Murray, London	☐
Further	Johnson, M. (2005) The Independent Consultant's Survival Guide, London, Chartered Institute of Personnel and Development.	☐

Module Code	BMIH6013/BMIM6013D	
Module Title	**Organisational Consultancy**	
Classification	**Reading List entry**	**Electronic***
Further	Whittington, R. and Molloy E. (2005) HR's role in organisation: shaping change. Research report. London: Chartered Institute of Personnel and Development.	☐
Journal	*British Journal of Management*	☒
Journal	*Coaching at Work*	☒
Journal	*Harvard Business Review*	☒
Journal	*HRM Review*	☒
Journal	*Human Resource Management Journal*	☒
Journal	*International Journal of Employment Studies*	☒
Journal	*Management Today*	☒
Journal	*People and Strategy: Journal of the HR Planning Society*	☒
Journal	*People Management Magazine: http://www.peoplemanagement.co.uk/pm/*	☒
Journal	*Public Personnel Management*	☒
Journal	*Strategic HR Review*	☒
Journal	*Work, Employment and Society*	☒
Website	http://apollo.smu.ac.uk/library/	☒
Website	https://www.prospects.ac.uk/job-profiles/management-consultant	☒
Website	www.acas.org.uk	☒
Website	www.cbi.org.uk	☒
Website	www.cipd.co.uk	☒
Website	www.employment-studies.co.uk	☒
Website	www.hrmguide.co.uk	☒
Website	https://www.ons.gov.uk/	☒
Website	http://www.audit.wales/	☒