

MODULE DIRECTORY

BA (Hons) Global Events Management
DipHE Global Events Management

BA (Hons) Global Tourism Management
DipHE Global Tourism Management

CertHE Global Tourism and Events
Management

LEVEL 4 - 6

ACADEMIC DISCIPLINE: Hospitality and
Tourism Management

INSTITUTE OF MANAGEMENT AND
HEALTH

2023-2024

CONTENTS PAGE

Page No

INTRODUCTION.....	1
MODULES	2

INTRODUCTION

This Module Directory includes all the modules for Levels 4 - 6 within the Global Events Management portfolio in the academic year 2023-2024.

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 Modules

Module Code	BMET4000
Title	Business Skills for the Hospitality Industry
Date	27/07/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To develop business skills for independent study, lifelong learning and employment, which will form the foundations for successful completion of academic study and professional development to support future career opportunities.

LEARNING OUTCOMES

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

- use suitable technology to support and enhance their learning experience within the discipline area;
- apply written, numeracy and research skills as required to develop and demonstrate appropriate skills for academic study and employment;
- evaluate personal employability skills and their congruence with the skills required for professional practice in a real or simulated environment

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).
- Developing and enhancing numerical competency Using Office 360 software for document compilation, professional presentations, research and organising data.
- Professional development: CV's, recruitment and selection, LinkedIn, employability skills and build a personal brand and promote a professional identity.

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	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET4000	
Module Title	Business Skills for the Hospitality Industry	
Classification	Reading List entry	Electronic*
Essential	Cottrell, S (2019) The Study Skills Handbook. 5th edn. London: Macmillan International Higher Education.	☒
Further	Pears, R. and Shields, G.J. (2019) Cite Them Right: the essential referencing guide. 11th edn. London: Macmillan International Higher Education.	☒
Further	Library Info Skills Sessions	☒
Further	Hopkins, D. and Reid, T., 2018. The Academic Skills Handbook: Your Guide to Success in Writing, Thinking and Communicating at University. London: Sage.	☒
Further	McMillan, & Weyers, J. (2021). The study skills book : your essential guide to university success (4th ed.). Pearson Education, Limited.	☒
Further	Van Emden, & Becker, L. M. (2022). Presentation skills for students (3rd edition). Bloomsbury Academic.	☒
Further	www.linkedin.com	☒
Further	Microsoft 365 Training	☒

Module Code	BMET4001
Title	Hospitality and Guest Services for Industry

Date	27/07/2023
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 the Tourism and Events 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:

- demonstrate knowledge and understanding of 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, franchising structure, relationship within national economies, economic impacts, organisational trends.
- Consumers - Understanding and appreciation of guest needs, and the event attendee experience identification of market segments for hospitality products, characteristics, structure, changing customer needs and demands, trends, lifecycle, service expectations, internal and external factors, market trends. Sustainable (greening) good practice.
- Hospitality Skill Requirements and Operational Issues - Operational systems for provision of working within the tourism or event industry, accommodation, resource co-ordination and specific service skills. Changing industry, consumer demands, training initiatives food hygiene, requirements, legislation, total quality management, 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.

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
Report	1500 words	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	BMET4001	
Module Title	Hospitality and Guest Services for Industry	
Classification	Reading List entry	Electronic*
Essential	Wood, R.C., 2015. Hospitality management : a brief introduction,, Sage, London.	☒
Essential	People 1 st (2017) The performance & talent management revolution, PF, Uxbridge.	☒
Essential	Tesone, V. (2014) Principles of Management for the Hospitality Industry, Butterworth Heineman, Oxford	☒
Essential	Walker. (2021). Introduction to hospitality (Eight, Global edition.). Pearson.	☒
Further	Gustavo. (2022). Optimizing digital solutions for hyper-personalization in tourism and hospitality. IGI Global.	☒
Further	Heppell, M. (2015) Five Star Service: How to deliver Exceptional Customer Service, Pearson, London.	☒

Module Code	BMET4001	
Module Title	Hospitality and Guest Services for Industry	
Classification	Reading List entry	Electronic*
Further	Johnston, Shulver, M., Slack, N., & Clark, G. (2021). Service operations management : improving service delivery (Fifth edition.). Pearson.	☒
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.instituteofhospitality.org	☒

Module Code	BMET4002
Title	Management and Organisational Behaviour
Date	27/07/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To explore theoretical and practical concepts relating to people in organisations with an emphasis on improving organisational effectiveness. Students will examine the value of team working and analyse the importance of structure, management and leadership. The significance of good communications in organisations will be emphasised as will the importance and management of change.

LEARNING OUTCOMES

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

- coherently analyse the relationship between structure, culture, people and organisational performance;
- demonstrate knowledge and understanding of the essential nature of managerial work (in terms of both functions and processes), communicate the role of leadership and 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.
- Change management.
- An assessment of the general principles of organisation design, structure and culture, illustrated through practical examples and applications.
- A focus on managerial style, behaviour and action, with an analysis of the elements that constitute effective managerial behaviour.
- 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
Essay	1500 words	50%

Assessment Component 2 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Report	1500 words	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET4002	
Module Title	Management and Organisational Behaviour	
Classification	Reading List entry	Electronic*
Essential	Boddy, D. (2019) Management: Using practice and theory to develop skill (8 th Ed), Harlow, Pearson	☒
Essential	Mullins, L & Dosser, P. (2013) Hospitality Management and Organisational Behaviour (5 th Ed) Harlow, Pearson.	☒
Essential	Mullins, L. (2019) <u>Organisational Behaviour in the Workplace</u> (11th edition) Harlow: Pearson Education Ltd.	☒
Further	Brooks. (2018). Organisational behaviour : individuals, groups and organisation (5th edition.). Pearson.	☒
Further	Armstrong. (2021). Armstrong's handbook of performance management : an evidence-based guide to performance leadership (Seventh edition.). Kogan Page.	☒

Module Code	BMET4002	
Module Title	Management and Organisational Behaviour	
Classification	Reading List entry	Electronic*
Further	Arnold, J. (2016) <u>Work Psychology</u> (6 th edition) Harlow: Prentice Hall.	☒
Further	Robbins, & Judge, T. (2017). Organizational behaviour/ Stephen P. Robbins, Timothy A. Judge. (17 edition, Global edition). Pearson.	☒
Further	Huczynski, A. & Buchanan, D. (2019) Organisational Behaviour (10 th Ed), Harlow: Pearson.	☒
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.hrmguide.co.uk	☒

Module Code	BMET4003
Title	Marketing Essentials
Date	27/07/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To introduce the students to the discipline of contemporary marketing and its importance in competitive and dynamic business environments in the digital age.

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;
- demonstrate knowledge and understanding of the process and stages of marketing planning, including the role of the marketing environment in the digital age, marketing research and the marketing mix.

INDICATIVE CONTENT

- The nature and scope of marketing.
- Identify the different strategy 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
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	BMET4003	
Module Title	Marketing Essentials	
Classification	Reading List entry	Electronic*
Essential	Kotler, P., Armstrong, G. & Opresnik, M.O., (2021) Principles of marketing Seventeenth, global., Pearson, London.	☒
Essential	Jobber D & Fahy J (2019), Foundations of Marketing, McGraw Hill, London.	☒
Essential	Jobber D & Ellis-Chadwick F (2019) Principles and Practice of Marketing, McGraw Hill 7ed, London.	☒
Further	Lee. (2018). Diverse methods in customer relationship marketing and management (Lee, Ed.). IGI Global.	☒
Further	Egan, J, (2011) Relationship Marketing: Exploring Relational Strategies in Marketing. Financial Times/ Prentice Hall: Harlow.	☒
Further	Santos, & Silva, O. L. (2020). Digital marketing strategies for tourism, hospitality, and airline industries. IGI Global.	☒
Further	Birdir, Birdir, S., Dalgic, A., & Toksoz, D. (2020). Impact of ICTs on Event Management and Marketing. IGI Global.	☒
Further	Hashim, Mohd Hanafiah, M. H., & Jamaluddin, M. R. (2019). Positioning and Branding Tourism Destinations for Global Competitiveness. IGI Global.	☒
Further	Augusto Costa, Brandão, F., Breda, Z., & Costa, C. (2021). Planning and Managing the Experience Economy in Tourism. IGI Global.	☒

Module Code	BMET4003	
Module Title	Marketing Essentials	
Classification	Reading List entry	Electronic*
Further	Ramos, Almeida, C. R. de, & Fernandes, P. O. (2019). Handbook of Research on Social Media Applications for the Tourism and Hospitality Sector. IGI Global.	☒
Further	Nedelea, Korstanje, M., & George, B. P. (2016). Strategic tools and methods for promoting hospitality and tourism services (Nedelea, M. Korstanje, & B. P. George, Eds.). Business Science Reference.	☒
Further	Campos, & Almeida, S. (2022). Global perspectives on strategic storytelling in destination marketing (Campos & S. Almeida, Eds.). Business Science Reference.	☒
Journals	Journal of travel & tourism marketing	☒
Journals	Journal of Marketing	☒
Journals	Journal of Marketing Management	☒
Journals	Journal of Marketing Research	☒
Journals	Journal of Strategic Marketing	☒

Module Code	BMET4004
Title	Personnel Resourcing and Development
Date	27/07/2023
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 knowledge and 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 determine 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 enable them 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
Essay – case study evaluation	1500 words	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	BMET4004	
Module Title	Personnel Resourcing and Development	
Classification	Reading List entry	Electronic*
Essential	Armstrong, M (2023) Armstrong's Handbook of Human Resource Management Practice: A Guide to the Theory and Practice of People Management, 16 th Ed. Kogan Page.	☒
Essential	Torrington, D. Hall, L. Taylor, S and Atkinson, C. (2020) Fundamentals of Human Resource Management: Managing People at Work, 11 th Ed. London: Prentice Hall.	☒
Further	Taylor. (2022). Resourcing and talent management the theory and practice of recruiting and developing a workforce (8th ed.). Kogan Page.	☒
Further	Gallagher, K. (2016) Essential study and employment skills for business and management students. Oxford: Oxford University.	☒

Module Code	BMET4004	
Module Title	Personnel Resourcing and Development	
Classification	Reading List entry	Electronic*
	Press.	
Further	Nadda, Arnott, I., Sealy, W., & Delaney, E. (2022). Employability and Skills Development in the Sports, Events, and Hospitality Industry. IGI Global.	☒
Further	Troger. (2021). Human resource management in a post COVID-19 world : new distribution of power, individualization, digitalization and demographic developments (First edition.). Springer.	☒
Further	Marchington, M. and Wilkinson, A. (2016) Human resource management at work. 6th ed. London: Chartered Institute of Personnel and Development.	☒
Journals	People Management (https://www.peoplemanagement.co.uk/)	☒
Journals	Personnel Today	☒
Journals	Human Resource Management Journal	☒
Journals	International Journal of Human Resource Management	☒
Websites	www.cipd.co.uk	☒
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	BMET4005
Title	Sustainable Hospitality and Tourism Management
Date	27/07/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To gain a comparative overview of sustainable events and tourism developments both nationally and internationally and to review appropriate policy and strategy frameworks. Students will gain an understanding and knowledge of industry “best practice” through evaluation of appropriate case study examples. Understanding of these issues will provide a sound foundation for becoming more aware of the requirement for sustainable managers of the future.

LEARNING OUTCOMES

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

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

INDICATIVE CONTENT

- Definitions of sustainability - principles of sustainability; events and tourism impacts.
- Historical development of sustainable events and tourism - contemporary growth rates; changing patterns of economic development; changing consumer life styles, supply and demand.
- Sustainability development – key international, UK and national policy documents identified and reviewed.
- Sustainable tourism and event development – a rural and urban perspective using case study examples from UK and overseas.
- Management and marketing perspectives.
- Tourism, Events and sustainability – social inclusion.
- Environmental regulations, market mechanisms and self-regulatory codes influencing the tourism industry.
- “Greening Your Business” – practical steps for events and tourism business to adopt and introduce sustainable approaches for operational procedures and practice.
- Sustainable development and marketing – the relationship explained.
- Sustainable transport.
- Sustainable development with an international perspective.
- Case Studies of good sustainable practice within the tourism and events industry.

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
Essay	1500 words	50%

Assessment Component 2 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written report	1500 words	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET4005	
Module Title	Sustainable Hospitality and Tourism Management	
Classification	Reading List entry	Electronic*
Essential	Costa, & Costa, C. (2022). Sustainability and competitiveness in the hospitality industry (Costa & C. Costa, Eds.). Business Science Reference.	☒
Essential	Management Association. (2018). Sustainable Tourism. IGI Global.	☒
Essential	Wickham, Donnelly, T., & French, L. (2021). Strategic Sustainability Management in the Event Sector. Event Management, 25(3), 279–296.	☒
Essential	Brebbia, Favro, S., & Pineda, F. D. (2014). Sustainable tourism VI (Vol. 187). WIT Press.	☒
Further	Korstanje, George, B., & Nedelea, A. (2020). Strategies for promoting sustainable hospitality and tourism services. IGI Global.	☒

Module Code	BMET4005	
Module Title	Sustainable Hospitality and Tourism Management	
Classification	Reading List entry	Electronic*
Further	Edgell. (2020). Managing sustainable tourism : a legacy for the future (Third edition). Routledge.	☒
Further	Sustainable tourism : breakthroughs in research and practice. (2019). IGI Global.	☒
Further	Batabyal. (2018). Managing Sustainable Tourism Resources. IGI Global.	☒
Further	New governance and management in touristic destinations. (2022). IGI Global.	☒
Further	Annals of Tourism Research	☒
Further	Current Issues in Tourism	☒
Further	Journal of Sustainable Tourism	☒
Further	Tourism Management	☒
Further	Event Management	
Further	www.tourismconcern.org.uk	☒
Further	TOURISM 4 SDGs UNWTO	☒
Further	EIC Centre for Sustainability and Social Impact (eventscouncil.org)	☒

Level 5 Modules

Module Code	BMET5000
Title	Entrepreneurship
Date	27/07/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To introduce students to the concept of entrepreneurship, and critically evaluating the theoretical and practical knowledge of the entrepreneurial process and current and emerging themes. A practice-based approach will take students through the process of deciding upon a business idea to prepare and produce a comprehensive business plan.

LEARNING OUTCOMES

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

- apply key aspects of the process of entrepreneurship for sustainable business enterprise, creation and development;
- apply entrepreneurial methods and techniques for business enterprise design and development to assess and propose a new business venture to prepare and produce a business plan;
- communicate innovative business planning, design and development effectively to demonstrate entrepreneurial activity.

INDICATIVE CONTENT

- Defining entrepreneurship and enterprise. The importance of entrepreneurship in the economy.
- Different perspectives in understanding entrepreneurship.
- The role of the entrepreneur: entrepreneurial traits and motivations.
- 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 Pitch	10 minutes	50%

Assessment Component 2 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Business Plan	2000 words	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET5000	
Module Title	Entrepreneurship	
Classification	Reading List entry	Electronic*
Essential	Barringer, & Ireland, R. D. (2019). Entrepreneurship : successfully launching new ventures (Sixth edition, global edition.). Pearson.	☒
Essential	Williams. (2019). The Financial Times Guide to Business Start Up 2019/20 (31st edition). Pearson Education, Limited.	☒
Essential	Batabyal. (2020). Global Entrepreneurial Trends in the Tourism and Hospitality Industry. IGI Global.	☒
Further	Bagri, Dhodi, R. K., & Junaid, K. C. (2022). Entrepreneurship Education in Tourism and Hospitality Management. IGI Global.	☒
Further	Williams. (2017). Business start up : the most comprehensive guide for entrepreneurs (Thirtieth, 2017/18 edition.). Pearson.	☒

Module Code	BMET5000	
Module Title	Entrepreneurship	
Classification	Reading List entry	Electronic*
Further	Burns. (2021). Entrepreneurship and small business : start-up, growth and maturity (Fifth edition.). Macmillan Education.	☐
Journals	Entrepreneurship: Theory & Practice	☒
Journals	International entrepreneurship and management journal.	☒
Journals	Journal of Business Venturing	☒
Journals	Journal of Entrepreneurship	☒
Journals	Journal of Small Business and Entrepreneurial Development	☒
Websites	http://www.smallbusiness.co.uk/	☒
Websites	https://www.gov.uk/government/organisations/department-for-business-innovation-skills	☒
Websites	http://business.wales.gov.uk/	☒

Module Code	BMET5001
Title	Heritage and Tourism Management
Date	27/07/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To provide the student with a systematic understanding of the issues involved in managing heritage and to develop an in-depth analytical appreciation of critical approaches to heritage in all its forms. In addition, the skills and understanding of the management of heritage conservation and heritage management practice more across all areas of the sector.

LEARNING OUTCOMES

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

- analyse critically issues influencing the potential for heritage development and growth by developing a strong theoretical grounding in critical approaches to heritage in all its forms;
- demonstrate a critical understanding of the management of heritage conservation, across all areas of the sector, by evaluating a range of global heritage attractions and regions in terms of sustainable transformation to appreciate the cultural, social, economic and environmental impacts;
- define and systematically review current industry governance, policy, structures and evaluate key issues and impacts confronting the heritage tourism sector.

INDICATIVE CONTENT

- The concept of Heritage Tourism.
- Contextual Background: heritage and leisure attraction sector, overview of the National, European and Global context, growth and diversity of heritage, relationships to tourism and leisure, consumer demand.
- Heritage interpretation and stakeholder management.
- Cultural heritage - defining the phenomenon.
- Issues and Threats: heritage and cultural authenticity, commodification, commercialisation of heritage and culture.
- Industrial heritage tourism – history of development, defining the phenomenon, characteristic features.
- Industrial heritage - the essence, definitions, attributes, categories, understanding of resources and management.
- The universe of industrial heritage – an overview of the tangible and intangible elements of the phenomenon.
- Consequences of the process of deindustrialisation for post-industrial communities; “unwanted heritage”, industrial heritage and regional identity.
- The industrialisation of heritage in a historical perspective.
- European Industrial Heritage: the international story (the Industrial Revolution and the process of industrialisation).
- Organisations: key bodies / government departments involved in the heritage and cultural tourism industries.

- Overview of post-industrial sites enlisted in UNESCO World Heritage List.
- Models and examples of reusing former industrial sites for tourism and diversification.
- Key tools for the reuse and popularisation of post-industrial sites in Europe for cultural and tourism purposes, e.g. museums: permanent and temporary exhibitions (presentation), event venues (entertainment), interpretation and branding.

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
Portfolio	3 elements, equivalent to 2000 words	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET5001	
Module Title	Heritage and Tourism Management	
Classification	Reading List entry	Electronic*
Essential	Berger, S. (2020) Constructing industrial pasts: heritage, historical culture and identity in regions undergoing structural economic transformation. Berghahn Books.	☒
Essential	Tallon, T. (2021) Cultural heritage and tourism : an Introduction, 2 nd Ed. Channel View Publications.	☒
Essential	Lowenthal, D. (2015) The Past is a Foreign Country – Revisited, Cambridge University Press.	☒

Module Code	BMET5001	
Module Title	Heritage and Tourism Management	
Classification	Reading List entry	Electronic*
Essential	Timothy. (2021). Cultural heritage and tourism : an introduction (Second Edition.). Channel View Publications.	☒
Further	Leask, A. and Fyall, A, 2015. Managing World Heritage Sites, Routledge, London.	☒
Further	Staiff, Bushell, R., & Watson, S. (2013). Heritage and tourism : place, encounter, engagement (Staiff, R. Bushell, & S. Watson, Eds.). Routledge.	☒
Further	Egberts, & Alvarez, M. D. (2018). Heritage and tourism : places, imageries and the digital age (Egberts & M. D. Alvarez, Eds.). Amsterdam University Press.	☒
Further	International Journal of Heritage Studies	☒
Further	Journal of Culture and Heritage Management and Sustainable Development.	☒
Further	Attraction Management Journal	☒
Further	Association of Leading Visitor Attractions Journal	☒

Module Code	BMET5002
Title	Introduction to Project Management for Events
Date	27/07/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To enable students to gain a critical understanding of the role of the project manager, the importance of strategic project planning and the development of effective project management plans for the successful events.

LEARNING OUTCOMES

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

- prepare key project management documents for event planning;
- critically investigate the bodies of knowledge specific to managing projects and portfolios of projects within the events sector;
- communicate project management plans, risks and issues effectively for successful event planning.

INDICATIVE CONTENT

- An Introduction to event project management.
- The Project Lifecycle.
- The nature of an event project as a temporary organisation.
- Sponsors, Funding, Governance, Boards and Committees.
- Stakeholder analysis.
- Project design, requirements and operational planning.
- Digital transformation for event planning.
- Sustainable project management.
- Contingency and Risk Management.
- Time management and resource scheduling.
- Communications management.
- Total Quality Management Systems.
- Project closure and evaluation.

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
Project Management Plan	4000 words	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET5002	
Module Title	Introduction to Project Management for Events	
Classification	Reading List entry	Electronic*
Essential	Naidoo, & Verma, R. (2021). Contemporary challenges for agile project management. IGI Global.	☒
Essential	Salam, M. (2021). Event Project Management: Principles, technology and innovation (Events Management Theory and Methods). Goodfellow.	☐
Essential	Pielichaty, H et al. (2016) Events Project Management. Routledge	☒
Further	Haniff, & Salama, M. (2016). Project management. Goodfellow.	☒
Further	Wells, & Kloppenborg, T. J. (2019). Project management essentials (Second edition.). Business Expert Press.	☒
Further	Simon, & Murray-Webster, R. (2018). Starting out in project management. (Third edition.). Association for Project Management.	☒
Further	A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition	☒
Further	Brownlee. (2022). Project Management Skills for Leaders. linkedin.com.	☒
Further	The Project Management Journal	
Further	www.projectmanagement.com	☒
Further	www.pmi.org	☒
Further	www.pmtoday.co.uk	☒
Further	www.PCMA.org	☒

Module Code	BMET5003
Title	Managing Guest Service Operations (Placement)
Date	27/07/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with knowledge and supervisory insights necessary to manage Guest Service Operations effectively within hospitality, while developing individual guest service competencies and required management skills necessary to work effectively within the tourism and events industry, 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 a suitable placement and shadow a supervisory position within Guest Service Operations across a number of departments and critically appreciate the importance of work-based key skills;
- analyse management performance within the workplace environment and knowledgeably discuss issues relating to supervising and managing guest services;
- demonstrate knowledge and critical understanding of 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 areas such as Guest Services and Customer Service, Leisure Club, 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	80	40%
Placement learning	120	60%
TOTAL	200	100%

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	BMET5003	
Module Title	Managing Guest Service Operations (Placement)	
Classification	Reading List entry	Electronic*
Essential	ASET (2017) Good Practice Guide for Workbased and Placement Learning in Higher Education, ASET, Sheffield.	☒
Essential	Khosrow-Pour. (2018). Operations and service management : concepts, methodologies, tools, and applications (Khosrow-Pour, Ed.). Business Science Reference.	☒
Essential	Walker. (2021). Introduction to hospitality (Eight, Global edition.). Pearson.	☒
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	Johnston, R. Clark, G.Shulver,M. (2012) Service Operations Management, Pearson, London.	☒
Further	Augusto Costa, Brandão, F., Breda, Z., & Costa, C. (2021). Planning and Managing the Experience Economy in Tourism. IGI Global.	☒
Further	Kolb, D.A. (2015),,Experiential/Learning,,(Second Edition),Prentice Hall: New Jersey.	☒
Further	Journal of hospitality and tourism management	☒

Module Code	BMET5003	
Module Title	Managing Guest Service Operations (Placement)	
Classification	Reading List entry	Electronic*
Further	Journals LTSN – Link Prospects – Work based Learning	☒
Further	Websites Organisational websites as personally applicable to the student's individual placement	☒

Module Code	BMET5004
Title	Operations Management (Placement)
Date	27/07/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with the practical experience of business operations management within the global tourism and events industry, providing a practical introduction to the issues and complexities associated with operations management to enable students to appreciate and recognise what constitutes good sustainable business practice.

LEARNING OUTCOMES

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

- undertake a suitable placement working within a supervisory position in operations management across a number of departments to demonstrate critical understanding of the complexity of business operations and the skills necessary for effective and successful operations management;
- engage and assist in the management of the planning and implementation of the operations function within business to develop supervisory knowledge required for working in the tourism and events industry;
- develop and acquire self-management and industry employability skills and experience required for career development in the area of operations management.

INDICATIVE CONTENT

- Personal and Vocational Development: The experience will be designed to focus on the broad range of areas within operations management which will provide students with a comprehensive introduction to the requirements of working within tourism and event operations.
- Operational tasks – task management, performance specific and issues and complexities of operations.
- Operational Management areas include –
 - Human Resource Management
 - Financial management
 - Strategies and Operational Policies and Procedures relating to hospitality operations
 - Legal Issues - Health and Safety legislation, Risk Management
 - Duty of Care for Employees and Public, Public Liability Commercial Law
 - Destination Management Issues
 - Distribution chain, quality management, supply and demand, management and operations and the impact of technology on operations
- Key skills – communication, teamwork, task management, personal skills – guest services and operational management issues.
- Review – reflection, self-appraisal, reaction to feedback.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	80	40%
Placement learning	120	60%
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	BMET5004	
Module Title	Operations Management (Placement)	
Classification	Reading List entry	Electronic*
Essential	Nadda, Arnott, I., Sealy, W., & Delaney, E. (2022). Employability and Skills Development in the Sports, Events, and Hospitality Industry. IGI Global.	☒
Essential	Pius, Alharahsheh, H. H., & Adesanmi, A. A. (2020). Contemporary Management Approaches to the Global Hospitality and Tourism Industry. IGI Global.	☒
Further	Gerhardt, & Annon, P. J. (2021). Applications of work integrated learning among Gen Z and Y students (Annon, Ed.). IGI Global.	☒
Further	Khosrow-Pour. (2018). Operations and service management : concepts, methodologies, tools, and applications (Khosrow-Pour, Ed.). Business Science Reference.	☒
Further	Luthra, Garg, D., Agarwal, A., & Mangla, S. K. (2021). Total quality management (TQM) : principles, methods, and applications. Routledge.	☒
Further	Slack, & Brandon-Jones, A. (2019). Operations management (9th ed.). Pearson.	☒

Module Code	BMET5004	
Module Title	Operations Management (Placement)	
Classification	Reading List entry	Electronic*
Further	Dhiman, & Chauhan, V. (2019). Handbook of research on international travel agency and tour operation management. IGI Global.	☒
Further	Kolb, D.A. (2015),.Experiential/Learning,.(Second Edition),Prentice Hall: New Jersey.	☒
Further	Journals LTSN – Link Prospects – Work based Learning	☒
Further	Websites Organisational websites as personally applicable to the student's individual placement	☒
Further	Johnston, Clark, G., & Shulver, M. (2012). Service operations management : improving service delivery (Fourth edition.). Pearson.	☒

Module Code	BMET5005
Title	Professional Development for Industry (Placement)
Date	27/07/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with a practical experience within a specialist hospitality sector and develop the student's professional industry skills to gain an understanding of skill competencies, teamwork, communication and task management necessary. The module 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 the placement opportunity to gain an appreciation of the importance of work based key skills within the tourism or event industry;
- analyse 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

- Professional Personal and Vocational Development: the experience will be designed to focus on the broad areas with either tourism or events industry and will provide students with a comprehensive introduction to the requirements of working within hospitality industry.
- Key skills – communication, team work, task management, personal skills – guest services, operational issues or enterprise and business development skills relating to the Tourism, Events or Leisure sector.
- Operational tasks for placement would focus on task management, sector specialisms, performance and professional competencies.
- Review – reflection, self-appraisal, reaction to feedback.
- Organisational Issues: policies and procedures, 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	80	40%
Placement learning	120	60%
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	BMET5005	
Module Title	Professional Development for Industry (Placement)	
Classification	Reading List entry	Electronic*
Essential	Nadda, Arnott, I., Sealy, W., & Delaney, E. (2022). Employability and Skills Development in the Sports, Events, and Hospitality Industry. IGI Global.	☒
Essential	QAA, (2018) UK Quality Code for Higher Education Advice and Guidance – Work Based Learning, QAA: London.	☒
Essential	Gerhardt, & Annon, P. J. (2021). Applications of work integrated learning among Gen Z and Y students (Annon, Ed.). IGI Global.	☒
Essential	Walker. (2021). Introduction to hospitality (Eight, Global edition.). Pearson.	☒
Further	Kolb,,D.A..(2015),,Experiential/Learning,,(Second Edition),Prentice Hall: New Jersey.	☒
Further	Journals LTSN – Link Prospects – Work based Learning	☒
Further	Websites Organisational websites as personally applicable to the student’s individual placement	☒

Module Code	BMET5006
Title	The Global Tourism and Events Industry
Date	27/07/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop the key concepts of the tourism and event management. Students will develop an understanding of the terminology of tourism and events, the different sectors and develop an awareness of how the industry has evolved. Students will gain a knowledge of the dimensions and connections of the tourism and events industry.

LEARNING OUTCOMES

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

- appreciate the relationship between the tourism and events industries;
- demonstrate knowledge and critical understanding of the structural and functional development of the global events and tourism and its role within contemporary society;
- appraise the factors that impact upon the global tourism and events industry;
- analyse the demand for tourism and events and the factors that influence consumer participation.

INDICATIVE CONTENT

- Definitions, typologies and concepts of the event and tourism industry.
- Historical developments of tourism and events.
- The industry role within contemporary society.
- Understand the relationship between tourism and events.
- Industry trends in the business and leisure, travel, hospitality and events sector.
- Tourist behaviours, motivation, supply and demand, leisure needs and participation.
- The economic, environmental and socio-cultural impacts.
- The role of the Travel Agent and Tour Operator
- The role of the public, private and voluntary sector in tourism and events.
- The role of attraction and destination in tourism.
- Understanding festivals and events.
- The future of tourism and events.

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	BMET5006	
Module Title	The Global Tourism and Events Industry	
Classification	Reading List entry	Electronic*
Essential	Bladen C. et al (2017) Events Management: An Introduction. Second Edition. Routledge: Oxford.	☒
Essential	Cook, Hsu, C. J., & Marqua, J. J. (2014). Tourism : the business of hospitality and travel (Fifth edition, Pearson new international edition.). Pearson.	☒
Essential	Getz, D. (2005) Event Management and Event Tourism 2nd Edition Cognizant: Sydney.	☒
Essential	Dogan, G(2020) Festival And Event Tourism Impacts, Routledge.	☒
Further	John F. et al (2017) Tourism: Principles and Practice: 6 th Edition, Pearson, London.	☒
Further	Cooper, C. and Hall, M. (2020) Contemporary Tourism: An International Approach, Goodfellows, Oxford.	☒
Further	Getz, & Page, S. J. (2019). Event Studies: Theory, Research and Policy for Planned Events (4th ed.).	☒
Further	International Journal of Event Management Research	☒
Further	Event Management Journal	☒
Further	The Annals of Tourism	☒
Further	Tourism Management Journal	☒

Module Code	BMET5007
Title	Tourism Policy and Planning
Date	27/07/2023
Level	5
Credits	20
Pre-Requisites	None

AIM(S)

- To develop a knowledge and critical understanding of the requirement for government involvement in tourism; the types of governance; the tourism policy system; structures and stakeholders in tourism policy; tourism planning and the planning process, and structures in the UK and overseas.

LEARNING OUTCOMES

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

- evaluate the relationship between tourism and governance in a range of different contexts;
- critically reflect on the rationale of government involvement in tourism management, policy and planning;
- critically evaluate on the roles of different stakeholders in tourism policy from a global perspective, the impact of tourism planning and development on international organisations and destinations.

INDICATIVE CONTENT

- Understanding tourism planning and the role of government.
- The relationship of tourism policy, tourism planning and tourism development.
- Tourism policies and policymaking.
- Sustainability and regenerative tourism policy and planning.
- Approaches to tourism planning and the objectives of tourism policy.
- Legislation and Regulation.
- The economic development of tourist destinations in the context of tourism destination development.
- Tourism, a driver for growth and development.
- Tourism policy and planning key factors for competitiveness.
- Developing resorts and new destinations.

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
Report	4,000 words,	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET5007	
Module Title	Tourism Policy and Planning	
Classification	Reading List entry	Electronic*
Essential	Edgil, D. <i>et al</i> (2013) Tourism Policy and Planning: Yesterday, Today, and Tomorrow. 3 rd Ed. Routledge Oxford .	☒
Essential	Andriotis,K. (2022) Tourism Policy and Planning Implementation Issues and Challenges. Routledge	☒
Further	Gohar, A. (2022) Tourism Governance: A Critical Discourse on a Global Industry (De Gruyter Studies in Tourism) 6 th Ed. De Gruyter Oldenbourg.	☒
Futher	Augusto Costa, Brandão, F., Breda, Z., & Costa, C. (2021). Planning and Managing the Experience Economy in Tourism. IGI Global.	☒
Further	Innerhofer, E, Fontanari, M (2018) Destination Resilience -Challenges and Opportunities for Destination Management and Governance, London, Routledge.	☒
Further	Castanho, Couto, G., & Santos, R. (2021). Peripheral Territories, Tourism, and Regional Development (Castanho, G. Couto, & R. Santos, Eds.). IntechOpen.	☒
Further	Pierkarz, M (2015) Risk and Safety Management in Leisure, Events Tourism and Sports CABI Queensland Australia.	☒
Further	Journal of Sustainable Tourism	☒
Further	International Journal of Tourism Research	☒
Further	Journal of Current issues in Tourism	☒

Level 6 Modules

Module Code	BMET6000
Title	Contemporary Themes in the Hospitality Sector
Date	27/07/2023
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To investigate in depth contemporary issues affecting the global hospitality industry and analyse current challenges and impacts for tourism in the future.

LEARNING OUTCOMES

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

- systematically evaluate and analyse contemporary issues affecting area of the tourism and events industry;
- demonstrate systematic knowledge and understanding of a range of contemporary sociological, political, economic, ethics and cultural theories and their application within industry.

INDICATIVE CONTENT

- The foundation of the module will be taught through a series of lectures focusing on Contemporary themes in the tourism industry issues such as;
 - rebuilding and restructuring the tourism industry;
 - sociological, political, economic, ethics and cultural issues;
 - holistic hospitality, health & well-being and medical tourism;
 - the development of global tourism growth and decline;
 - contemporary drivers of globalisation;
 - future travel, industry trends and niche tourism;
 - personalising customers' experience and accessible travel;
 - challenges of contemporary tourism and hospitality;
 - technological advances affecting tourism and hospitality;
 - terrorism and natural disaster impacts.
- This module also builds upon themes explored in other, previously taught, modules in order to develop and integrate issues explored across the different disciplinary areas.
- Field study visits and industry guest speaks will be based upon a number of contemporary issues related to the theories that have been explored in the lecture and seminars; student collaboration and individual research study activities will be carried out to enable the students to produce an academic research paper.

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
Essay	2000 words	50%

Assessment Component 2 (Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Video	5 minutes	50%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET6000	
Module Title	Contemporary Themes in the Hospitality Sector	
Classification	Reading List entry	Electronic*
Essential	Batabyal, & Das, D. K. (2020). Global trends, practices, and challenges in contemporary tourism and hospitality management (Batabyal & D. K. Das, Eds.). Business Science Reference.	☒
Essential	Cooper, C. and Hall, M. (2019) Contemporary Tourism: An International Approach, Goodfellows, Oxford.	☒
Essential	Eadington, & Smith, V. L. (2016). Tourism Alternatives : Potentials and Problems in the Development of Tourism (Eadington & V. L. Smith, Eds.; Reprint 2016). University of Pennsylvania Press.	☒
Further	Dalgic, Ergen, F., & Demir, M. (2021). Handbook of research on the impacts and implications of COVID-19 on the tourism industry (Dalgic, F. Ergen, & M. Demir, Eds.). Business Science Reference.	☒

Module Code	BMET6000	
Module Title	Contemporary Themes in the Hospitality Sector	
Classification	Reading List entry	Electronic*
Further	Darcy, S. Ambrose, J. Bulhalis, D. (2012) Best Practice in Accessible Tourism: Inclusion, Disability, Ageing Population and Tourism, Channel View, London.	☒
Further	New governance and management in touristic destinations. (2022). IGI Global.	☒
Further	Gursoy, & Celik, S. (2022). Routledge handbook of social psychology of tourism (Gursoy & S. Celik, Eds.). Routledge, Taylor & Francis Group.	☒
Further	Management Association. (2018). Sustainable Tourism. IGI Global.	☒
Further	Zehrer. (2021). Resiliency models and addressing future risks for family firms in the tourism industry (Zehrer, Ed.). IGI Global.	☒
Further	Dixit. (2019). The Routledge handbook of gastronomic tourism (Dixit, Ed.). Routledge.	☒
Journals	Annals 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	UNWTO World Tourism Organization a UN Specialized Agency	☒
Websites	www.tourismconcern.org.uk	☒

Module Code	BMET6001
Title	Self-Performance Review (Placement)
Date	27/07/2023
Level	6
Credits	20
Pre-Requisites	None

AIM (S)

- The student will have chosen a specialist area within an operational area of their work placement to develop their pre-employment skills, and by doing so develop skills of reflexivity and self-performance review. Reflexivity acuity will allow the student to analyse their own development needs, their contemporary role within the workplace, and work practice adaptations required to achieve professional success.

LEARNING OUTCOMES

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

- demonstrate a systematic understanding, of the operational area, the organisational strategic goals and mission and how these align with their own ability;
- critically appraise their current performance and learning through the placement considering attitudinal modification and approach to skill acquisition;
- critically evaluate the importance of work-based key skills and their current success rate regarding essential requirements within the person specification of their chosen job role;
- systematically analyse management performance within the workplace environment and reflect on their personal contribution to this considering knowledge and skill gain, barriers to development and future development needs.

INDICATIVE CONTENT

- The experience will allow for the student to focus on the specialist area of study promoting opportunities for reflection on experience, needs, interests and chosen career pathway.
- Reflective models and the underpinning theory.
- Reaction to review processes, development of critical analysis skills for oneself.
- Reflect on self-understanding of new consumer trends, changing needs of consumers. National and international perspectives and how this affects them as individuals.
- Review critically, ability of oneself on the completion of supervisory responsibilities, identifying traits, strengths and weakness within managerial style, teamwork and achieving parity and equity within the workplace. Considering reaction to feedback.
- Key skills – communication, teamwork, task management, personal skills reflective of their chosen specialism and operational issues.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	80	40%
Placement learning	120	60%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Critical self-performance review (Essay)	4000 words	100%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMET6001	
Module Title	Self-Performance Review (Placement)	
Classification	Reading List entry	Electronic*
Essential	The Reflective Practice Guide: An interdisciplinary approach to critical reflection. (2015) Routledge. London.	☒
Essential	Dawson, P. Adriopoulos, C. (2021) Managing Change, Creativity & Innovation. Sage. London.	☒
Essential	Kolb, D (2014) Experiential Learning: Experience as the source of learning and Development, 2 nd Edition, Pearson FT Press.	☒
Further	Nadda, Arnott, I., Sealy, W., & Delaney, E. (2022). Employability and Skills Development in the Sports, Events, and Hospitality Industry. IGI Global.	☒
Further	Pius, Alharahsheh, H. H., & Adesanmi, A. A. (2020). Contemporary Management Approaches to the Global Hospitality and Tourism Industry. IGI Global.	☒

Module Code	BMET6001	
Module Title	Self-Performance Review (Placement)	
Classification	Reading List entry	Electronic*
Further	Gerhardt, & Annon, P. J. (2021). Applications of work integrated learning among Gen Z and Y students (Annon, Ed.). IGI Global.	☒
Further	Johnston, Clark, G., & Shulver, M. (2012). Service operations management : improving service delivery (Fourth edition.). Pearson.	☒
Further	ASET, 2017 Good Practice Guide for Work based Learning and Placement Learning in Higher Education.	☒
Websites	Organisational websites as personally applicable to the student's individual placement	☒
Websites	www.globalgoals.org	☒
Websites	www.instituteofhospitality.org	☒

Module Code	BMET6002
Title	Global Destination Management
Date	27/07/2023
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To provide a systematic understanding of the critical concepts of destination management, including acquisition of a coherent and detailed knowledge of how destination management is planned, implemented, and managed to examine the operations of destinations and issues they face to compete for global leisure and business travel markets.

LEARNING OUTCOMES

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

- identify and apply theories to evaluate global destination management, by evaluating the role of key stakeholders, regulatory bodies and organisations associated with the management of visitor destinations;
- critically appraise the importance of destination and visitor management, by systematically evaluating the complexities of global destination development by assessing current and future tourism trends and development strategies for industry growth.

INDICATIVE CONTENT

- The role of Destination Management and strategic development issues.
- Principles for developing Destination Management Plans.
- Regulatory bodies and organisations associated with destination performance measurement and management, working structures and communication.
- Destination appeal and appearance, access, infrastructure and visitor services.
- Destination marketing; image, branding and promotion. Destination markets and trends.
- The role of the Tour Operator.
- The importance of the visitor economy and stakeholder relationships.
- Monitoring tourism and events performance and social and environmental impacts of tourism and events in global destinations.
- The importance of destination visitor management, destination development demands and industry opportunities.
- The value of effective crisis management and destination recovery strategies.
- The future of strategic destination management.

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
Video	5 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	BMET6002	
Module Title	Global Destination Management	
Classification	Reading List entry	Electronic*
Essential	Eadington, & Smith, V. L. (2016). Tourism Alternatives : Potentials and Problems in the Development of Tourism (Eadington & V. L. Smith, Eds.; Reprint 2016). University of Pennsylvania Press.	☒
Essential	Ritchie, B (2019) Tourism Crisis and Disaster Management in Asia Pacific CABI Series Queensland Australia.	☒
Essential	Costa. (2022). Planning and managing the experience economy in tourism (Costa, Ed.). Business Science Reference.	☒
Essential	Morrison, A.M. (2023) Marketing and Managing Tourism Destinations, Routledge.	☒

Module Code	BMET6002	
Module Title	Global Destination Management	
Classification	Reading List entry	Electronic*
Further	Nedelea, Korstanje, M., & George, B. (2016). Strategic Tools and Methods for Promoting Hospitality and Tourism Services. IGI Global.	☒
Further	Ziakas, V <i>et al</i> (2021) Crisis Management and Recovery for Events: Impacts and Strategies.	☒
Further	Sustainable tourism : breakthroughs in research and practice. (2019). IGI Global.	☒
Further	Carvalho, Calisto, L., & Gustavo, N. (2019). Strategic Business Models to Support Demand, Supply, and Destination Management in the Tourism and Hospitality Industry. IGI Global.	☒
Further	Monaco. (2021). Tourism, safety and COVID-19 : security, digitization and tourist behaviour (1st edition). Routledge, Taylor & Francis Group.	☒
Further	Piekarz. (2015). Risk and safety management in the leisure, events, tourism and sports industries. CABI	☒
Further	Journal of destination marketing & management	☒
Further	Journals - International Journal of Event and Festival Management	☒
Further	Journals – Leisure Management	☒

Module Code	BMET6003
Title	International Business Events in the Hospitality Industry
Date	27/07/2023
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To consider the global MICE (Meetings, Incentives, Conferences and Exhibitions) sector. The module examines the governance, policy and planning for business events with a focus on strategic decision making within an international events context, while examining key trends and forces affecting the events management sector.

LEARNING OUTCOMES

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

- evaluate systematically the feasibility, performance and impact of business events to identify the strategic areas required to plan business events in the hospitality sector;
- demonstrate a systematic understanding of the need for economic investment in business events;
- critically appraise governance and policy and planning for the MICE industry.

INDICATIVE CONTENT

- Introduction to the MICE sector.
- Event typologies and characteristics.
- The concept of event feasibility.
- Situational analysis and pre-planning research for event success.
- The key trends and forces affecting the MICE industry.
- The importance of governance, policy and planning for events.
- Event bidding, process and strategies.
- Economic impact of the MICE sector.
- Stakeholder involvement in business events.
- Global business event tourism impacts.
- Evaluating event performance criteria and key performance indicators for measuring event success.
- Project management.
- International, national and regional MICE strategies.

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
Recorded 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	BMET6003	
Module Title	International Business Events in the Hospitality Industry	
Classification	Reading List entry	Electronic *
Essential	Bladen, C. <i>et al</i> (2012) Events Management: An Introduction. Routledge; 3 rd Ed. Oxford.	☒
Essential	Fenich. (2016). Meetings, expositions, events, and conventions an introduction to the industry (Fourth edition; Global edition.). Pearson.	☒
Essential	Rogers. (2008). Conferences and conventions : a global industry (2nd ed.). Butterworth-Heinemann.	☒
Essential	Bowdin et al (2023) Events Management Paperback 4 th Edition. Routledge; Oxford.	☒
Further	Getz, D. and Page, S. (2020) Event studies: theory, research and policy for planned events. 3 rd Edition. Routledge: Oxford.	☒
Further	Van der Wagen. (2005). Event management : for tourism, cultural, business and sporting events (2nd ed.). Hospitality.	☒

Module Code	BMET6003	
Module Title	International Business Events in the Hospitality Industry	
Classification	Reading List entry	Electronic *
Further	O'Toole, W. (2011) Events feasibility and development: from strategy to operations. Elsevier: Oxford.	☒
Further	Dioko, & Whitfield, J. (2015). Price competitiveness and government incentives for simulating the meetings industry. International Journal of Event and Festival Management, 6(1), 39–53. https://doi.org/10.1108/IJEFM-07-2014-0015	☒
Further	Hamm, Frew, E., & Lade, C. (2018). Hybrid and Virtual Conferencing Modes Versus Traditional Face-to-Face Conference Delivery: A Conference Industry Perspective. Event Management, 22(5), 717–733. https://doi.org/10.3727/152599518X15299559637635	☒
Further	Nolan. (2020). The supply and design of different types of venues for business events. International Journal of Tourism Cities, 6(4), 691–710. https://doi.org/10.1108/IJTC-11-2019-0197	☒

Module Code	BMET6004
Title	International Festivals and Events
Date	27/07/2023
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To develop critical perspectives on policy and planning for Festivals, Conventions and Events. The module examines the nature and purpose of strategic and operational decision making and management, with a particular focus on managing events venues, impacts upon communities and tourism destinations.

LEARNING OUTCOMES

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

- demonstrate a systematic understanding of the roles, development and strategies of Festivals, Convention and Events and their relationship with tourism destinations and communities;
- utilise the theories and principles of event management in order to systematically evaluate the performance and impacts of events, the strategic operational issues when planning such events, and the impact of governance, and political involvement on the industry;
- investigate the diversity of global festivals and events and the social and cultural significance, and the contemporary challenges facing the events sector.

INDICATIVE CONTENT

- Concepts, foundations of festivals, conventions and events tourism.
- Contextual Background; Historical industry developments, overview of the National, European and Global context, growth and diversity of events industry.
- Government policies, International and regional event strategies; Event Wales strategies, Events England strategies, and the role of stakeholders.
- Economic considerations, economic impact assessments, Key performance indicators, economic and multiplier effect community impacts, economic and social regeneration.
- Bidding processes, forces impacting on feasibility studies; Leverage, legacy planning in terms of tourism development.
- Politics and power, influence and impacts.
- Managing venues and facilities, crowd prediction and control, managing risks, health and safety, emergency planning, and managing terrorism.
- Issues with Festivals, Funding, Drugs, Alcohol and Behavioural issues, environment local and global, Control systems, Community Engagement and impacts.

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
Report	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	BMET6004	
Module Title	International Festivals and Events	
Classification	Reading List entry	Electronic*
Essential	Getz, & Page, S. J. (2019). Event Studies: Theory, Research and Policy for Planned Events (4th ed.). Routledge.	☒
Essential	Mallen, C (2012) Event Management in Sport, Recreation and Tourism, Routledge, London.	☒
Essential	Contemporary issues in events, festivals and destination management. (2017). Emerald Publishing Limited.	☒
Essential	Korstanje. (2019). Impact of Risk Perception Theory and Terrorism on Tourism Security: Emerging Research and Opportunities. IGI Global.	☒

Module Code	BMET6004	
Module Title	International Festivals and Events	
Classification	Reading List entry	Electronic*
Essential	Managing Cultural Festivals: Tradition and Innovation in Europe. (2022). Taylor & Francis.	☒
Further	Getz, D (2020) Event Evaluation: Theory And Methods For Event Management And Tourism.	☒
Further	Reynolds. (2021). The live music business : management and production of concerts and festivals (Third edition.). Routledge.	☒
Further	Masterman. (2022). Strategic sports event management (4th edition.). Routledge.	☒
Further	Quinn, B (2013) Key Concepts in Event Management, Sage, London.	☒
Further	Ziakas, Antchak, V., & Getz, D. (2021). Crisis Management and Recovery for Events : Impacts and Strategies. Goodfellow Publishers, Limited.	☒
Further	Preuß, Andreff, W., & Weitzmann, M. (2019). Cost and Revenue Overruns of the Olympic Games 2000–2018. Springer Nature.	☒
Further	Duval, Timothy, D. J., & Hall, C. M. (2012). Safety and Security in Tourism: Relationships, Management, and Marketing. Routledge.	☒
Further	Piekarz. (2015). Risk and safety management in the leisure, events, tourism and sports industries. CABI.	☒
Further	International Journal of Event Management Research	☒
Further	International Olympic Journals	☒

Module Code	BMET6005
Title	Industry Research Report (Placement)
Date	27/07/2023
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To enable the student to produce a research report into an area of industry and studied subject area. The topic will arise from individual interest from the professional placement period and will require the student to undertake an independent research investigation.

LEARNING OUTCOMES

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

- demonstrate intellectual skills in the identification of an appropriate topic, problem or challenge for investigation pertinent to the Tourism or Events Industry to formulate a research report;
- critically analyse a contemporary industry related subject in a professional context through relevant research investigation and draw appropriate conclusions;
- organise their knowledge and learning through use of a range of media, and present their work appropriately in a manner that can be understood by specialist and non-specialist audiences.

INDICATIVE CONTENT

- Defining the research question, Defining research aims and objectives.
- Definitions of research methodology.
- Research Techniques and research design.
- Planning and starting research; searching data and research data sources.
- Conducting and writing literature reviews.
- Ethical concerns and the research process.
- Achieving research rigour, understanding bias, use of appropriate analytical tools, caveats of interpretation, drawing conclusions.
- 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	0	0%
Independent learning	80	40%
Placement learning	120	60%
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	BMET6005	
Module Title	Industry Research Report (Placement)	
Classification	Reading List entry	Electronic*
Essential	Cottrell S, (2015) Skills for Success Personal Development and Employability, 3 rd edition, Palgrave. London.	☒
Essential	ASET, 2013 Good Practice Guide for Workbased Learning and Placement Learning in Higher Education.	☒
Essential	Gray, D.E. (2018) Doing Real World Research, London: SAGE.	☒
Further	Gallagher K, (2016) Essential Study and Employment Skills For Business and Management Students, Oxford.	☒
Further	Cottrell, S. (2011) Critical Thinking Skills: Developing Effective Analysis and Argument, Palgrave Study Guides, Palgrave Macmillan: Basingstoke.	☐
Further	Cohen, L. Manion, L. and Morrison, K. (2017) Research Methods in Education, 8 th edition London: Routledge.	☒
Further	Flick, U. (2014) An Introduction to Qualitative Research, London: SAGE.	☐
Further	Brinkmann, S. and Kvale, S. (2018) Doing Interviews (Qualitative Research Kit). Sage.	☒
Further	Gibbs, G. (2018) Analysing Qualitative Data (Qualitative Research Kit). Sage.	☒
Further	Creswell, J. W. (2012). Qualitative inquiry and research design: Choosing among five approaches. Sage.	☒
Further	Obschonka, M., Hakkarainen, K., Lonka, K. et al. Entrepreneurship as a twenty-first century skill:	☒

Module Code	BMET6005	
Module Title	Industry Research Report (Placement)	
Classification	Reading List entry	Electronic*
	entrepreneurial alertness and intention in the transition to adulthood. Small Bus Econ 48 , 487–501 (2017). https://doi.org/10.1007/s11187-016-9798-6	
Further	https://ec.europa.eu/jrc/en/entrecomp	☒
Module Code	BMET6006	
Title	Live Event Operations Management (Placement)	
Date	27/07/2023	
Level	6	
Credits	20	
Pre-Requisites	None	

AIM(S)

- To provide students with a practical experience of live event operations and management, with a focus on industry management issues affecting the planning, financing, marketing, organising and delivery of a variety of live events from inception of ideas to completion and evaluation of the event.

LEARNING OUTCOMES

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

- apply project planning techniques to create a detailed event plan for an industry placement live event;
- engage in the process of applying event planning models to the management and delivery of operational areas such as event marketing, finance, design, risk management and human resource management;
- apply self-management and industry knowledge and competencies gained to the practical experience of event operations and management planning.

INDICATIVE CONTENT

- Personal and Vocational Development: The placement experience will be designed to focus on the broad range of areas of planning for and running a live event to provide students with a comprehensive introduction to;
 - Project planning – Gantt charts, models, communication plans, resource allocation, staffing, support facilities and suppliers, transport, hospitality, running order.
 - Venue selection and management.
 - Risk management and legal considerations.
 - Human resource management and event network structures.
 - Event marketing plan, marketing communications, and financial planning.
 - Operational issues pre-planning and during the event, logistical planning, scheduling and communications.
 - Event team evaluation, reflection and knowledge transfer.
- Key skills for employability – communication, teamwork, task management, personal skills – guest services and operational issues.
- Review – personal reflection, self-appraisal, reaction to feedback.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	0	0%
Independent learning	80	40%
Placement learning	120	60%
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	BMET6006	
Module Title	Live Event Operations Management (Placement)	
Classification	Reading List entry	Electronic*
Essential	Getz, & Page, S. J. (2019). Event Studies: Theory, Research and Policy for Planned Events (4th ed.). Routledge.	☒
Essential	Piekarz. (2015). Risk and safety management in the leisure, events, tourism and sports industries. CABI.	☒
Essential	O'Toole. (2011). Events feasibility and development from strategy to operations. Butterworth-Heinemann.	☒
Essential	Nadda, Arnott, I., & Sealy, W. (2020). Legal, safety, and environmental challenges for event management : emerging research and opportunities (Nadda, I. Arnott, & W. Sealy, Eds.). IGI Global.	☒
Further	Meredith, J. (2022) Project management: a managerial approach.	☒
Further	Ziakas, Antchak, V., & Getz, D. (2021). Crisis Management and Recovery for Events : Impacts and Strategies. Goodfellow Publishers, Limited.	☒
Further	Getz, D (2016) Event Studies Routledge, London.	☒

Module Code	BMET6006	
Module Title	Live Event Operations Management (Placement)	
Classification	Reading List entry	Electronic*
Further	Bladen C. et al (2023) Events Management: An Introduction. Second Edition. Routledge: Oxford.	☒
Further	Adams, & Mallen, C. (2017). Event management in sport, recreation and tourism : theoretical and practical dimensions (Third edition.). Routledge.	☒
Further	Slack, N (2018) Essentials of Operations Management, Pearsons, London.	☒
Further	Event Management Journal	☒
Further	International Olympic Journals	☒

Module Code	BMET6007
Title	Organisational Consultancy (Placement)
Date	27/07/2023
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To provide students with a practical experience of consultancy and project management within an organisational setting. Students will demonstrate their growing professional competence in strategic awareness and business orientation by conducting a consultancy project on the identification and assessment of a problem or the analysis of a specific area of their placement organisation. Students will demonstrate business management skills to promote a deeper understanding of the real world of work.

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 consultancy project that is of strategic significance 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);
- organise their knowledge and learning through use of a range of methods, and present their work appropriately in a manner that can be understood by specialist and non-specialist audiences;
- students will demonstrate workplace transferable skills through exercising initiative and personal responsibility in consultancy design, planning and self-management.

INDICATIVE CONTENT

- The roles of internal and external consultants within an organisation. How a consultant's 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 organisation's 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. Include 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	0	0%
Independent learning	80	40%
Placement learning	120	60%
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	BMET6007	
Module Title	Organisational Consultancy (Placement)	
Classification	Reading List entry	Electronic*
Essential	Buttrick, R. (2018) The Project Workout: The Ultimate Guide to Directing and Managing Business-Led Projects: Prentice Hall.	☒
Essential	Burnes, B. (2017) 7th Edition, Managing Change, Great Britain, Prentice Hall.	☒
Essential	Hodges, J. (2017) Consultancy, Organizational Development and Change: A Practical Guide to Delivering Value. Kogan Page.	☒

Module Code	BMET6007	
Module Title	Organisational Consultancy (Placement)	
Classification	Reading List entry	Electronic*
Further	Baron, A. and Armstrong, M. (2007) Human Capital Management. London: Kogan Page.	☒
Further	Block, & Nowlan, J. (2010). Flawless consulting a guide to getting your expertise used (3rd ed.). Pfeiffer.	☒
Further	Crowther, Lancaster, G., & Lancaster, G. (2009). Research methods : a concise introduction to research in management and business consultancy (2nd ed.). Elsevier Butterworth-Heinemann.	☒
Journal	British Journal of Management	☒
Journal	Coaching at Work	☒
Journal	Harvard Business Review	☒
Journal	HRM Review	☒
Journal	Human Resource Management Journal	☒
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/	☒

Module Code	BMET6008
Title	Strategic Approach to Sustainable Business Practice
Date	27/07/2023
Level	6
Credits	20
Pre-Requisites	None

AIM(S)

- To gain a comparative overview of the impact of organisational sustainable practice and global sustainability challenges in the hospitality, events and tourism sector. Evaluating policy, strategy and the role of governance in addressing key issues facing industry while gaining a critical understanding of the importance of strategic sustainability.

LEARNING OUTCOMES

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

- demonstrate a systematic knowledge and understanding of the principles of sustainable business practice within the tourism, events and hospitality industry;
- analyse concepts of strategic sustainable management and monitoring systems to address key issues facing industry and organisations;
- evaluate related industry management practice for sustainable business transformation.

INDICATIVE CONTENT

- Environmental sustainability.
- The importance of the circular economy and the sustainable supply chain.
- Financial sustainability; financial management, investment and performance goals.
- Governance and the role of national and international agencies; Global Sustainable Council and UN Sustainable Development Goals.
- Sustainable transformation; strategy and policy.
- The role of technology in sustainable development.
- Stakeholder management.
- Sustainable corporate culture.
- Sustainability challenges of communities and industry.
- Sustainability as key driver for creating value.
- The Business Case for Sustainability.

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	3 elements	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	100%
Practical	0%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMET6008	
Module Title	Strategic Approach to Sustainable Business Practice	
Classification	Reading List entry	Electronic*
Essential	Blowfield, M. (2013) Business and Sustainability, OUP, Oxford.	☒
Essential	Costa, & Costa, C. (2022). Sustainability and Competitiveness in the Hospitality Industry. IGI Global.	☒
Further	Curtin, T. (2012) Managing Green Issues, MacMillan Palgrave, London.	☒
Further	Jernsand, Persson, M., Jernsand, E. M., & Lundberg, E. (2023). Tourism, knowledge and learning : conceptual development and case studies (Persson, E. M. Jernsand, & E. Lundberg, Eds.; First edition.). Taylor & Francis.	☒
Further	Fennell, & Cooper, C. (2020). Sustainable tourism : principles, contexts and practices. Channel View Publications.	☒

Module Code	BMET6008	
Module Title	Strategic Approach to Sustainable Business Practice	
Classification	Reading List entry	Electronic*
Further	Oncioiu. (2018). Ethics and decision-making for sustainable business practices (Oncioiu, Ed.). Business Science Reference.	☒
Further	Business & The Sustainable Development Goals. (2018). Erasmus University Rotterdam.	☒
Further	Enríquez-Díaz, Castro-Santos, L., & Puime-Guillén, F. (2021). Financial management and risk analysis strategies for business sustainability. IGI Global.	☒
Further	Küfeoğlu. (2022). Emerging Technologies : Value Creation for Sustainable Development. Springer Nature.	☒
Further	Rodrigues, Almeida, N. C., & Almeida, P. J. (2020). Mapping, managing, and crafting sustainable business strategies for the circular economy. IGI Global.	☒
Further	Guliani, & Rizwan, S. A. (2016). Corporate Social Responsibility in the Hospitality and Tourism Industry. IGI Global.	☒
Further	Kumar. (2019). Emerging applications in supply chains for sustainable business development. IGI Global.	☒
Journals	Annals of Tourism Research	☒
Journals	Current Issues in Tourism	☒
Journals	Journal of Sustainable Tourism	☒
Journals	Tourism Management	☒