

BA(Hons) in Business with Tourism

Aims and Rationale of the Programme

The BA in Business with Tourism is part of the last generation programme that was updated through the University's recent quinquennial review, with the aim of structuring Business Studies around contemporary business processes, rather than traditional thematic areas largely devised in the academic world alone. Apart from dealing with business processes, which encapsulate the full range of managerial activities, the successful candidate will gain a complete view and an holistic perspective of the aspects of the Tourism Industry with special regard to in-depth understanding of Tourism Management concepts, International Business, the development of Tourism Policies, Marketing in the Tourism industry and all knowledge necessary to excel in the highly competitive and ever-expanding business world.

Structure of the Programme

The BA in Business with Tourism is a 3-years full-time course, taught exclusively in the English language. Courses are offered within a two term period, with two exam periods in May and August. All courses are delivered during the weekday evenings to accommodate the needs of working students.

Course Outline

YEAR 1

Personal and Professional Development
Introduction to Business Processes
Business Planning and Development
Context and Regulatory Framework of Business
Managing the Performance of Individuals

YEAR 2

Career Development
Creativity and Business Decision Making
Value Chain Management
Management and Information Systems
Tourism Management

YEAR 3

Dissertation
Business Strategy
Tourism Policy and Development
Tourism Marketing and Strategy
International Business Management

Entry Requirements

- High School Certificate
- A minimum of TOEFL score of 213 (computer based test), IELTS 6.0, or a recognized equivalent (for example, successful completion of a programme of studies at HE of FE taught in English).

Careers

Work within organisations associated with the tourism industry, such as travel and tour operators, hotel management, and tourism planning and marketing in both Greece and abroad, as well as, in administrative positions in businesses and organizations.

Indicative Course Descriptions

Introduction to Business Processes

This course teaches you a system approach to understand the core concepts in Marketing, Operations by placing business processes on centre stage. The aim of this course is to introduce to the students the principles of process management in all sectors of industry and commerce within a common conceptual framework.

Personal & Professional Development

The aim of the course is to induct and support students in using the university's systems and processes effectively and to increase student ability to benefit from the academic process.

Context and Regulatory Framework of Business

The purpose of this course is to introduce students to the various components of this analytical tool, with the objective of situating business in its broader context. The course will be international in outlook, under the unifying theme of current and recent global trends. Transitional & developing economies as well as the advanced economies will be covered.

Value Chain Management

This course is designed to reveal more about the interdependent nature of real world business, and the increasing attention given to cross-functional decision making in a digitally enabled global market. The student will be offered current academic concepts and trends in modern business philosophy that signify a need for reassessing the changing nature of internal and external relationships in business.

Management of Information Systems

This course covers a broad topic which consists of two main areas: (1) the use and relevance of information systems to managers and enterprises and (2) the management of information systems projects. Rather than providing an in depth technological treatment of information systems, the course prepares students, as future managers, to critically assess the impact of information systems on the enterprise. It also introduces those skills required in order to manage information systems projects.

Tourism Management

The aims of the course are to: Understand the broad political, economic and social frameworks in which tourism management takes place Understand tourism impact analysis Assess global / local tensions in the management of tourism Evaluate the tools and techniques that are used for managing tourism in a range of environments Understand the need for different management approaches for different typologies of tourism Appreciate the complex relationships between hosts and guests Discuss the role of the tourist as an agent for cultural change.

Tourism Policy and Development

This course takes a critical approach to the study of Tourism Policy and the relationship between Tourism and Development. The aim is to critically examine the historical context of tourism policy and its relationship to concepts of development, to examine the organisational structures and policy frameworks involved in developing tourism policy, to understand the links between tourism planning and local, regional, national and international development and to analyse the concepts of sustainable and ethical tourism.

Tourism marketing & Strategy

The tourism industry is a competitive sector and effective marketing and product innovation are important means by which tourism enterprises and destinations gain a sustainable competitive advantage. The purpose of this course is to enable students to: Appreciate the importance of effective marketing as a way for tourism enterprises and destinations to gain and sustain competitive advantage; understand and identify the marketing philosophies and teachings appropriate to the tourism sector and explore the principles of services marketing and analyse their application in the context of tourism.

Dissertation

Aim: The Dissertation is a key element of the degree. It is the point where knowledge and understanding acquired through the earlier taught courses is synthesised and applied to a substantial management problem of importance in the Tourism area. Students reaching this level of study will have successfully completed the taught unit concerned with research methods and design. The course is designed to build on that experience and provide a supported learning environment in which students can plan a more thorough-going research enquiry of their own choosing. The key outcome of the course is the report of an investigation into an issue of importance.