

# BA(Hons) in Business (Tourism)

## Aims and Rationale of the Programme

The BA in Business (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 everexpanding business world.

## Structure of the Programme

The BA in Business (Tourism) is a 3-year full-time programme, 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  
Introduction to Economics for Business  
Discover Project Management

### Year 2

Personal and Professional Development 2  
Creativity and Decision Making in Business  
Operations Management  
Project Planning and Management  
Special Interest Tourism  
Sustainable Cruise and Resort Tourism

### Year 3

Personal and Professional Development 3  
Managing Strategy  
Tourism Development and Public Policy  
Small Business Development

## 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 or 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.

## Optional Practice

Studying for the BA(Hons) in Business Studies (Tourism) at NYC, students will enjoy the advantage of practice in firms of the Tourism industry during the period of study.

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## Indicative Course Descriptions

### Introduction to Business Processes

This course teaches you a systems approach to understand the core concepts in Marketing and Operations by placing business processes on centre stage. The aim of this course is to introduce the students to 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.

### Introduction to Economics for Business

The aims of this course are to provide students with a basic grounding in the principles of economic theory and economic ideas and to introduce them to key debates in economics. Students will understand and have essential factual knowledge of the key factors in the modern world economy, including management of national economics, supranational institutions, world trade and investment, growth and development and the nature of the business cycle.

### Discover Project Management

The overall aim is to understand how project management contributes to the achievement of business objectives, both short term and long term. The course provides opportunities to discover the characteristics of projects and project management by applying the method of team-based learning. It also provides a range of academic knowledge and business awareness which enables students to understand the relationship between a project and the parent organisation as well as how to manage it effectively.

### Sustainable Cruise and Resort Tourism

This course aims to develop a critical awareness of the sustainable management of cruise and resort tourism. Students will be supported to develop the ability to critique two key areas of mass tourism and to identify areas where sustainability initiatives can be implemented, or where sustainable management techniques can be adopted. The historical development and impacts of cruise and resort tourism will be explored as well as their future role within the international tourism industry.

### 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.

### Final Year Project - Consultancy Project or Thematic Independent Study

Students will have the choice of either completing a 'Consultancy Project' or doing a 'Thematic Independent Study'. For the Consultancy Project, students will conduct primary research as they investigate and offer solutions for a problem in a real company. For the Thematic Independent Study, students will conduct secondary research on a topic of their choice. The aim in PPD3 is to extend and strengthen students' research and analytical skills