

BSc Hons International Hospitality Management

Why choose this course:

The University of Bolton BSc (Hons) International Hospitality Management:

- incorporates both subject-specific and generic business modules, and reflects international hospitality industry practices;
- is a vocationally-orientated course and provides an international focus to the study of hospitality management;
- places emphasis on a critical analysis of international hospitality as an activity. Two central themes of marketing and hospitality operations management are developed at each level throughout the course;
- provides the knowledge and skills to successfully gain employment in this exciting and demanding profession;
- includes a period of work experience.

What you will study:

Year 1

- The International Hospitality Industry in Context
- Academic Management Skills for the Service Industries
- Management of Food and Beverage Operations
- Managing the International Workforce
- Basics of Business for the Service Industries
- English Language and Communication Skills

Year 2

- Marketing for the Hospitality Service Sector
- International Gastronomy
- Work Experience
- Research Methods for Tourism and Hospitality
- Global Tourism and Hospitality Management

Year 3

- International Hospitality Industry Perspectives
- Strategic Marketing Management for Tourism and Hospitality
- Special Event Management
- Sustainable Tourism Management
- International Human Resource Management for Tourism and Hospitality
- Project OR Investigative Study

At a Glance:

Award: BSc Honours

Duration: 3 years Full-Time

Start date(s): September

Entry requirements:

A good mark in your High School Certificate

A good standard of English (IELTS 6.0 or a recognized equivalent).

An interview is required to consider applicants suitably.

Assessment: Modules are assessed with coursework (usually essays); practical project reports; design and analysis assignments; case studies; oral presentations; and examinations.

Learning & Teaching Strategies:

The methods employed include lectures; workshops; tutorials (group and individual); guest speakers; work experience in the form of a period of work placement; development of employability skills; information literacy skills development; and personal development planning (PDP).

Application Procedure: The Admissions Team is available to help with questions about application to the University of Bolton, fees, and financial assistance, as well as to arrange a meeting with the Course Manager.



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What you will learn:

At level 1 you will study the key underpinning business themes of international hospitality organisations and operations, with a practical element focusing upon Food and Beverage Management Operations. You will focus on international key industry trends and issues. A language is also studied, available at beginner to advanced levels.

At level 2 managerial and problem-solving skills are developed so you can learn to apply the underpinning knowledge gained at level 1 in an international hospitality workplace context. In addition, an opportunity is provided to study a language at the next level. The focus of level 2 is to prepare for your management role in industry. With this in mind the work experience double module provides you with the opportunity to apply all your learning so far, in a practical work environment.

At level 3 you will deepen your knowledge in all aspects of international hospitality management with an emphasis on the investigative study.

Throughout your programme you will be encouraged to reflect on the development of your academic and professional skills, and make recommendations for self-improvement. Specifically this ability to appraise your performance and set targets will be developed and assessed in the following modules: Management Skills (Level 1), Work Experience (Level 2) and Project (Level 3). (<http://courses.bolton.ac.uk/Details/Index/2078>)

What career opportunities you will have:

The hospitality industry is a major employer worldwide. Opportunities are diverse and range from hotel management to marketing, event and conference management and small business enterprises in the restaurant sector, for example. The number of opportunities is growing and employers are looking for graduates with real-life vocational experience, underpinned by learning, which is where University of Bolton graduates have the 'edge'.

In recent years graduates have gone on to a range of roles in the wider hospitality and tourism industry both in the UK and abroad, including the international hotel sector. Graduates have also gone into teaching in further and higher education, and further studies including masters degrees and PhD research.

The University of Bolton and New York College have an excellent careers service which supports all students and alumni. You can also find out more about postgraduate and continuing professional development courses at the University or at New York College, specifically designed for students who want to combine work with studies. (<http://courses.bolton.ac.uk/Details/Index/2078>)