Course Specification

Course Summary Information		
1	**Course Title**	BSc (Hons) Global Hospitality Management
2	**Course Code**	US1250
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)	
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	

6	**Course Description**
	Whether you are interested in developing a career in the Global Food and Beverage sector or working in the Global Hotel industry, this course will enable you to fulfil your potential.

To help in equipping you with the knowledge and skills to apply for work in the exciting global hospitality industry, the BSc Global Hospitality Management course will combine academic theories and hands on practical experience throughout the degree, with embedded work-based learning opportunities at levels 4, 5 and 6.

You will learn how to analyse the strategies of global hospitality companies, the management of hospitality facilities (including rooms division), food and beverage management, business analytics, revenue management, emotional and social intelligence. You will be adept at understanding cultural differences, customer relationship management and global marketing strategies, in addition to a variety of other highly transferable skills.

More than many industries, those who operate in this industry are dynamic and fast moving in order to meet the ever changing needs of consumers. As with many industries risk assessments are necessary to anticipate the potential occurrence of crisis that need to be managed and assessed. A well-managed response to such crisis will ensure future security of your future industry. For example, in 2020 the global hospitality industry was severely impacted by the COVID – 19 crisis, which will act as a case study for your learning in this course relate to risk assessment and crisis management.

The Global Hospitality Management course embeds the UN Sustainable Development Goals as an integral part of the course.

7	**Course Awards**		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Science with Honours Global Hospitality Management	6	360
7b	**Exit Awards and Credits Awarded**		
	Certificate of Higher Education Global Hospitality Management	4	120
	Diploma of Higher Education Global Hospitality Management	5	240
	Bachelor of Science Global Hospitality Management	6	300

8	Derogation from the University Regulations
	None.

9	Delivery Patterns			
Mode(s) of Study	**Location(s) of Study**	**Duration of Study**	**Code(s)**	
Full Time	City Centre	3 years	US1250	

10	Entry Requirements
The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ or may be found by searching for the course entry profile located on the UCAS website.	

11a	Course Level Outcomes
	This degree course will progress you through level learning outcomes detailed below to ensure that you meet the benchmarks set out in the latest Quality Assurance Agency for Higher Education (QAA) subject benchmark for Global Hospitality Management standards as well as the overall course learning outcomes detailed.
	Level 4 – Theoretical Underpinning
1	Develop knowledge and understanding of the major theories, principles and concepts within Global Hospitality Management.
2	Illustrate knowledge and understanding of the key functional areas in Global Hospitality Management.
3	Acquire key transferable skills essential to a career in Global Hospitality Management.
4	Apply acquired Global Hospitality Management knowledge and transferable skills within a defined business environment.
	Level 5 – Professional Practice Emphasis
1	Utilise principles of Global Hospitality Management and practices in an operational context.
2	Critically analyse and choose a range of business techniques and tools to identify the most applicable for a range of Global Hospitality scenarios, applying findings to solve a set business problem.
3	Effectively communicate and present information, arguments and analysis in a variety of forms.
	Level 6 – Strategic Focus
1	Formulate Global Hospitality Management knowledge, understanding and skills to critically evaluate and formulate evidence-based arguments and identify solutions to both defined and uncertain national and international Hospitality problems.
2	Construct effective methods of communicating business concepts and other relevant work, accurately and reliably using a range of specialist techniques and practices.
3	Apply professional and academic skills to create and justify compelling business solutions.

11b	Course Learning Outcomes
	Knowledge and Understanding:
	On successful completion of the BA (Hons) Global Hospitality Management degree course you will be able to:
K1	Evaluate the integrated nature of core functional areas of the Global Hospitality Industry to make effective business decisions
K2	Apply practice-based understanding of management frameworks, tools and techniques to a variety of Global Hospitality contexts.
K3	Analyse complex Global Hospitality issues in a turbulent world to provide business advantage and sustainability, and foster an enterprising outlook
K4	Assess cultural differences and their impact on Global Hospitality Management practices and opportunities
K5	Critically discuss key contemporary and emerging theories, concepts and methods and their effect on dynamic Global Hospitality businesses.
	Skills and Attributes
	On successful completion of the BSc (Hons) Global Hospitality Management degree programme, you will have acquired skills and abilities in the following areas:
T1	Present, in person and in writing, an argument to inform an audience.
T2	Interpret complex problems, and critically analyse business data to construct creative and innovative recommendations and solutions.
T3	Demonstrate good citizenship through contributing ethically to the world to benefit both organisations and society.
T4	Present, in person and in writing, an argument to inform an audience.

12	**Course Requirements**
12a	**Level 4:** ***In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):***

Module Code	Module Name	Credit Value
MAN4029	Food Production	20
MAN4031	Procurement and Supply Chain Management in Hospitality Industry	20
MAN4037	Introduction to Global Hospitality and Tourism Industry	20
MAN4028	Food Production and Service Management	20
MAN4027	Global Food and Beverage Operations Management	20
MAN4026	Creativity and Innovation in the Global Hospitality Industry	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MAN5080	Introduction to Hotel Operations and Rooms Division	20
MAN5078	Fundamentals of Revenue Management	20
MAN5077	Data Analytics for Business Optimisation	20
MAN5079	Global Hospitality Digital Marketing	20
HRM5011	Global Hospitality Human Resources Management	20
MAN5062	Live Event Experiences	20
Optional Module		
ACC5XXX	ACC5XXX Study Abroad	20

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 80 credits):

Module Code	Module Name	Credit Value
MAN6067	Global Strategy Management in Hospitality	20
MAN6066	Hospitality Financial Management	20
MAN6069	Contemporary issues in Global Hospitality and Technology	20
MAN6065	International Multi-Unit Hospitality Leadership	20

In order to complete this course a student must choose ONE of the following optional project routes (totalling 40 credits):

Module Code	Project Routes	Credit Value
BUS6XXX	Business Advice Project (Major)	40
BUS6XXX	Business Research Project (Major)	40
BUS6XXX	Business Start-Up Project (Major)	40
BUS6XXX	Community Advice Project (Major)	40
BUS6XXX	Employability Project (Major)	40
BUS6XXX	Economics Research Project (Major)	40
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Research Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Business Start-Up Project	20 20
BUS6XXX + BUS6XXX	Business Research Methodology and Practice + Community Advice Project	20 20

12b   Structure Diagram

Full Time Course Structure

Level 4

SEMESTER ONE	SEMESTER TWO
Core: Food Production (20 credits) Procurement and Supply Chain Management in Hospitality Industry (20 credits) Introduction to Global Hospitality and Tourism industry (20 credits)	Core: Food Production and Service Management (20 credits) Global Food and Beverage Operations Management (20 credits) Creativity and Innovation in the Global Hospitality Industry (20 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core: Global Hospitality Human Resources Management (20 credits) Global Hospitality Digital Marketing (20 credits) Data Analytics for Business Optimisation (20 credits)	Core: Introduction to Hotel Operations and Rooms Division (20 credits) Fundamentals of Revenue Management (20 credits) Live Event Experiences (20 credits) Optional Module ACC5XXX Study Abroad (20 credits)

Level 6

SEMESTER ONE	SEMESTER TWO
Core: MAN6XXX Hospitality Financial Management (20 credits) MAN6XXX Contemporary Issues in Global Hospitality and Technology (20 credits)	Core: MAN6XXX International Multi-Unit Hospitality Leadership (20 credits) MAN6XXX Global Strategy Management in Hospitality (20 credits)
Business Project Route (40 credits / 20/20 credits *(choose one of the routes below)*	

Project Routes

	Route 1	Route 2	Route 3	Route 4	Route 5	Route 6	Route 7
S1	Business Advice Project (Major) (40 credits)	Business Research Project (Major) (40 credits)	Business Start-Up Project (Major) (40 credits)	Community Advice Project (Major) (40 credits)	Employability Project (Major) (40 credits)	Economics Research Project (Major) (40 credits)	Business Research Methodology and Practice (20 credits)
S2							Business Research Project (20 credits) **or** Business Start-up Project (20 credits) **or** Community Advice Project (20 credits)

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4
Workload
% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	240
Directed Learning	244
Private Study	716
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	
In-Person	50%

Level 5
Workload
% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	204
Directed Learning	284
Private Study	712
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	71%
Exam	
In-Person	29%

Level 6
Workload
% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	132
Directed Learning	716
Private Study	352
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	92%
Exam	
In-Person	8%