

Course Specification

Course Summary Information		
1	Course Title	BSc (Hons) Global Hospitality Management
2	Course Code	US0962
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
	<p>The Global Hospitality industry is growing faster than other industry sectors year after year, providing job opportunities for millions of people around the globe at all stages of their career development.</p> <p>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</p> <p>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.</p> <p>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.</p>

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
	Not applicable

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
			Code(s)
			US0962

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.

11	Course Learning Outcomes
1	Critically analyse and evaluate the complexity of the global nature of the hospitality industry.
2	Use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems in the core areas of Hospitality.
3	Evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas.
4	Analyse and evaluate the external business environment that consider the economic, social, environmental, political and legal factors and its impact on the hospitality business.
5	Recognise and value the centrality of the hospitality consumer and meet and respond to their needs.
6	Identify and respond appropriately to the diversity that prevails within the hospitality industry in relation to stakeholders.
7	Critically evaluate the role of technology, and the increasingly digital and mobile nature of societies and its impact on hospitality industry.

12	Course Requirements																																																												
12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MAN4029</td><td>Food Production</td><td>20</td></tr><tr><td>MAN4031</td><td>Procurement and Supply Chain Management in Hospitality Industry</td><td>20</td></tr><tr><td>MAN4024</td><td>Introduction to Global Hospitality and Tourism Industry</td><td>20</td></tr><tr><td>MAN4028</td><td>Food Production and Service Management</td><td>20</td></tr><tr><td>MAN4027</td><td>Global Food and Beverage Operations Management</td><td>20</td></tr><tr><td>MAN4026</td><td>Creativity and Innovation in the Global Hospitality Industry</td><td>20</td></tr></table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td>Introduction to Hotel Operations and Rooms Division</td><td>20</td></tr><tr><td></td><td>Fundamentals of Revenue Management</td><td>20</td></tr><tr><td></td><td>Data Analytics for Business Optimisation</td><td>20</td></tr><tr><td></td><td>Global Hospitality Digital Marketing</td><td>20</td></tr><tr><td></td><td>Global Hospitality Human Resources Management</td><td>20</td></tr><tr><td></td><td>Live Event Experiences</td><td>20</td></tr></table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td>Global Strategy Management in Hospitality</td><td>20</td></tr><tr><td></td><td>Hospitality Financial Management</td><td>20</td></tr><tr><td></td><td>Contemporary issues in Global Hospitality and Technology</td><td>20</td></tr><tr><td></td><td>International Multi-Unit Hospitality Leadership</td><td>20</td></tr><tr><td></td><td>Major Project</td><td>40</td></tr></table>	Module Code	Module Name	Credit Value	MAN4029	Food Production	20	MAN4031	Procurement and Supply Chain Management in Hospitality Industry	20	MAN4024	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	Module Code	Module Name	Credit Value		Introduction to Hotel Operations and Rooms Division	20		Fundamentals of Revenue Management	20		Data Analytics for Business Optimisation	20		Global Hospitality Digital Marketing	20		Global Hospitality Human Resources Management	20		Live Event Experiences	20	Module Code	Module Name	Credit Value		Global Strategy Management in Hospitality	20		Hospitality Financial Management	20		Contemporary issues in Global Hospitality and Technology	20		International Multi-Unit Hospitality Leadership	20		Major Project	40
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12b Structure Diagram

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)

Level 6

SEMESTER ONE	SEMESTER TWO
Core Global Strategy Management in Hospitality (20 credits) Hospitality Financial Management (20 credits) Contemporary Issues in Global Hospitality and Technology (20 credits)	Core International Multi-Unit Hospitality Leadership (20 credits) Major Project (40 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%