



**BSc (Hons) International Hospitality and Tourism Management with  
Foundation Year**

**Programme Handbook**

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## **Welcome Message from the Dean of the Faculty of Business**

Welcome to the Faculty of Business at Arden University! As the Dean, I am thrilled to introduce you to our dynamic academic community, where innovation, digital technology and reinventing education are at the heart of our mission. Over the years, our Faculty of Business has experienced remarkable growth, solidifying our position as a leader in online business education. Our commitment to embracing the latest digital technologies has allowed us to reach students worldwide and provide them with access to high quality business education from the comfort of their homes.

Our vision is to continue pioneering educational experiences that prepare students for the ever-evolving business landscape. We envision a future where Arden University graduates are not just job seekers, but job creators, equipped with the skills and entrepreneurial mindset needed to thrive in a rapidly changing world.

Looking ahead, we have ambitious plans to expand our programme offerings, strengthen industry partnerships and our international presence, and further integrate cutting-edge technology into our curriculum. As we embark on this journey, we invite you to be part of our exciting vision for the future of business and management education.

Welcome to Arden University's Faculty of Business, where the future of business and management education is being shaped today. Together we will redefine learning and empower our students for success in a digital age.



**Professor Dilshad Sheikh**

## **Welcome Message from the Head of the School of Hospitality and Tourism**

Welcome to Arden University's School of Hospitality and Tourism Management!

I am delighted to extend a warm welcome to all new students embarking on their journey with us. Whether you're stepping into our campus for the first time or joining us online from across the globe, I want to assure you that you've made an excellent choice in selecting Arden University for your education in hospitality and tourism management.

At Arden, we are committed to providing a dynamic and enriching learning environment that prepares our students for success in the fast-paced and ever-evolving industries of hospitality and tourism. Our faculty comprises experienced professionals and scholars who are dedicated to guiding you through your academic journey, offering valuable insights, mentorship, and support along the way.

As you immerse yourself in our curriculum, you'll have the opportunity to explore a wide range of subjects, from hospitality operations and event management to sustainable tourism and destination marketing. Our goal is not only to equip you with the knowledge and skills needed to excel in your chosen field but also to foster creativity, critical thinking, and a global perspective that will set you apart in the competitive landscape of the hospitality and tourism industries.

Beyond the classroom, Arden University offers a vibrant community where you can engage with fellow students, participate in extracurricular activities, and network with industry professionals through internships, guest lectures, and industry events. Take advantage of these opportunities to expand your horizons, build connections, and enhance your overall learning experience. As you embark on this exciting chapter of your academic and professional journey, remember that you are not alone. Our dedicated support staff is here to assist you every step of the way, whether you need academic guidance, career counselling, or personal support. Your success is our priority, and we are committed to helping you reach your full potential.

Once again, welcome to Arden University's School of Hospitality and Tourism Management. I encourage you to embrace every opportunity, challenge yourself, and make the most of your time here. Together, let's embark on a journey of discovery, growth, and transformation.

Best wishes for a successful and rewarding academic year ahead!

*Professor Dilshad Sheikh*

## **Welcome Message from the Programme Team Leader of the School of Hospitality and Tourism:**

I am delighted to welcome you to this challenging but exciting BSc (Hons) International Hospitality and Tourism Management with Foundation programme. The programme has an international outreach through our Blended Learning face-to-face study centres in the UK and Berlin, including Global Partnerships and our flexible Distance Learning provision.

The programme will help you explore real-life situations in the volatile global industry. In this context, the programme will futureproof your employment in the dynamic digital economy. The programme will allow you to reskill and upskill to enhance your digital, green (sustainable) and social skills capabilities to thrive in a digital economy.

Multiple Professional and Statutory Regulatory Bodies (PSRBs), including CMI, IoH, ITT and TMI, accredit your programme. The various accreditations demonstrate the programme's uniqueness that will add real value to your qualifications and make you stand out and competitive in the highly competitive global labour market. You will get support throughout your learning journey from a team of subject specialist lecturers dedicated to leaving positive imprints in your career.

I look forward to welcoming you and wish you success studying on this global programme that will positively change your life.

## **Introduction to the BSc (Hons) International Hospitality and Tourism Management with Foundation Year Degree Programme.**

This handbook provides you with information about the structure of your programme and a description of each of the modules that you will study.

The programme is made up of the modules listed in the table below. Each 20-credit module is equivalent to 200 hours of self-guided learning.

This programme aims to equip you with the knowledge and understanding of the key hospitality and tourism business functions and how these interrelate. You will also be given the opportunity

to develop a range of generic and specialist hospitality and tourism skills applicable to the contemporary hospitality and tourism environments.

To achieve these overarching aims, students will:

1. Develop knowledge and skills in the core disciplinary areas of tourism and hospitality practice.
2. Integrate leading edge developments in academic theory with hospitality and tourism practice.
3. Enable students to develop specialist knowledge and skills in hospitality and tourism.
4. Develop creative, innovative, and entrepreneurial skills.

For more details regarding the overall aims, objectives and learning outcomes, please refer to the **Programme Specification**.

## **Programme Structure:**

### **Foundation Level:**

<b>Module Code</b>	<b>Module Name</b>	<b>Level</b>	<b>Core or Optional</b>	<b>Credits</b>	<b>Assessment</b>
FDY3001	Preparing for University Success	3	C	20	PTFO - Portfolio
FDY3002	Exploring the Business Environment	3	C	20	CSSTUD - Case Study
FDY3004	Advancing Your Academic Skills	3	C	20	CWRK - Written tasks
FDY3005	Becoming an Effective Leader	3	C	20	CWRK - Business Plan
FDY3007	Planning of Your Future Success	3	C	20	PTFO - Personal Development Plan (PDP)
FDY3008	Investigation and Innovation Project	3	C	20	PROJ - Project & Poster

### **Level 4:**

Module Code	Module Name	Level	Core or Optional	Credits	Assessment
IHM4001	Academic & Professional Development for Hospitality and Tourism Managers	4	C	20	PTFO - Self-assessment
IHM4002	Managing People in Hospitality in Tourism	4	C	20	CWRK - Client focused report
IHM4003	Finance for Hospitality and Tourism	4	C	20	STDASS - Range of accounting and finance related tasks
IHM4004	Service Sector Marketing and Sales	4	C	20	PRES - Research Infographic
IHM4005	Principles of Hospitality and Tourism Practice	4	C	20	CWRK - Report and Discussion Forum Activity
IHM4006	Customer Service Management	4	C	20	PRAC – Practical observation and reflective account
IHM4007 <sup>1</sup>	Pre-Placement Module for IHM5005 Option	4	O	0	N/A

### Level 5:

Module Code	Module Name	Level	Core or Optional	Credits	Assessment
BUS5026	International Destination Management	5	C	20	PRES - Presentation of a Destination development plan
IHM5001	Hospitality Operations Management	5	C	20	CSSTUD/ PRES - Business case analysis – report or presentation
IHM5002	Applied Hospitality and Tourism Intelligence	5	C	20	CWRK - Data Set Analysis
IHM5003	Hospitality Business Development	5	C	20	CSSTUD - Business case pitch
<b>Level 5 Options: Students select 40 credit worth of modules:</b>					
IHM5004	<a href="#">International Events Management</a>	5	O	20	PRAC - Practical events related assessment
BUS5023	<a href="#">Digital and Social Media Marketing</a>	5	O	20	CWRK - Social Media Audit
IHM5005	<a href="#">Professional Practice (work placement)</a>	5	O	40	PRAC - Work placement activities and reflection

### Level 6:

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<sup>1</sup> this module must be taken by students choosing to undertake the level 5 IHM5005 Professional Practice (Work Placement) module

Module Code	Module Name	Level	Core or Optional	Credits	Assessment
IHM6002	Innovation in Hospitality	6	C	20	CWRK / PRES - Innovative problem-solving assessment
BUS6020	Tourism Crisis Management	6	C	20	CWRK - Crisis Management Plan
BUS6021	Tourism Trends & Futures	6	C	20	PRES / CSSTUD - Presentation and case study
IHM6001	Hospitality Strategy	6	C	20	PRES / CSSTUD - Presentation or Report based on case study strategy appraisal
BUS6017	Independent Study	6	C	20	PROJ - Research report based on hospitality or tourism topic
<b>Level 6 Options: Students select One (1) 20-credit module:</b>					
MKT6003	<a href="#">Global Brand Management</a>	6	O	20	CWRK - Analysis of brand management strategy
BUS6018	<a href="#">Project Management</a>	6	O	20	PROJ - Project plan

Please note that modules may not be delivered in this order, please refer to the module delivery schedule on ilearn.

## Arden University Assessment Regulations

Students will be assessed in accordance with the standard Arden University assessment regulations which can be found on the Arden University website <http://arden.ac.uk/>

### Accreditation, Careers and PSRBs

Arden's careers portal, Arden Futures, offers in-person, 1-1 support and tailored workshops for all students during their time at Arden and is accessible also as an alumni. Arden has access to a wide range of careers tools including mock interviews and CV reviewing systems which we encourage our students to partake in.

### Business Graduates' Association (BGA)

Arden University's Faculty of Business is also a member of the Business Graduates' Association.



Through this, students get free membership of the BGA for the duration of their studies. They will get access to a host of BGA benefits including:

- Career Development Centre (CDC)
- Exclusive Business Impact content
- Networking and Events
- BGA Future Leaders Case Competition
- Professional Development Webinars
- Book Club
- Partner Offers
- Digital Credentials

### **Opportunities for Further Study**

Students can enrol onto one of the many PG programmes in the Faculty of Business

### **School Based Student Societies**

Please refer to the student engagement section of **Document 1** for more information regarding:

- Student engagement initiatives
- Student Representative Network
- Student surveys
- Arden University Student Association (AUSA)
- Staff-Student Liaison Committee (SSLC)
- Student Involvement in Governance

### **Programme Evaluation**

#### **Mid Module Surveys**

Student feedback is gathered during each module, and you will be asked to complete a survey on iLearn asking several questions to which you can give a score rating your satisfaction as well as free text boxes allowing you to expand on your answers or add further information. The results of these surveys are anonymised and are used by Programme Committees, the Student Experience Committee, and programme teams to identify areas for improvement.

#### **Programme Committees**

Programme Committees occur on a quarterly cycle and consider the data and feedback from staff, external examiners, and students. Action required for enhancement or to address any concerns will be added to an action plan which is reviewed and updated throughout the year.

#### **Annual Monitoring**

Annual monitoring takes place annually and examines the delivery of the programme over the preceding year. Annual monitoring looks at student outcomes, student feedback, and any relevant programme level data and informs improvements or changes to be made to the programme if necessary. The university's Quality and Standards Committee receives all the Annual Monitoring Reports and reviews them to generate an institutional level action plan to guide developments that cut across multiple programmes.

### **Periodic Review**

Periodic review takes place on a five-year cycle following validation. The periodic review process involves a panel, which includes external members and student representation, which reviews all of the information about the programme from its validation or its previous periodic review. This data is reviewed to ensure that the programme is still valid and meeting expectations. This involves examining statistics at a module and programme level relating to student progression, pass rates, average grades, and degree classifications, as well as reviewing the curriculum for currency and suitability. The outcome of periodic review may be to keep the programme running in its current form, to make various modifications to specific modules, or to revalidate the programme in full.

### **External Examiners**

External examiners are appointed to each module. They are subject experts from other universities who provide impartial and independent feedback on the quality and standards of our programmes in relation to national standards and frameworks. Part of their role is to review assessment briefs before they are released, to review a sample of assessments and the marks awarded and confirm if they are appropriate before the marks are confirmed.

## **Further Information**

### **Student Handbook**

You will have received your student handbook with your offer pack, it can also be found on iLearn on the A-Z.

### **Module Specification Forms**

You can find the Module Specification Forms (MSFs) for the modules on your programme on iLearn.

### **Programme Specification**

You can find the specification for your programme on the Arden University website, here: [Arden University | Regulatory Framework](#)