

## BA (Hons) International Hospitality & Tourism Management 2018/19

Programme Leader – Marc Robertson

ISIS Route Code: IHTMS

### Level One - NEW

B1113	Introduction of Marketing	20 credits	Chris Preston	Sem 1
B1092	Introduction to Tourism	20 credits	Elaine Crichton	Sem 1
B1093	Introduction to Hospitality	20 credits	Majella Sweeney	Sem 1
B1111	Entrepreneurship in Hospitality, Tourism and Events	20 credits	Paula Danby	Sem 2
B1114	Management for Hospitality and Tourism	20 credits	Marc Robertson	Sem 2
B1073	Introduction to Finance and Accounting	20 credits	David Leung	Sem 2

### Level Two - EXISTING

B2082	Human Resource Management	20 credits	Hazel Baxter-Reid	Sem 1
B2083	Operations Management	20 credits	Ian Elliot	Sem 1
B2085	Niche Tourism	20 credits	Cecilia Gladwell	Sem 1
B2112	Digital Business & E-Commerce Management	20 credits	Paola Casteltrione	Sem 2
B2087	Marketing in Practice	20 credits	Mike Pretious	Sem 2
B3200	Internship (6 month)	20 credits	Elaine Crichton & Marc Robertson	Year Long
B2096	BEAM DE Induction Module (only DE Students)	0 credits	Marc Robertson	Year Long

### Level Three - NEW

B3192	Research Methods and Skills	20 credits	Susanne Ross	Sem 1
B3133	New Enterprise Creation	20 credits	Richard Bent	Sem 1
B3197	Tourism in Developing Economies	20 credits	Marjory Brewster	Sem 1
B3195	People, Planet, Profit	20 credits	Paula Danby	Sem 2
B3196	Design for Hospitality and Tourism	20 credits	Marc Robertson	Sem 2
	Elective	20 credits		Sem 2
B2096	BEAM DE Induction Module (only DE Students)	0 credits	Marc Robertson	Year Long

### Student to select one module from the following:

B3143	Attractions Management	20 credits	Paula Danby	Sem 2
B3096	Advertising & Marketing Communications	20 credits	Chris Preston	Sem 2
B3142	Contemporary Food and Drink	20 credits	Majella Sweeney	Sem 2
B3200	IHTM Internship	20 credits	Elaine Crichton & Marc Robertson	Sem 2

### Level Four - EXISTING

B4098	Management Insight and Consultancy	20 credits	Marc Robertson	Sem 1
B4100	International Destination Management	20 credits	Marjory Brewster	Sem 1
B4101	Contemporary Management Challenges in Hospitality & Tourism	20 credits	Majella Sweeney	Sem 2
B4099	Honours Dissertation	60 credits	Gemma Blackledge-Fougali	Year Long
B2096	BEAM DE Induction Module (only DE Students)	0 credits	Marc Robertson	Year Long