

University of Plymouth

Faculty of Arts, Humanities and Business

Plymouth Business School

Programme Specification

BA (Hons) Hospitality, Tourism and Events Management

(Level 6 Top-up)

4309

Approved Final Version

December 2020

1. **Final Award Title:** BA (Hons) Hospitality, Tourism and Events Management

Intermediate award titles: Not applicable

UCAS code: NN2W

HECOS code: 100084 Hospitality Management/ 100100 Tourism Management

2. **Awarding institution:** University of Plymouth

Teaching institution: University of Plymouth

3. **Accrediting body:** Institute of Hospitality

Summary of specific conditions/regulations: None

Date of re-accreditation: March 2025

4. **Distinctive features of the programme and the student experience**

- The comprehensive one year programme aims to prepare students who are catalysts for transformation within the hospitality, tourism and events industry.
- The one year programme offers students the opportunity to conduct research in the areas of hospitality, tourism or event management, which is equivalent to 40 credits.
- The structured one year programme aims to cultivate students who are able to exercise personal responsibility and decision-making in the competitive tourism, hospitality and events industry. We aim for graduates to be able to undertake further training, develop existing skills and acquire new competencies.
- We believe that students should be able to explore and understand both the local and global matters that interest them. Our students are encouraged to research topics that they are passionate about, while working with students who have similar interests and through an individual research project/s during the year.

5. **Relevant QAA Subject Benchmark Group(s)**

Events, Hospitality, Leisure, Sports and Tourism (2019)

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-events-leisure-sport-tourism.pdf?sfvrsn=c339c881_11

6. Programme Structure

Semester 1	Semester 2
STO6008 / Researching for Business (40 credits)	
THE6001 / Management Issues for the Events Industry (20 credits)	HRL6009 / Leadership Practice (20 credits)
THE6004 / Hospitality Dynamics (20 credits)	THE6009 / Tourism Crisis and Disaster (20 Credits)

DEAS300 / Academic Skills for International Direct Entry Final Year Students (zero credit):

The English Language Centre (ELC) provides in-session study skills provision (currently called 'English for Specific Academic Purposes') to second and third year international direct entrants who complete UoP ELC pre-session summer schools which are longer than two weeks. However this provision is not available to those students who attend the 2-week pre-session summer school or are not required to attend a summer school. DEAS300 aims to fill this gap in study skills provision for final year direct entry international students.

7. Programme Aims

The programme aims to produce graduates with:

- a broad understanding of the complex, diverse and integrated nature of business activity in the tourism industry;
- awareness of the various dynamic contextual factors that will influence domestic and international tourism trade;
- in-depth knowledge and understanding of the functional disciplines associated with international tourism business and identify their contribution to strategic decisions;
- enhanced employability through a combination of academic analysis, the development of key skills combined with work-based learning, business simulation and problems based learning.

8. Programme Intended Learning Outcomes

8.1. Knowledge and understanding

On successful completion graduates should be able to:

1. evaluate critically, from a strategic perspective, the interaction of hospitality systems within the business environment;
2. evaluate critically the complex interaction of the hospitality customer, the hospitality employee, and the hospitality resource;
3. demonstrate an understanding of the underpinning principles of business and the

ability to apply them creatively;

8.2. Cognitive and intellectual skills

On successful completion graduates should be able to:

1. analyse new and/or abstract information and situations without guidance, using a range of appropriate techniques;
2. critically evaluate evidence to support conclusions and/or recommendations, reviewing its reliability, validity and significance;
3. deal with contradictory information and identify reasons for contradictions;

8.3. Key and transferable skills

On successful completion graduates should have developed:

1. transferable communication skills;
2. self-management and professional development skills;
3. ICT skills;

8.4. Employment related skills

On successful completion graduates should have developed:

1. problem-solving and research methods skills;
2. an understanding of a variety of common responses to gather relevant information;
3. learning skills (reflection/evaluation synthesis).

8.5. Practical skills

On successful completion graduates should have developed:

1. presentation and communication skills
2. computer and information management technology skills

9. Admissions criteria, including APCL, APEL and Disability Service arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

Entry Requirements: BA (Hons) Hospitality, Tourism and Events Management (Top-up)	
Foundation Degrees from partner colleges	Pass from relevant Foundation Degree with articulated partners.
SQA HND/ HND (Level 5)	Relevant degree programmes including but not exclusive to Tourism, Hospitality or Events Management

10. Progression routes/criteria for final and intermediate awards

This course is designed for students who have completed a foundation degree or equivalent with a hospitality, tourism and/or events management emphasis.

11. Non-standard regulations

Not applicable.

12. Transitional arrangements

Any repeating other students will be managed on a case by case basis as necessary for them to achieve their award.

13. Programme Specification mapping

Core Modules		Award Learning Outcomes contributed to (for more information see Section 8)																		Compe nsation Y/N	Assessment Element(s) and weightings [use KIS definition] E1- exam E2 – clinical exam T1- test C1- coursework A1 – generic assessment P1 - practical					
		Knowledge & understanding (8.1)					Cognitive & intellectual skills (8.2)					Key & transferable skills (8.3)					Employment related skills (8.4)					Practical skills (8.5)				
		1	2	3			1	2	3			1	2	3			1	2	3			1	2			
Level 6	STO6008						X	X	X			X	X	X			X	X	X	X	X		N	C1 100%		
	THE6001	X	X					X								X							Y	C1 100%		
	THE6004	X	X	X			X	X					X				X				X		Y	C1 100%		
	THE6009		X	X					X			X				X							Y	C1 100%		
	HRL6009	X									X	X						X	X				Y	C1 100%		
Level 6 LOs																										
Confirmed Award LOs																										

STO6008: Researching for Business

THE6001: Management Issues for the Events Industry

THE6004: Hospitality Dynamics

THE6009: Tourism Crisis and Disaster

HRL6009: Leadership Practice