

Course code: U0766FARE01	Published on: 12-12-2022
1. Course Title	
BSc (Hons) Business and Tourism Management	
2a. Implementation Date	
Trimester 1 2023/4	
2b. Intake	
Trimester 1 intake	
3a. Location of delivery	
ARU London Campus (East India Dock)	
3b. Mode of delivery	
Face-to-face	
3c. Mode of attendance	
Full-Time	
4a. Awarding institution	
Anglia Ruskin University	
4b. Course accredited by (if applicable)	
None	
5a. Faculty	
Anglia Ruskin London	
5b. School	
Anglia Ruskin London at ARU London Campus	

6a. Course Leader

Sonia Ozkaya

6b. Co-ordinator at location of delivery

None

7. UCAS Code (undergraduate only)**8. Relevant QAA subject benchmark statement(s) and any PSRB reference point(s)**

QAA Subject Benchmark – Business and Management 2019

QAA Subject Benchmark – Events, Hospitality, Leisure, Sport and Tourism 2019

9. Aims

1. Facilitation of students learning, understanding and development of business and industry subject knowledge
2. A focus on tourism through research, contemporary issues and practice, enabling students to appreciate the importance of the social, political, ethical, technological, environmental and global contexts in which business and tourism operates.
3. Practical application of gained knowledge and an understanding of the importance of working with others, and taking appropriate action which promotes the principles of sustainability.
4. To provide an education in the terminology, concepts, principles and techniques utilised in business and tourism
5. The embedding of personal and professional skills, to enhance and enable a career in tourism or to identify and choose from a range of alternative career options and professions within business.
6. To enable students to develop a wide range of intellectual and analytical abilities relevant to business in general and tourism in particular and appropriate to an honours degree, including the ability to think critically and independently and analyse and synthesise effectively.
7. To ensure that students depart with a wide range of skills and competencies to work in a business environment, both home and international, with an appreciation of different ethical and cultural values that employers consider both essential and desirable in any new graduate.

10a. Intended learning outcomes and the means by which they are achieved and demonstrated

Knowledge and understanding

On successful completion of the course a student will be expected to be able to:

A01 Analyse a range of business organisations, with focus on the tourism industry and evaluate their structure, functions, sources of power, management, culture and their ability to respond effectively to a changing environment and influence sustainable development.

A02 Demonstrate a comprehensive and in depth understanding of the tourism industry and the operation of organisations within that industry with specific reference to: the concepts and characterises of Tourism, globalisation, destination management, development, economic impacts and contributions to society.

A03 Appreciate a range of contemporary issues with emphasis on the tourism industry such as: sustainability, globalisation, ethics, corporate social responsibility, risk and crisis management, quality and customer service that can influence an organisations performance.

A04 Explore the range of influences, both internal and external, including the marketplace, on the development of corporate strategy and the organisation's performance, overall effectiveness and the ability to meet all stakeholder needs and interests.

A05 Understand the importance and influence of the social, political, ethical, technological, environmental, legal and global contexts within which businesses operate.

A06 Explore and identify root causes of unsustainable development, including the impact of environmental, social and economic actions, and the links to cultural considerations.

A07 Identify and demonstrate a comprehensive understanding of the sources, uses and management of finance, marketing and human resources, exploring how these assets are managed, developed and used effectively within business operations with reference to relevant theories and frameworks.

A08 Understand and evaluate the range of decision making methods and supporting analytical tools, including the use of IT, available to managers to formulate and implement business decisions. Explore the ways in which these decisions can be implemented and understand the crucial role that effective communication structures and methods can have on the effectiveness of that implementation.

A09 Identify and incorporate a critical ethical dimension into their work with an appreciation of personal responsibility and professional codes of conduct.

10b. Intended learning outcomes and the means by which they are achieved and demonstrated

Intellectual (thinking), practical, affective and transferrable skills

On successful completion of the course a student will be expected to be able to:

B01 Apply cognitive skills of critical thinking, analysis and synthesis without guidance in a wide range of contexts such as the evaluation of theories, models and research appropriate to business and tourism management.

B02 Perform effectively as an individual, a team member and a team leader, using a range of interpersonal skills gained through academic knowledge and practical experiences, such as effective listening, negotiating, persuasion and presentation skills.

B03 Appreciate the relevance of multidisciplinary and multicultural approaches to business and tourism management.

B04 Be confident and flexible in recognizing and defining complex concepts and problems, with emphasis on the tourism industry and apply appropriate knowledge and skills to identify solutions.

B05 Conduct research into business and tourism management issues and execute a case study based project into such issues.

B06 Be numerate and use appropriate quantitative and qualitative techniques with minimum guidance to analysis, interpret and extrapolate abstract data and concepts towards a given purpose, by means of ICT and other appropriate sources, with minimum guidance.

B07 Reflect effectively and be critically self-aware and open to a range of differences with respect to people and cultures (both ethnic and organisational) within the business environment.

B08 Manage their learning effectively and act autonomously with minimal supervision within the agreed guidelines.

B09 Manage themselves effectively and gain an awareness of personal responsibility and professional codes of conduct, incorporating this into their academic and practical applications, with focus on developing sustainability.

11a. Learning/teaching methods and strategies

Knowledge and understanding

The teaching team will use a range of learning and teaching methods in order to respond to the varying learning styles of students and to encourage each and every student to become an effective independent learner. These learning and teaching methods will range from teacher-centred learning styles e.g. lecture delivery which will concentrate on information giving and understanding, to small group and team work, learning sets and other student centred activities such as presentations, problem solving and role play.

Emphasis will be placed on the use of the Virtual Learning Environment (VLE), whereby material, both pre and post delivery will be incorporated to enhance inclusive and independent learning.

Learning opportunities will also be created through contact with the industry and related associations, these may include field work and other activities in the internal environment, visits, external reference points, live projects, international case-studies, events and societies.

As prospective students have and will continue to enrol from a variety of backgrounds, including differing educational, ethnic and national cultures it is understood that their learning needs may differ so a range of learning and teaching methods will be utilised.

The actual detailed learning and teaching delivery of each module will depend on the actual module concerned and the needs of the student group.

11b. Learning/teaching methods and strategies

Intellectual (thinking), practical, affective and transferrable skills

Intellectual Skills

The wide range of teaching methods used encourages the development of a range of skills. Intellectual skills will be developed by the use of such methods as lectures, tutorials, group discussions and debates. Where modules have two pieces of assessment the first is completed part way through the module delivery. The course is designed to cultivate their intellect by laying industry knowledge at level 4 before exploring the management of that knowledge at level 5. This approach supports development of strategic problem solving and will assist in promoting sustainable development within the scope of their own learning experience and study environment as they proceed through their degree programme.

The Undergraduate Major Project places specific emphasis on research skills and thinking skills in general. The use of case study material, simulations and projects throughout the course provide many opportunities to develop and exercise deductive, inductive and other cognitive skills.

Practical Skills

These skills are developed through a range of activities and assessment. Students are provided with many opportunities to develop their communication skills, both orally and in writing e.g. by making presentations, negotiating or producing a management report.

ICT is used extensively for both research and application purposes and ARUL provides a large number of work stations for students to use. Students are guided into how to research and manage information effectively and use it appropriately, e.g. to provide evidence to support a rational argument. All students are encouraged to use both quantitative and qualitative methods of analysing information.

This course is designed to accumulate skills throughout which will be applied, practiced and tested in the 'Live Project' in the final year.

Transferable Skills

Students are encouraged to perceive the study of business and tourism as being multidisciplinary and to recognise that different cultures can influence how businesses can function, e.g. human resource management techniques that are appropriate in Western Europe may not be appropriate in SE Asian countries. Students need to recognise what techniques will be effective in differing situations within global environments.

Students are encouraged to become independent learners and are given assistance in developing their self-management skills by providing activities such as projects which have to be completed on time ensuring that the students have to manage their workload effectively in the time given. However, they also need to be an effective team leader and team member and are given many opportunities to be both in classroom, tutorial exercises and in the 'Live Project' module.

Encouragement is given to the student to develop skills to be flexible, resourceful and adaptable, consequently creating the capacity for independent, evidence-based integrated thinking as the foundation for developing their personal ethical code as a global citizen.

12a. Assessment methods and strategies

Knowledge and understanding

Knowledge and understanding is assessed via a number of methods including a range of assignments. These assignments can be in a variety of forms from a written Management Report, to an analysis of a company report, to a presentation that responds to an organisational issue which allows opportunities for students to partake in a practical experience which synthesises theory and practice.

Formative assessment will be provided throughout the duration of the course, providing feedback to improve students' knowledge and development, whilst allowing the opportunity to evaluate student academic needs.

Most modules will have at least two assessments which provides an opportunity to assess knowledge and understanding and a range of skills in an effective manner.

12b. Assessment methods and strategies

Intellectual (thinking), practical, affective and transferrable skills

Intellectual Skills

These are assessed a variety of coursework and assignments and the major project.

The written assignments have clearly delineated word limits to encourage the concise presentation of structured, well supported argument and opinion. The Major Project, at Level 6, allows students to demonstrate their mastery of cognitive skills at the highest level of attainment specified in the General Business and Management benchmark statements and affords students the opportunity to synthesize their knowledge.

Practical Skills

Assessment of practical skills is undertaken both formatively and summatively and involves assignments in various forms such as presentations and reports and those specific to Tourism such as the 'Live' project. Students are also given many opportunities to critically appraise practical techniques in a variety of situations such as tutorials and simulations.

Transferable Skills

These skills are again assessed in a variety of ways, for example students may be asked to make a presentation to a particular audience (e.g. employers) as part of an assignment or they may need to be able to work as a team member in researching the information that will be needed for that presentation.

13. Employability

Employers from the tourism industry have been directly involved in the design and development of this course, and their desire for a combination of academic learning, employability skills, and application of learning to the real world of tourism management has directly influenced the structure and content of the course.

The academic experience provided to students on this course ensures the development of a number of key transferable skills, such as commercial awareness, innovation, adaptability, initiative and analytical thinking.

Our increasing links with employers ensures that we remain aware of what employers are seeking from graduates placing us in an apt position to support our students in terms of academic, practical and reflective skills that will allow them to contribute productively in their chosen career.

Inherent in the courses is a focus on understanding the terminology and the conflicts that exist in an academic and practical context and, as such, students are encouraged to critically analyse contemporary theories and empirical evidence within the tourism sector.

Relationships have been built with a range of external business partners to ensure that working opportunities are available and maximised for all students on this courses. Collaborations with these business partners are used to explore those skill sets that employers are most interested in and to constantly ensure they are embedded within the course. To supplement this effort, guest presentations by a variety of successful tourism business people adds to the knowledge and provides some insight to the practical challenges associated with working in the industry.

In addition, the employability scheme provides students with expert support to help them prepare for employment. Within the scheme, the Employment Department assists students by giving feedback on their CV and cover letters as well as teaching valuable interview techniques. It will then match students to suitable opportunities offered by partner employers so that they can obtain extensive practical work experience in the sector by working part time during the academic study period and/or full time during vacations.

This multi-faceted approach taken by ARUL ensures that students depart with a wide range of skills that employers

consider essential in any new graduate. It is the goal of these courses to produce graduates that possess meta-skills, along with intellectual and personality resources that are attractive to employers.

14. Entry requirements

ARU London's standard offer is 96 UCAS tariff points from 3 A Levels, e.g. BCC.

Alternatively, ARU London asks for:

Irish Leaving Certificate: BBCCC.

Scottish Highers: BBCCC.

BTEC Level 3 Extended Diploma: DMM in a business-related subject.

International Baccalaureate Diploma: 24 points.

All applicants are required to have at least 3 GCSEs at grade C, or grade 4, or above, including English and Maths.

If English is not your first language you will be expected to demonstrate a certificated level of proficiency of at least IELTS 6.0 (Academic level) or equivalent English Language qualification, as recognised by Anglia Ruskin University.

Applicants studying for other qualifications should contact ARU London to discuss their circumstances.

We also welcome applications from mature individuals who can demonstrate appropriate, relevant work experience.

15. Exceptional variation from Anglia Ruskin Academic Regulations and/or design principles

None.

16. Curriculum details

Year 1 Compulsory modules:

Module Code	Module Title	Credits	Period	Level
MOD004056	Hospitality, Tourism and Events Environment	30	TR11	4
MOD003325	Academic and Professional Skills	30	TR11	4
MOD006059	Managing Quality in Hospitality, Tourism and Events	30	TR12	4
MOD003319	Business Finance	30	TR12	4
Total Credit: 120.00				

Year 2 Compulsory modules:

Module Code	Module Title	Credits	Period	Level
MOD007966	Customer Service Management for Tourism and Hospitality	15	TR11	5
MOD007961	Sustainability in Career Development	15	TR11	5
MOD006064	Tourism Management	30	TR11	5
MOD003507	Principles and Practice of Marketing	30	TR12	5
MOD003486	Managing Human Resources	30	TR12	5
Total Credit: 120.00				

Year 3 Compulsory modules:

Module Code	Module Title	Credits	Period	Level
MOD003337	Executing Business Strategy	30	TR11	6
MOD009201	Live Project	30	TR11	6
MOD009192	Contemporary Issues	30	TR12	6
MOD009210	Undergraduate Major Project (Leadership in Practice)	30	TR12	6
Total Credit: 120.00				

17. Award Classification

List any Modules that **must** be included in the calculation of the final degree classification. [NB: the modules included in the calculations of all award classifications are as specified in Section 8 of the Academic Regulations unless an approved variation is specified here].

None

18. Intermediate award details

Give details below of any specific module requirements for achieving intermediate awards.

Certificate of Higher Education in Business awarded on successful completion of all modules at level 4

Diploma in Higher Education in Business and Tourism awarded on successful completion of all modules at level 4 and 5

19. For administrative use only

PWY Code	CRS Code	PDT Codes
U0766	U0766FARE01	·U0766FARE01_1STTR1A23 ·U0766FARE01_2STTR1A23 ·U0766FARE01_3STTR1A23