

## **Module Synopsis**

### **Bachelor of Arts (Hons) Hospitality, Tourism and Event Management (Top Up)**

#### **Strategic Thinking**

This module aims to present an insight into the manner in which effective operations management is the business function that provides several competitive features within a contemporary business and, as a result, is a central business provision. It further aims to demonstrate the scope and variety of business strategies that emerge from effective analysis, thought, focus and application to provide a unified purpose and direction for any size and type of business.

#### **Strategic Marketing**

The module aims to allow students to be aware of how organizations can take a strategic approach to marketing planning and control. The module will outline the stages of the process from marketing audit through to strategic decision-making in order for an organization to achieve a competitive advantage. In doing so, students will understand how a number of analytical models and techniques might be applied to marketing planning and control, resulting in improved marketing performance.

#### **Contemporary Issues in Hospitality Management**

The aim of this module is to identify and analyse some of the key contemporary issues that are pertinent to the Hospitality sector. The course content will focus on those issues that are deemed to be the most significant for this sector at the time of teaching.

#### **Food and Drink Tourism**

This module aims to draw on the sector body of knowledge in food and drink tourism which is increasingly developing as a major contributor to local economies. The module will incorporate understanding Food & Drink Tourism in both a global and local context. Students will be researching Food and Drink festivals, events and its place within the travel & tourism industry which will enable them to understand the sector, areas for growth and the impact on local economies.

#### **Dissertation**

The aim of the dissertation module is for students to demonstrate the application of knowledge and skills gained during the undergraduate programme of study in an independent, self-motivated, enquiring and problem-solving manner. This serves to extend, underpin and enhance learning through the identification of a business/management problem which requires theoretical research, structured data collection, subsequent analysis leading to conclusions and recommendations.