Buckinghamshire New University

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	BA (Hons) Hotel and Event Management
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Hospitality
Award Title (including separate Pathway Award Titles where offered):	BA (Hons) Hotel and Event Management
Pathways (if applicable)	
FHEQ level of final award:	Level 6
Other award titles available (exit qualifications):	BA Hotel and Event Management Diploma in Higher Education Hotel and Event Management Certificate in Higher Education Hotel and Event Management
Accreditation details:	TBC
Length of programme:	3 Years
Mode(s) of Study:	Full Time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA Subject Benchmark(s):	Events, Hospitality, Leisure, Sport and Tourism, November 2019 Business and Management, March 2023
Other external reference points (e.g. Apprenticeship Standard):	Institute of Hospitality Management Standards
Course Code(s):	BAHEVMFT
UCAS Code(s):	TBC
Approval date:	March 2024
Date of last update:	

2. Programme Summary

The BA (Hons) Hotel and Event Management programme offers a comprehensive and dynamic educational journey that prepares you for success in the vibrant worlds of hospitality and event management. With a strong focus on theory, practice, and industry relevance, this programme equips you with the knowledge, skills, and attributes necessary to excel in a wide range of roles within these dynamic sectors.

Holistic Industry Immersion: The programme provides a holistic immersion into the intricacies of hotel and event management, offering a deep understanding of industry dynamics, market trends, and the art of creating exceptional guest experiences.

Service Excellence and Guest Satisfaction: You will learn to deliver unparalleled guest service, mastering the nuances of hospitality etiquette, communication, and anticipating guest needs to create memorable and personalized interactions.

Creative Event Design and Execution: Through practical experiences, you will develop the ability to conceptualise, plan, and execute a diverse range of events, cultivating skills in event logistics, marketing, and innovation.

Strategic Business Insight: The curriculum emphasises strategic thinking and financial acumen, empowering you to make informed decisions, employ revenue management strategies, and contribute to the financial success of hotels and events.

Ethical Responsibility and Sustainability: The programme underscores ethical considerations and sustainability principles, guiding you to embrace responsible practices that reflect social and environmental values within the hospitality and event sectors.

Effective Leadership and Collaboration: Through experiential learning, you will build leadership and teamwork skills, preparing you to navigate the diverse challenges of hotel and event management with confidence.

Networking and Industry Integration: You will engage with industry professionals, gain insights through field trips, and explore internships, building a valuable network that enhances career prospects and offers real-world exposure.

The BA (Hons) Hotel and Event Management programme is your gateway to an exciting and multifaceted career where creativity, strategic thinking, and exceptional guest experiences intersect. With a blend of theoretical knowledge, hands-on experiences, and ethical consciousness, you are equipped to shape the future of hospitality and events, making a positive impact on both the industry and society at large.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Provide students with a comprehensive understanding of the hotel and event management industries, encompassing key concepts, historical perspectives, and emerging trends that shape these dynamic sectors (Comprehensive Industry Understanding).
2. Nurture a commitment to service excellence, equipping students with the skills and knowledge needed to deliver exceptional guest experiences in diverse hotel and event contexts (Excellence in Service Delivery).
3. Through a blend of theoretical insights and practical experiences, equip students with the expertise to plan, execute, and evaluate a wide range of events, ensuring seamless logistics, creativity, and guest satisfaction (Proficiency in Event Planning and Management).
4. Develop students' strategic thinking and business acumen, empowering them to analyse market dynamics, employ revenue management strategies, and make informed decisions that drive financial success within hotels and events (Strategic Business Acumen).

5. Instil a strong sense of ethics and sustainability in students, guiding them to adopt responsible practices in hospitality and event management that contribute positively to society, the environment, and their professional communities (Ethics and Sustainability).

6. Through immersive experiences and skill-building opportunities, foster leadership skills that enable students to lead diverse teams, collaborate effectively, and drive successful outcomes in the multifaceted world of hotels and events (Leadership and Collaboration).

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme you will be able to:

ID	Learning Outcome
K1	Demonstrate a comprehensive understanding of the hotel and event management industries, including their historical development, key players, trends, and evolving consumer preferences.
K2	Acquire in-depth knowledge of service standards, guest expectations, and the intricacies of delivering exceptional guest experiences within hotel and event contexts.
K3	Develop a solid grasp of event planning principles, encompassing event design, logistics, marketing, and risk management to create memorable and impactful events.
K4	Understand the operational components of hotels to ensure efficient and effective operations.
K5	Recognise and appreciate cultural nuances and diversity within the hotel and event sectors, ensuring respectful and inclusive interactions with guests, colleagues, and clients.

Analysis and Criticality (C)

On successful completion of the programme you will be able to:

ID	Learning Outcome
C1	Apply analytical techniques to evaluate market trends, customer preferences, and competitive landscapes, enabling informed decision-making for effective hotel and event business strategies.
C2	Critically assess the success of events by analysing key performance indicators such as attendee feedback, financial performance, and overall impact, identifying areas for improvement and innovative enhancements.
C3	Analyse financial statements, budgets, and revenue streams within the context of hotels and events, identifying opportunities to optimise financial performance and profitability.
C4	Evaluate the ethical implications of hospitality and event management decisions, considering sustainability practices, responsible sourcing, business ethics, governance and social responsibility within the industry.

C5	Develop critical thinking skills to anticipate and manage crises that may arise in the hotel and event contexts, formulating effective solutions to minimise disruptions and ensure guest safety.

Application and Practice (P)

On successful completion of the programme you will be able to:

ID	Learning Outcome
P1	Plan, organise, and execute a range of events, applying theoretical knowledge to practical situations, including logistics, supplier coordination, guest services, and post-event evaluations.
P2	Demonstrate proficiency in hotel and hospitality operations and conflict resolution, ensuring seamless and positive guest interactions.
P3	Develop and implement effective event marketing strategies, utilising promotional techniques, social media, and digital platforms to attract attendees and enhance event visibility.
P4	Utilise technology tools and systems, such as property management software and event planning software, to streamline operations, enhance guest experiences, and manage events efficiently.
P5	Collect, evaluate, interpret and present qualitative and quantitative data to make sound decisions in the planning, development and management of hotel and event operations.

Transferable skills and other attributes (T)

On successful completion of the programme you will be able to:

ID	Learning Outcome
T1	Develop leadership skills to manage diverse teams in hotel and event settings, fostering collaboration, motivation, and a positive work environment.
T2	Communicate effectively with guests, colleagues, clients, and suppliers using various mediums, adapting messages to diverse audiences and contexts.
T3	Demonstrate effective time management skills in balancing demands, ensuring deadlines are met and high-quality services are delivered.
T4	Adapt to changing circumstances and dynamic environments within the hospitality and events industries, making informed decisions and adjustments as needed.
T5	Apply analytical and creative problem-solving skills to address challenges that arise in hotel and event management, developing solutions that prioritise guest satisfaction and operational efficiency.

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

On this programme, attributes are developed through:

- Professional and knowledgeable of current industry practices. You will be provided the opportunity to develop a sense of professional community, culture and identity through a range of applied learning experiences. Through such experiences you will learn the value of effective leadership through partnerships and collaboration.
- Encouragement to achieve excellence in scholarship.
- Being ethical and responsible in your behaviour and attitude. Your learning will be underpinned by issues of sustainability: social, environmental and economic awareness. You will be encouraged to become responsible, socially aware and inclusive in your understanding of business and society as you develop as honest professionals.
- Excellence in personal and professional development and activity. You will recognise the importance of working to high standards to realise and retain excellence and quality in your chosen profession.
- Grounding in an ability to critically analyse issues within your context and develop sound, rational solutions to problems identified. Such confidence will be grounded in ability and competence.
- Encouragement to be creative and innovative. You should be constructive risk-takers: adaptive and forward-thinking with an understanding of existing and emergent industry trends. You will be ambitious and enthusiastic.

4. Entry Requirements

The University's general entry requirements will apply to admission to this programme.

Our admissions policy for undergraduate learners is to consider each applicant on their merits, guided by progressive principles, including a commitment to Buckinghamshire New University's aim of widening access to higher education to non-traditional groups.

Normal requirements for the full-time undergraduate programme include: 88 - 112 UCAS tariff points together with 3 subjects at GCSE grade 4 or C or above, including English Language; BTEC National Certificates and Diplomas or appropriate NVQs or VRQs at Level 3; International qualifications of equivalent standing; Access to Higher Education in a relevant area of study; International Baccalaureate.

In the case of applicants whose first language is not English, IELTS 5.5 overall with 5.5 in all components (or equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education undergraduate programmes.

Mature learner applicants with relevant professional experience and/or qualifications will be considered on an individual basis and may require an interview. If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our accreditation of prior learning (APL) process.

As an inclusive university we recognise that applicants who have been out of education for some time may not have the formal qualifications usually required for entry to a course. We welcome applications from prospective learners who can demonstrate their enthusiasm and commitment to study and have relevant life/work experience that equips them to succeed on the programme. We will assess this from the information provided in the application

(particularly the personal statement) and may ask the applicant to attend an interview or submit a piece of work to help us decide on the applicant's eligibility for the programme.

5. Programme Structure

Pathway 1 or stand-alone course **[add further tables for each additional pathway]**

Level	Modules (Code, Title and Credits)	Exit Awards
Level 4	**Core modules:** BAM4034 The Hotel Manager (20 credits) (Core) BAM4060 Digital Marketing and Communications for Hotels and Events (20 credits) (Core) BAM4036 The Guest Experience (20 credits) (Core) BAM4061 The Global Hotel and Events Landscape (20 credits) (Core) BAM4038 Managing People and Culture (20 credits) (Core) BAM4062 Event Planning and Operations in Hotels (20 credits) (Core) **Option modules:** No option modules are available at this level.	**Certificate of Higher Education**, awarded on achievement of 120 credits at Level 4
Level 5	**Core modules:** BAM5056 Food & Beverage Management (20 credits) (Core) BAM5057 Research Methods (20 credits) (Core) BAM5076 Hotel and Events Management in Practice (Internship) (40 credits) (Core) **Option modules:** Choose modules to the total of 40 credits: BAM5075 Events, Culture and Society (20 credits) BAM5060Hotel Technology and Innovation (20 credits) BAM5061 Service and Experience Co-creation (20 credits) BAM5077 The Fundamentals of Event Design (20 credits)	**Diploma of Higher Education**, awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5
Level 6	**Core modules:** BAM6027 Financial & Revenue Management for Hospitality (20 credits) (Core) BAM6028 Industry Research Project (40 credits) (Core)	**Ordinary Degree**, awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5

	BAM6029 Leadership for Hospitality (20 credits) (Core) **Option modules:** Choose modules to the total of 40 credits: BAM6030 Contemporary Issues in the Hotel Industry (20 credits) BAM6043 Strategic Management for Events (20 credits) BAM6032 Hotel Events Management (20 credits) BAM6033 Sustainability in the Hotel Industry (20 credits) (Core)	**Honours Degree**, awarded on achievement of 360 credits, including 120 credits at each of Levels, 4, 5 and 6

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject are

6. Learning, Teaching and Assessment

Learning and teaching

BA (Hons) Hotel and Event Management aims to provide a balanced programme of study that equips you with industry knowledge and experience, academic and cognitive, and critical and transferrable skills, which will create culturally aware, prepared and responsive graduates. The programme is underpinned by classroom-based, in-person teaching of current theory, concepts, and research, delivered through a blend of lectures, interactive seminars and workshops, small-group activities and debates and supported at every stage by e-learning material. Throughout the three levels of study, you will be encouraged and enabled to form relationships with external partners including local, regional, national and international, to build networks in the longer term and essential vocational knowledge and experience in the shorter term.

The Learning and Teaching Strategy follows the following pattern:

Level 4: introduction of academic and research skills; formative assessment to identify study skills issues; coursework to test understanding of key concepts and theories; understanding of sectoral structures, issues; and management and market issues. Employability and work-based skills are developed and assessed through all modules at Level 4. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, specialist inputs from support services. Blackboard is used to support students by posting lecture notes, academic and popular articles, seminar case studies, wikis, blogs, discussion forums to monitor formative assessment, details of course work and other announcements.

Level 5: continues to develop academic and research skills, especially in logical thinking, evidence gathering and interpretation; employability and work-based skills and knowledge are developed and assessed through the modules at this level. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars, specialist inputs from support services. Blackboard is used to support students by posting lecture notes, academic and popular articles, seminar case studies, details of course work and other announcements.

Level 6: seeks to encourage more self-managed learning through the research / management report/primary research report and links may be made to the students' work experience in these. The modules are typically more class based in that they require students to use theory to critically examine certain issues and topics. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars. Blackboard will be used to provide supportive material and to communicate with students via announcements.

Assessment

The assessment instruments in all cases will be contextualised to enable you to engage in both formative and summative developments in relation to hotels and related management theories and to practical event settings. The assessment of vocational knowledge and skills is central to the assessment strategy for the programme, but the assessment process also focuses on the development of the academic skills of research, critical analysis, evaluation and synthesis. There are different forms of assessment appropriate to the learning outcomes of the modules and facilitate students making links between theory and practice, with a focus on developing practice, where applicable. All modules will include feedforward opportunities

and ample time for assessment preparation; feedback on all assessments will place emphasis on progression.

Assessment tools will encourage the development of a range of skills identified by employers as being critical to success within the industries and as such the use of group work, presentations, role plays and staging live events are considered keyways of enabling learners to gain real insight into working within the various industries and sectors.

Given the nature of the programme and the potential job-roles learners will aspire to, group work as a means of assessment on the programme is appropriate and valid to encourage learners to develop the skills they will ultimately need to possess for success. For this reason, group work is used as an element of assessment in several modules during the programme of study. Group work plays an important part in the overall skills development and links directly to the industry the programme relates to. As part of the group work process learners will explore and evaluate their performance and the issues faced in participating in group work within the relevant modules.

Contact Hours

You can expect to receive a minimum of 12 hours of scheduled learning activities per week. This may include lectures, seminars, workshops, practical sessions, or placement hours. A full breakdown of contact hours can be found in individual module descriptors.

7. Programme Regulations

This programme will be subject to the following assessment regulations:

- Academic Assessment Regulations

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of students and course administration
- Central student services, including teams supporting academic skills development, career success, student finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Students' Union, including the Students' Union Advice Centre which offers free and confidential advice on University processes.

9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed student representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
    - o Events, Hospitality, Leisure, Sport and Tourism, November 2019
    - o Business and Management, March 2023
- The Institute of Hospitality Management Standards
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy, Thrive 2028

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	**K1**	**K2**	**K3**	**K4**	**K5**	**C1**	**C2**	**C3**	**C4**	**C5**	**P1**	**P2**	**P3**	**P4**	**P5**	**T1**	**T2**	**T3**	**T4**	**T5**
6.6 An honours graduate in hospitality is able to critically analyse and evaluate the defining characteristics of hospitality as a phenomenon, including being able to: i critically reflect upon the origin, meanings and development of hospitality management and leadership	x	x	x	x		x	x		x		x		x	x	x	x			x	x
ii analyse and reflect on the different cultural concepts of hospitality	x	x	x	x	x	x	x	x	x		x		x	x	x	x			x	x
iii demonstrate a critical awareness of the boundaries of hospitality.	x	x	x		x	x	x	x	x		x		x	x	x	x	x		x	
6.7 An honours graduate in hospitality is able to use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
problems in the core areas of hospitality, including being able to: i operate and manage human and technical resources																				
ii apply theory to the solution of complex problems within the core areas of hospitality	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
iii analyse and evaluate food, beverage and/or accommodation service systems, their implementation and operation.	x	x	x	x		x	x	x	x		x	x	x	x		x	x	x	x	x
6.8 An honours graduate in hospitality is able to evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: i operations management	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x
ii finance and management accounting	x	x	x	x		x	x	x	x		x	x	x	x	x	x	x	x	x	x

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
iii human resources and organisational behaviour	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
iv services marketing, digital marketing and consumer behaviour	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
v information systems and technology	x	x	x	x		x	x	x	x		x		x	x	x	x	x	x	x	x
vi strategic management.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
6.9 An honours graduate in hospitality is able to analyse and evaluate the business environment and its impact on the hospitality industry, including being able to: i display an insight into the structure of the hospitality industry and the contribution that it makes to the global economy	x	x	x	x		x	x	x	x		x	x	x	x		x	x	x	x	x
ii analyse and reflect upon the environmental influences and sustainability issues which impact on hospitality organisations	x	x	x	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x
iii evaluate the factors which influence the development of organisations operating within the hospitality industry	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
iv review and analyse the political, technological, social, and economic factors which affect the supply of and demand for hospitality.	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
6.10 An honours graduate in hospitality is able to recognise and value the centrality of the hospitality consumer and meet and respond to their needs, including being able to: i understand and apply the theories and concepts underpinning consumer behaviour within the hospitality context	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
ii analyse the needs and expectations of different hospitality consumers and develop appropriate responses	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
iii analyse the quality of the service encounter and its impact on the hospitality consumer and the service provider.	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
6.11 An honours graduate in hospitality is able to identify and respond appropriately to the diversity that prevails within the hospitality industry in relation to stakeholders, such as: i hospitality consumers	x	x	x	x	x	x	x	x	x	x	x		x	x		x	x	x	x	x
ii hospitality employees	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
iii hospitality organisations	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
iv government and external agencies.	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
4.5 On graduating with an honours degree in Business and Management, students will have demonstrated: • knowledge and understanding: knowledge and understanding of the key areas of business and management, the relationships between these and their application	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

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Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
• skills: competence within the range of subject-specific and generic skills and attributes	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
• critical perspective: a view of business and management which is predominantly influenced by guided learning with some evidence of critical perspective	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
• application: the skills and abilities to apply knowledge in a contemporary organisational environment	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
• values: a capacity to practise the values of global social responsibility.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Module Code (Core)	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Level 4																				
BAM4034 The Hotel Manager	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	
BAM4060 Digital Marketing and Communications for Hotels and Events	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	
BAM4036 The Guest Experience	x		x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
BAM4061 The Global Hotel and Events Landscape	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
BAM4038 Managing People and Culture	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
BAM4062 Event Planning and Operations in Hotels	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x	x	x	
Level 5																				
BAM5056 Food & Beverage Management	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
BAM5057 Research Methods	x		x	x	x	x	x		x	x	x		x	x	x	x	x	x	x	x
BAM5076 Hotel and Events Management in Practice (Internship)	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	
Level 6																				
BAM6027 Financial & Revenue Management for Hospitality	x		x	x		x	x		x	x	x	x	x	x	x	x	x	x	x	
BAM6028 Industry Research Project	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x
BAM6029 Leadership for Hospitality	x	x	x	x		x	x	x	x	x	x		x	x	x	x	x	x	x	