TOURISM AND HOSPITALITY: MODULE SUMMARIES

Foundation Certificate

Economics in an International Context

This module has been designed for students undertaking the Foundation Certificate in Business, Law and Social Sciences, the Foundation Certificate in Business, Law and Finance and the Foundation Certificate in Tourism and Hospitality Management. It is designed to develop foundational knowledge and understanding of the theory and practice of how markets operate and the factors influencing international trade and investment. As part of an integrated programme combining subject knowledge with English language and academic skills, this module will prepare students effectively to study undergraduate business, law and social sciences in UK higher education.

This module aims to introduce the key theories and concepts that allow students to broadly understand how markets operate and the factors influencing international trade and investment. The module begins by examining the core areas of study for the discipline of economics. The module then introduces the demand and supply model which deals with price and how the role of price allocates scarce resources. Further consideration is given to the supply side of the market as the module looks at the key decisions taken by firms. From the microeconomic perspective of decision making by individual firms and consumers, the module then addresses the macroeconomic issues of international trade, currency and financial markets.

Business and the Business Environment

This module has been designed for students undertaking the Foundation Certificates in Business, Law and Social Sciences, Business, Law and Finance, Media and Communications, Computing and Tourism and Hospitality Management. As part of an integrated programme combining subject knowledge with English language and academic skills, this module provides a solid foundation for the further study of business, media and communications or computing.

This module aims to help students understand the importance of the general business environment in which national and international business activity takes place. The module begins by reviewing the various types of business organisations and the different objectives they might pursue. Consideration is also given to the reasons and methods by which organisations seek to grow in size. The module then addresses the general business environment in which these organisations must operate including the market structure, international markets and the role of government in markets. The SWOT and PESTLE frameworks for analysing the external environment are introduced with an analysis of their
relevance for formulating an organisation’s strategy. The relevance of globalisation to business activity is also considered. The module concludes with a detailed examination of how a firm communicates with its customers in terms of its marketing research and marketing strategies.

**Business Enterprise**

This module has been designed for students undertaking the Foundation Certificates in Business, Law and Social Sciences, Business Law and Finance and Tourism and Hospitality Management. As part of an integrated programme combining subject knowledge with English language and academic skills, this module complements other business and economics modules to provide a solid foundation to prepare students effectively to study business at undergraduate level.

This module aims to enable students to understand the concept of business enterprise and allow them to study the fundamental elements that comprise it. Particular emphasis is given to value and value creation as factors that determine competitive advantage in the market. The module begins by describing how and why economic activity develops. It then illustrates the basic variables that constitute organisations and analyses the role that culture, structure, and operative systems exert on businesses. The module brings together all the main activities and processes that make up the business enterprise and highlights their impact on the creation of value.

**Tourism and Hospitality Management**

This module has been designed for students undertaking the Foundation Certificate in Tourism and Hospitality Management. This module introduces the broad subject matter of tourism by drawing on aspects/concepts from a variety of other disciplines including geography, economics, history, marketing and environmental studies. The module forms part of an integrated programme combining subject knowledge with English language and academic skills.

This module provides a broad introduction to the tourism and hospitality industry. Students begin by looking at the history and growth of tourism. The module then examines current demand for and supply of, tourist travel and their economic, socio-cultural and environmental impacts. Students will gain an appreciation for the essential inter-dependence of many of the elements of the tourism product and the planning and marketing associated with it.
Language for Study 2

This module has been designed for students undertaking the Foundation Certificate Programmes. The module enhances students’ linguistic ability and knowledge of the academic language underpinning key academic skills in order to help them to handle the academic requirements of their future undergraduate level study.

This module draws on language from the Skills for Study 2 module and further enhances and develops lexical, grammatical and phonological awareness and builds up students' strategies to use their lexical, grammatical and phonological resources to understand spoken and written discourse and use information appropriately in spoken and written academic contexts. The range of task requirements will develop and assess students' understanding of language for academic study from a CEFR B2 to a B2+ level. On completion of this module, students are expected to have a language ability approximating to CEF B2+ level.

Language for Study 3

This module has been designed for students undertaking the Foundation Certificate Programmes. The module enhances students’ linguistic ability and knowledge of the academic language underpinning key academic skills in order to help them to handle the academic requirements of undergraduate level study. This module is used for progression purposes to indicate the students' readiness to cope with the linguistic demands of studying in their pathway programme at the university, as well as for the KIC award completion requirements.

This module draws language from the Skills for Study 3 module and further enhances and develops lexical, grammatical and phonological awareness and builds up students' strategies to use their lexical, grammatical and phonological resources to understand spoken and written discourse and use information appropriately in spoken and written academic contexts. The range of task requirements will develop and assess students' understanding and use of language for academic study from a CEFR B2+ to a C1 level. Students are required to achieve a minimum language level of CEF C1 in the module in order to gain the KIC award. Progression requirements to the partner university may vary within the CEF C1 level. An opportunity for reassessment may be granted to students taking this module if they fail to achieve the target mark to gain the KIC award, or if they fail to achieve the required progression requirement.
Skills for Study 1

This module has been designed for students undertaking the Foundation Programmes as an introductory module that provides a broad range of basic academic skills and knowledge to help them adjust to the study environment at a British University. These core academic skills for all students are developed through cross disciplinary academic related themes.

The main aim of module is to help students to develop effective study skills for lifelong learning and help them to develop confidence as autonomous learners. Students will be encouraged to participate actively in class activities to help them become more confident orally, encourage co-operative learning, raise awareness of basic critical thinking by encouraging them to ask questions, give opinions, agree and disagree and actively use their note-taking skills. They will begin to develop skills through understanding spoken and written information, investigating information and then reporting the information orally and in writing.

It is a requirement that students demonstrate within the module a level of competence in basic IT skills (Power point or similar for presentations and word processing for all written work) and a very basic awareness of plagiarism and ability to begin applying referencing norms.

Skills for Study 2

This module has been designed for students undertaking the Foundation Programmes and helps to further develop a range of key academic skills and knowledge for study at a British University. These skills are developed through cross disciplinary academic related themes that are tailored to students’ specific fields of interest/study through the choice of text types/materials, extension activities, and assessment tasks.

The main aim of the module is to help students to develop effective study skills for lifelong learning and help them to develop confidence as autonomous learners. Students will be encouraged to participate actively in class activities to help them become more confident orally, encourage co-operative learning and teamwork skills, begin to build up their critical thinking skills by encouraging them to engage in evaluative tasks requiring judgment and justification and by refining their active note-taking skills. They will develop skills through understanding spoken and written information, investigating information and then reporting the information orally and in writing.

It is a requirement that students demonstrate within the module a level of competence in IT skills (Power point or similar for seminars and word processing/excel for all written work and data) and awareness of plagiarism and ability to apply referencing norms with control.
Skills for Study 3

This module has been designed for students undertaking the Foundation Programmes to develop students’ critical thinking and analysis skills and knowledge for study at a British University. These skills are developed through cross disciplinary academic related themes that are tailored to students’ specific fields of interest/study through the choice of text types/materials, extension activities, and assessment tasks. This module runs in the final term of all Foundation Certificate programmes.

The main aim of module is to help students to develop effective study skills for lifelong learning and help them to develop confidence as autonomous learners. Students will be encouraged to participate actively in class activities to help them become more confident orally, encourage co-operative learning and teamwork skills, enhance their critical thinking, critical reading skills and their active note-taking skills. They will develop their ability to think critically and listen and read critically through understanding extended spoken and written information, investigating information/points of view and then developing an oral and written researched argument in an extended essay and presentation.

It is a requirement that students demonstrate within the module a level of competence in IT skills, using power point or similar for presentations, developing posters for presentations in the Science and Engineering fields and word processing for all written work. Students will be expected to apply referencing norms accurately.

PRE-MASTER

Research Design and Critique

This module has been designed for students undertaking the Pre-Master's Programmes in Business, Law & Social Sciences, the Pre-Master's Programmes in Business, Law & Finance and the Pre-Master's in Tourism and Hospitality Management. Research Design & Critique develops students’ understanding of the process of designing a rigorous and feasible research project, and how to critique research. As part of an integrated programme combining subject knowledge with English language and academic skills, this module provides a solid foundation to prepare students to plan and undertake the research project, and to study postgraduate business, law and social sciences in UK higher education.

This module aims to develop students’ knowledge and skill in defining a research problem, and designing a rigorous and feasible research project capable of producing trustworthy research.
Students also develop skills in research planning and management, and the ability to critique social science research.

The Theory and Practice of Strategic Management

This module has been designed for students undertaking the Pre-Master’s Programmes in Business, Law and Social Sciences, Business, Law and Finance and Tourism and Hospitality Management. This module is intended to familiarise students with the fundamentals of business strategy. The module focuses on organisations from multinationals to entrepreneurial start-ups, government agencies and more.

This module aims to equip students with key management theories and provide an understanding of strategy techniques, allowing them to study an extensive range of issues and enabling deeper analysis through discussion.

Tourism and Hospitality

This module has been designed for students undertaking the Pre-Master’s in Tourism and Hospitality Management. As part of an integrated programme combining subject knowledge with English language and academic skills, this module provides a solid foundation for the further study of business in the context of the hospitality and tourism sectors.

The module aims to prepare students for study at the partner university on a range of postgraduate awards relating to the tourism and hospitality industries. Fundamental issues pertinent to tourism and hospitality related businesses are considered together with external factors impacting on such organisations. Some unique factors which affect organisations in these industries are also introduced.

Language for Study 2

This module has been designed for students undertaking the Pre-Master’s Programmes. The module enhances students’ linguistic ability and knowledge of the academic language underpinning key academic skills in order to help them to handle the academic requirements of their future Masters level study.

This module draws on language from the Skills for Study 2 module and further enhances and develops lexical, grammatical and phonological awareness and builds up students' strategies to use their lexical, grammatical and phonological resources to understand spoken and written discourse and to use information appropriately in spoken and written academic contexts. The range of task requirements will develop and assess students' understanding of language for
Language for Study 3

This module has been designed for students undertaking the Pre-Master's Programmes. The module enhances students' linguistic ability and knowledge of the academic language underpinning key academic skills in order to help them to cope with the academic requirements of Masters level study. This module is used for progression purposes to indicate the students' readiness to cope with the linguistic demands of studying in their pathway programme at the university, as well as for the KIC award completion requirements.

This module draws language from the Skills for Study 3 module and further enhances and develops lexical, grammatical and phonological awareness and builds up students' strategies to use their lexical, grammatical and phonological resources to understand spoken and written discourse and use information appropriately in spoken and written academic contexts. The range of task requirements will develop and assess students' understanding and use of language for academic study from a CEFR B2+ to a C1 level. Students are required to achieve a minimum language level of CEFR C1 in the module in order to gain the KIC award. Progression requirements to the partner university may vary within the CEFR C1 level. An opportunity for reassessment may be granted to students taking this module if they fail to achieve the target mark to gain the KIC award, or if they fail to achieve the required progression requirement.

Skills for Study 1

This module has been designed for students undertaking the Pre-Master’s Programmes as an introductory module that provides a broad range of basic academic skills and knowledge to help them adjust to the study environment in a UK University. These core academic skills for all students are developed through cross disciplinary academic-related themes.

The main aim of the module is to help students to develop effective study skills for lifelong learning and help them to develop confidence as autonomous learners. Students will be encouraged to participate actively in class activities to help them become more confident orally, encourage co-operative learning, raise awareness of basic critical thinking by encouraging them to ask questions, give opinions, agree and disagree and actively use their note-taking skills. They will begin to develop skills through understanding spoken and written information, investigating information and then reporting the information orally and in writing.
International College

It is a requirement that students demonstrate within the module a level of competence in basic IT skills (Power point or similar for presentations and word processing for all written work) and a very basic awareness of plagiarism and ability to begin applying referencing norms.

Skills for Study 2

This module has been designed for students undertaking the Pre-Master’s Programmes and helps to further develop a range of key academic skills and knowledge for study at a British University. These skills are developed through cross-disciplinary, academic-related themes that are tailored to students’ specific fields of interest/study through the choice of text types/materials, extension activities, and assessment tasks.

The main aim of module is to help students to develop effective study skills for lifelong learning and help them to develop confidence as autonomous learners. Students will be encouraged to participate actively in class activities to help them become more confident orally, encourage co-operative learning and teamwork skills, further enhance their critical thinking skills by encouraging them to engage in evaluative tasks requiring judgment and justification and by refining their active note-taking skills. They will develop skills through understanding spoken and written information, investigating information and then reporting the information orally and in writing.

It is a requirement that students demonstrate within the module a level of competence in IT skills (Power point or similar for seminars and word processing/excel for all written work and data) and an awareness of plagiarism and ability to apply referencing norms accurately.

Skills for Study 3

This module has been designed for students undertaking the Pre-Master’s Programmes and further develops students’ critical thinking and analysis skills and knowledge for study at a British University. These skills are developed through cross disciplinary academic related themes that are tailored to students’ specific fields of interest/study through the choice of text types/materials, extension activities, and assessment tasks. This module runs in the final term of all Pre-Master’s programmes.

The main aim of module is to help students to develop effective study skills for lifelong learning and help them to develop confidence as autonomous learners. Students will be encouraged to participate actively in class activities to help them become more confident orally, encourage co-operative learning and teamwork skills, expand and hone their critical thinking, critical reading skills and their active note-taking skills. They will develop their ability to think critically and listen and read critically through understanding extended and fairly complex spoken and
written information, investigating information/points of view and then developing an oral and written researched argument.

It is a requirement that students demonstrate within the module a level of competence in IT skills, using power point or similar for presentations, developing posters for presentations in the Science and Engineering fields and word processing/excel for all written work. Students will be expected to apply referencing norms accurately.

**Research Project**

This module has been designed for students undertaking the Pre-Master’s Programme in Business, Law and Social Sciences, the Pre-Master’s Programme in Business, Law and Finance and the Pre-Master’s in Tourism and Hospitality Management to give them the opportunity to plan and manage their own research, and produce a research project report. The module draws on the skills developed in the Skills for Study 1, 2, and 3 modules and builds upon the ideas developed in the PM002 research proposal. This module runs in the final term of a student’s programme.

This module aims to equip students with the knowledge and the ability to carry out a piece of independent, well-considered research appropriate to their specific discipline with characteristics that make it useful and usable: i.e. clearly specified, well-articulated, well-structured and well-presented. The outcomes from the project should demonstrate the ability to utilize existing undergraduate knowledge and skills to achieve research work that is technically competent. Students develop the ability to undertake a literature review, primary research on research topic, compare and contrast ideas and critically evaluate research outcomes. The project will be presented in a written report and a written evaluative reflection of the process.