



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

**BSc (Hons) Hospitality  
Business Management with  
Marketing**

**Code: BHBMM**

**2021/22**

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

# ***BSc (Hons) Hospitality Business Management with Marketing (BHBMM)***

## **Applicant Facing Course Specification for 2021/22**

### **Undergraduate Entrants**

Confirmed at 22.03.2021

#### **General Information**

<b>Award</b>	Bachelor of Sciences (with Honours) Hospitality Business Management with Marketing
<b>Contained Awards</b>	Bachelor of Sciences Hospitality Business Management with Marketing  Diploma of Higher Education Hospitality Business Management with Marketing  Certificate of Higher Education Hospitality Business Management with Marketing
<b>Awarding Body</b>	Leeds Beckett University
<b>Level of Qualification &amp; Credits</b>	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total).
<b>Course Lengths &amp; Standard</b>	
<b>Timescales</b>	Start dates will be notified to students via their offer letter. The length of the course is confirmed below and modes of delivery will be confirmed prior to the start date in line with Government guidance: <ul style="list-style-type: none"><li>• 3 years (full time)</li><li>• 4 years (full time, with a one year work placement)</li><li>• 6 years (part time)</li></ul>
<b>Part Time Study</b>	PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of

study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.

**Location(s) of Delivery**

Headingley Campus, Leeds

**Entry Requirements**

Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: [www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning](http://www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning).

Admissions enquiries may be directed to: [AdmissionsEnquiries@leedsbeckett.ac.uk](mailto:AdmissionsEnquiries@leedsbeckett.ac.uk).

**Course Fees**

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to [Fees@leedsbeckett.ac.uk](mailto:Fees@leedsbeckett.ac.uk).

**Timetable Information**

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

**Policies, Standards and Regulations** ([www.leedsbeckett.ac.uk/academicregulations](http://www.leedsbeckett.ac.uk/academicregulations))

There are no additional or non-standard regulations which relate to your course.

**Key Contacts**

**Your Course Director**

Dr Alexandra Kenyon

**Your Academic Advisor**

An Academic Advisor drawn from the Course Team will be allocated to you at induction.

**Your Course Administrator**

Tom Greasley [hospitality@leedsbeckett.ac.uk](mailto:hospitality@leedsbeckett.ac.uk)

0113 812 1824

## **Sandwich or Other 'In Year' Work Placement Information**

### **Summary**

Students on sandwich mode will undertake a minimum 46-week placement between Level 5 and Level 6. Students must have met the standard required to progress to Level 6 before they can undertake the placement (see Academic Regulations Section 4: Progression and Award <https://www.leedsbeckett.ac.uk/academicregulations>).

### **Length**

46 weeks

### **Location**

Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependent on the opportunity.

## **Professional Accreditation or Recognition Associated with the Course**

### **Professional Body**

Institute of Hospitality (IoH)

### **Accreditation/ Recognition Summary**

Accreditation by the Institute of Hospitality ensures this course is relevant to the needs of the hospitality, leisure and tourism industries and meets internationally recognised quality standards of professional knowledge, skills and understanding.

## **Course Overview**

### **Aims**

The aim of the programme is to:

Engage, enable and challenge our students to become creative, entrepreneurial, and critically informed dynamic graduates who can excel in their chosen field of work or study within hospitality business management and marketing. Central to our course are the strong links between theory and practice, with carefully designed authentic assessments and student-tutor interaction at the heart of the student experience.

### **Course Learning Outcomes**

At the end of the course, students will be able to:

1. Develop into reflective practitioners who are able to make informed decisions and respond flexibly to a dynamic globalised hospitality industry and emerging market trends.
2. Operate as thoughtful hospitality and marketing practitioners who act in an ethical and responsible way in order to achieve their own success and that of their organisation.
3. Be creative thinkers who are digitally literate and enterprising and are accomplished and confident in designing and implementing new and innovative products, services and solutions which will be of benefit to for consumers and the hospitality industry and marketing environment.
4. Think in a cognitively complex way and communicate in a manner appropriate at all levels within and outside hospitality organisations.
5. Use business, marketing and consumer theories and concepts to inform effective professional practice.
6. Initiate and implement change with sensitivity, empathy and attention to detail whilst taking into account the impact on internal and external stakeholders.

## **Teaching and Learning Activities**

### **Summary**

The teaching methods used throughout the course are diverse and include lectures, seminars, tutorials, workshops, practicals and fieldwork. This variety of teaching methods is designed to enhance student achievement, satisfaction and employability.

A 'safe' learning environment is provided throughout the course, but especially at Level 4. Students will be encouraged to experiment in their learning and challenge themselves whilst they have extensive support given by Module Leaders, tutors and Academic Advisers, especially in semester one.

The Professional and Academic Skills module at Level 4 and the Hospitality Marketing Research module at Level 5 enable students to explore the hospitality industry first hand. As they progress through the course, students will be encouraged increasingly to become independent learners.

Learning and teaching activities will enable students to succeed at every level and will produce capable Level 6 undergraduates who will then become successful hospitality business managers in an increasingly complex and globalised world.

We will support you to achieve the learning outcomes of your course and its constituent modules through any means available to us but recognise the value of face-to-face contact in enabling your learning experience. As such, we will place an emphasis on face to face contact to the extent that public health guidance allows, finding an appropriate balance between on-line, face-to-face and blended teaching and learning activities that both fully supports you and keeps you safe as the current pandemic situation develops.

## Your Modules

This information is correct for students progressing through the programme within standard timescales. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

### Full Time:

#### Level 4

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Hospitality Consumer Behaviour (20 credits)	Y	Hospitality Finance (20 credits)	Y
Professional and Academic Skills for Hospitality (20 credits)	Y	Organisation Behaviour and Design (20 credits)	Y
The Hospitality Industry and Society (20 credits)	Y	Responsible Hospitality Operations (20 credits)	Y

#### Level 5

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Hospitality Servicescapes (20 credits)	Y	Hospitality Marketing Research (20 credits)	Y
Marketing and Communications for Hospitality (20 credits)	Y	Managing and Leading People (20 credits)	Y
Responsible Human Resource Management and Development (20 credits)	Y	Sustainable Business Decision Making (20 credits)	Y

#### Level 6

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
International Hospitality Marketing Strategy (20 credits)	Y	Hospitality Brand Experiences (20 credits)	Y
Hospitality Entrepreneurship (20 credits)	Y	Responsible Hospitality Businesses (20 credits)	Y
Individual Project (40 credits)	Y	Individual Project (continued)	Y

### Part Time:

#### Level 4

Year 1			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Hospitality Consumer Behaviour (20 credits)	Y	Hospitality Finance (20 credits)	Y
Professional and Academic Skills for Hospitality	Y	Organisation Behaviour and Design (20 credits)	Y

(20 credits)			
<b>Year 2</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
The Hospitality Industry and Society (20 credits)	Y	Responsible Hospitality Operations (20 credits)	Y

#### Level 5

<b>Year 1</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Hospitality Servicescapes (20 credits)	Y	Hospitality Marketing Research (20 credits)	Y
Marketing and Communications for Hospitality (20 credits)	Y	Managing and Leading People (20 credits)	Y
<b>Year 2</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Responsible Human Resource Management and Development (20 credits)	Y	Sustainable Business Decision Making (20 credits)	Y

#### Level 6

<b>Year 1</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
International Hospitality Marketing Strategy (20 credits)	Y	Hospitality Brand Experiences (20 credits)	Y
Hospitality Entrepreneurship (20 credits)	Y	Responsible Hospitality Businesses (20 credits)	Y
<b>Year 2</b>			
<b>Semester 1</b>	<b>Core (Y/N)</b>	<b>Semester 2</b>	<b>Core (Y/N)</b>
Individual Project (40 credits)	Y	Individual Project (continued)	Y

*The option modules listed are indicative of a typical year. There may be some variance in the availability of option modules.*

### Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

## Assessment

Level 4 is assessed by coursework predominantly with some practical assessment.

Level 5 is assessed by coursework predominantly with some practical assessment and an examination.

Level 6 is assessed by coursework predominantly with some practical assessment.

## Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	288 hours	288 hours	234 hours
Independent Study	912 hours	912 hours	966 hours
Placement	0 hours	0 hours	0 hours

## Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to [studentadvicehub@leedsbeckett.ac.uk](mailto:studentadvicehub@leedsbeckett.ac.uk).

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.