



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

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

**Course Code: BHBMM**

**2025/26**

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

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

## **Applicant Facing Course Specification for 2025/26 Undergraduate Entrants**

Confirmed at April 2025

### **General Information**

<b>Award</b>	BSc (Hons) Hospitality Business Management with Marketing
<b>Contained Awards</b>	BSc 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 and 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 and Standard Timescales</b>	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is confirmed below:  3 years (full time, September start, campus based) 4 years (full time, September start, campus based with a one year work placement) 6 years (part time, September start, campus based)
<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.
<b>Location(s) of Delivery</b>	Headingley Campus, Leeds
<b>Entry Requirements</b>	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <a href="https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/">https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</a>

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 for Semester 1 will be made available to students during induction week via:

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

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

**Policies, Standards and Regulations** (<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>)

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

### **Key Contacts**

#### **Your Course Director**

Dr Julia Calver

#### **Your Academic Advisor**

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

#### **Your Course Administrator**

ETH Course Admin Team : [ethmugadmin@leedsbeckett.ac.uk](mailto:ethmugadmin@leedsbeckett.ac.uk)

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

#### **Summary**

Leeds Beckett University is dedicated to improving the employability of our students and one of the ways in which we do this is to support them in gaining valuable work experience via work based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles. Our teams support students through every stage of the placement process.

#### **Length**

46 weeks, undertaken between year 2 and year 3 (Level 5 and Level 6).

#### **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, work based learning 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. Demonstrate professional reflective practice in order to make informed decisions and respond flexibly to a dynamic globalised hospitality industry.
2. Demonstrate 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. Demonstrate cognitively complexity and communication skills 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 work based learning. This variety of teaching methods is designed to enhance student achievement, satisfaction and employability, ensuring our students are prepared to join graduate programmes with hospitality organisations locally, nationally and internationally.

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,.

The Hospitality Operations module at Level 4 and the Delivering Hospitality Marketing 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. By Level 6 students will be undertaking professional consultancy projects with hospitality organisations.

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.

### Your Modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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.

Level 4			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Hospitality Consumer Behaviour (20 credits)	Y	Finance & Revenue Management (20 credits)	Y
Professional and Academic Skills for Hospitality (20 credits)	Y	Hospitality Marketing (20 credits)	Y
Hospitality Industry and Society (20 credits)	Y	Hospitality Operations (with industry partners) (20 credits)	Y

Level 5			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Delivering Hospitality Marketing (with industry partners) (20 credits)	Y	Product Development and Innovation (20 credits)	Y
Corporate Events and Hospitality (20 credits)	Y	Hospitality Creative Marketing (20 credits)	Y
Destination Management (20 credits)	Y	Talent Development (20 credits)	Y

Level 6			
Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Consultancy Project (40 credits)	Y	Consultancy Project (continued)	Y
International Hospitality Marketing Strategy (20 credits)	Y	Hospitality Brand Experiences (20 credits)	Y
<i>One option from:</i> <ul style="list-style-type: none"> <li>• Food and Drink Tourism (20 credits)</li> <li>• Experiential Marketing (20 Credits)</li> </ul>	N	<i>One option from:</i> <ul style="list-style-type: none"> <li>• Entrepreneurship (20 credits)</li> <li>• Individual Project (20 credits)</li> <li>• Practical Workplace Solutions (20 credits)</li> <li>• Responsible Hospitality Business (20 credits)</li> <li>• Innovative Fundraising (20 Credits)</li> </ul>	N

## 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 and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

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 a broadly even mix of coursework and practical assessment.

Level 5 is assessed by a broadly even mix of coursework and practical assessment.

Level 6 is assessed by a broadly even mix of coursework and 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	80 hours optional placement module

## 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.

## Student Services

If you have any questions about life at University, call into our Student Services Centre at either campus or contact Student Advice directly. This team, consisting of trained officers and advisers 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. They also work on a wide range of projects throughout the year all designed to enhance your student experience and ensure you make the most of your time with us. Student Advice are located in the Student Services Centre in the Leslie Silver Building at City Campus and on the ground floor of the Priestley Building at Headingley Campus. The team can also be contacted via email at [studentadvice@leedsbeckett.ac.uk](mailto:studentadvice@leedsbeckett.ac.uk), telephone on 0113 812 3000, or by accessing our online chat link, available on the student homepage.

## Support and Opportunities

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.