

BA(Hons)- International Hospitality Management (Top-up)

Description

The BA(Hons)- International Hospitality Management (Top-up), awarded by the University of Derby (UoD) is designed to prepare students for leadership roles within the fast-evolving global hospitality industry. This program combines academic excellence with practical industry insights, providing students with a solid foundation in strategic management and business improvement, equipping them with the skills to analyze organizational performance, enhance competitiveness, and drive sustainable growth in hospitality businesses. With a dedicated focus on the high-value segment of luxury hotels and resorts, students will gain in-depth knowledge of service excellence, operational standards, and brand management in luxury environments, positioning them to thrive in premium international markets.

In addition, the program emphasizes creativity and adaptability through the Innovation and Concept Development in Hospitality module, where students explore emerging trends, design novel service concepts, and apply innovative thinking to real-world challenges. The Talent Management module develops students' ability to lead and nurture diverse teams, addressing the critical industry need for retaining skilled professionals in competitive markets. The program culminates in an Independent Project/Dissertation focused on a hospitality-related theme, enabling students to apply research skills, critical thinking, and strategic analysis to contemporary issues within the sector. Together, these modules ensure graduates are well-prepared to take on senior roles in international hospitality organizations, with the vision and capability to innovate, lead, and excel in a dynamic global landscape.

Training Strategies

For 20-credit modules, students will engage in a total of 36 hours of face-to-face lecture. These sessions are carefully structured to ensure a balance between theoretical knowledge and practical application. Approximately one-third to one-half of each 3-hour session will be dedicated to lectures, where key concepts and frameworks are introduced. The remaining time will focus on guided exercises and interactive classroom activities designed to address common questions, challenges, and real-world scenarios. This approach enables students to not only acquire essential knowledge but also to develop the critical thinking and problem-solving skills required in their field of study.

For the 40-credit Independent Project, students will receive a total of 18 hours of face-to-face lecture. During these sessions, lecturers will provide structured support on core research methods, including problem definition, formulating research titles, aims, hypotheses, research questions and objectives, conducting literature reviews, and designing appropriate methodologies for data collection and analysis. Following this, each student will be assigned an individual supervisor who will provide tailored academic guidance throughout the dissertation process. The Independent Project will span three terms, allowing students to conduct in-depth research and demonstrate their ability to apply theoretical knowledge to a substantial piece of independent work.

Qualification Entry Requirements

Academic

- AAC Advanced Diploma in Tourism and Hospitality Management; OR
- Other polytechnic Diploma from related fields; OR
- Other private institutions Advanced Diploma (level 5) from related fields.

English Proficiency

- IELTS 6.0 (with a minimum of 5.5 in all areas); OR
- Pearson Test of Academic English: 56; OR
- Cambridge English Scale: B2; OR
- London Tests of English: level 4 for undergraduate courses; OR
- GCE' O' level English (grade C6) or equivalent. (If the medium of instruction in Diploma/Advanced Diploma is English, the student may get a waiver for English proficiency requirement, subject to UoD's approval on a case-by-case basis.)

Applicants must be of age 18 and above.

Qualification Modules – Full Time

#	Code	Module Name	Credits	Core/ Elective	Scheduled Learning and Teaching Activities (hrs)	Guided Independent Study (Hrs)	Project Supervision (Hrs)	Total Learning Hours
1	6SZ998	Independent Project	40	Core	18	376	6	400
2	6SZ506	Strategic Management and Business Improvement	20	Core	36	164	0	200
3	6HO536	Luxury Hotels and Resorts	20	Core	36	164	0	200
4	6HO534	Innovation and Concept Development in Hospitality	20	Core	36	164	0	200
5	6SZ505	Consumer Behaviour	20	Elective	36	164	0	200
6	6SZ507	Talent Management	20	Elective	36	164	0	200
7	6HO535	Wine and beverage Production and Consumption	20	Elective	36	164	0	200
8	6HO532	Anthropology of Food and Hospitality	20	Elective	36	164	0	200
Total Learning Hours								1200

Graduation Requirements:

To be conferred the BA(Hons)- International Hospitality Management (Top-up), students are required to attain a total of 120 credits through the successful completion of four (4) Core Modules and one (1) Elective Module. Additionally, all outstanding fees and financial obligations to the institution must be fully settled prior to graduation.

Module Synopsis

Module	6SZ998 Independent Project (40 credits)
Module Description	Studying in higher education provides a rich and diverse range of skills which can be used to problem solve the fundamental challenges inherent within a chosen subject being studied. This module acts as a conduit to flex those academic and industry study / project skills obtained throughout an undergraduate degree study. Project research in services provides an opportunity for you to instigate and/or engage in a pure and applied research project related to your subject area discipline. You will have the opportunity to either develop a pure research project from a self-selected topic of interest, or to successfully 'bid' for a research project, provided by the academic team through themes currently being researched within the discipline. Project research in services requires you to use every skill you have acquired, with the aim of extending the systematic and coherent body of knowledge; helping to stamp your authority on your area of interest, and potentially your future career path.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Critically explore existing evidence and identify a current gap in understanding of a particular trend or issue. 2. Critically examine research objectives to further knowledge on a particular trend or issue. 3. Critically review and apply relevant methods of data collection and analysis. 4. Critically reflect on the results of the study by explaining its theoretical and practical value.

Module	6SZ506 Strategic Management and Business Improvement (20 credits)
Module Description	Strategic management involves the continual planning, monitoring, analysis and assessment of all areas of an organisation to ensure that it meets its goals and objectives and maintain a competitive edge. This module will introduce students to strategic management. A key characteristic of a successful service sector manager is the ability to keep abreast of changes in the external environment and the need to adapt their business to exploit the trends and meet the challenges of a fast-changing, dynamic environment. Successful managers will use a range of information, both looking in the 'rear view mirror' and using strategic foresight to make their plans for the future. Awareness of the range of business strategies, their risks and potential pay-offs is key to planning the appropriate responses to the external environment, as well as understanding the internal resources and capabilities that will be required to implement those business strategies.

	Regular 'scandals' and business failures have highlighted the apparent difficulty in acting 'ethically' in business management, and the issues of ethics and their interpretation into Corporate Governance and Corporate Responsibility is part of this module. The module will consider the fundamental change in business models in a transition to a circular economy; concepts like recycling and reuse, product service systems, and notions of a service or sharing economy that challenge traditional linear business models. The service sector is both international in reach and outlook, and this module looks at international, transnational and multinational companies to appreciate the full use of strategic thinking, its successes and failures.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Analyse types of strategic decisions, their risks and benefits. 2. Critically evaluate the role that strategic decision-making has in the sustained profitability and productivity of a company or organisation. 3. Critically evaluate strategic options in the light of external and internal circumstances.

Module	6HO536 Luxury Hotels and Resorts (20 credits)
Module Description	This module aims to examine how the global luxury hotel and resort has developed and how they are managed in a competitive and changing global environment. Luxury hotels and resorts are one of the biggest, most lucrative and fastest-growing sectors of hospitality sector. Students will examine and evaluate the diverse range of luxury hotel and resort developments from the traditional to the new luxury experiences and the contribution that the individual parts contribute to the experience. The module will also discuss the concept of luxury service, authenticity, and values. Students will investigate the future of the concept of luxury in the wider hospitality sectors (tourism, hospitality and events) and review the how the luxury market is changing in response to factors technological innovation, social and economic changes and sustainability. This module will utilise international case studies from around the world. This module seeks to address elements of SDG 8 "Decent Work and Economic Growth.", which aims to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. It emphasizes creating job opportunities, fostering entrepreneurship, and ensuring safe and fair working conditions that contribute to overall social and economic well-being.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Critically evaluate the luxury hotel and resort industry and key drivers shaping the development of this expanding sector. 2. Critically analyse the key issues related to an international luxury hotel or resort development in today's competitive

	market.
--	---------

Module	6HO534 Innovation and Concept Development in Hospitality (20 credits)
Module Description	This module focuses on the evolving hospitality production and consumption patterns, the service scape, related business concepts and customer experiences. It will create an understanding of transformative and innovative business strategy, design and development of unique customer service concepts and experience packages, their delivery and management. This will also include creating a unique perception of current and future management and leadership trends to bring about the transformation required to maintain a competitive advantage in hospitality facilitated by evolving disruptive technologies. A critical understanding of hospitality challenges, causative factors and related sustainable solutions designed to transform the design and delivery of customer services in the hospitality industry will be pursued. Transformation and creativity, innovative, diversity and inclusivity theories will be used to facilitate the business development process. In addition, evolving current and future management and leadership trends will be applied and analysed to facilitate innovation. Related innovative management and leadership theories will be explored.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Design, develop and execute, unique hospitality business concepts, innovative service scapes, customer experience packages and related delivery processes and procedures. 2. Enhance innovative development of skills and related practices values and theories in delivering innovative hospitality management and leadership.

Module	6SZ505 Consumer Behaviour
Module Description	This module explores multifaceted aspects of consumer behaviour and is informed by a range of disciplines including sociology and psychology. Students will evaluate theories and concepts of consumer behaviour and critically analyse the nature, characteristics, needs and expectations of different consumers within their sector. Theoretical insight will be gained from a range of disciplines and used to develop and justify appropriate responses to issues of consumption. The events, tourism and hospitality industries combine within the service sector to provide a range of leisure time activities. This module draws together a range of theories that develop an understanding of customers intentions when using the products and services provided. It builds on previous modules such as The Business Environment of the Visitor Economy in the first year and Business Innovation and Financial Planning in the second year.

	Understanding the consumer helps in a range of ways depending on the employment you decide to enter. Working for others it will enable you to research and understand your customers motives and rationale for purchasing from you. If working for yourself, it will enable you to determine your market and the share of consumers you may get.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Critically analyse the nature, characteristics, needs and expectations of different consumers. 2. Synthesise interdisciplinary approaches to issues of consumption and consumerism. 3. Evaluate the application of theories and concepts of consumer behaviour within their sector.

Module	6SZ507 Talent Management
Module Description	This module explores the highly competitive environment for talent and the role organisation culture plays in retaining and attracting new talent. The perceived negative culture of the hospitality and tourism sector impedes recruitment efforts in what can be an exciting, varied and flexible industry. This module aims to set out the need for organisations to change and adapt their organisational culture to attract the new generation of young people entering the workforce.
Module Learning Outcomes	On successful completion of this module, students will be able to: 1. Critically analyse the nature, characteristics, needs and expectations of young people entering the hospitality and tourism workforce. 2. Critically evaluate ways to hire the right talent, build resilience and improve retention. 3. Critically evaluate the impact of organisational culture on talent management.

Module	6HO535 Wine and beverage Production and Consumption
Module Description	This module develops students' understanding of the global drinks industry. The focus of production methods of wine and beverages will be discussed in detail covering a range of processes including fermentation and distillation. A view of knowledge of consumption and how to consume will be identified along with key techniques in understanding the organoleptic properties of beverages in relation to aesthetics, aromas, textures, and flavour profiles will be covered. These techniques will offer students a deeper understanding of how food and drink pairings can support different market segments of the hospitality industry.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Critically evaluate the impact of wine and beverage consumption within the dining experience. 2. Critically analyse the production, development and supply of

	products that have shaped the growth and influenced trends within the global drinks industry.
--	---

Module	6HO532 Anthropology of Food and Hospitality
Module Description	Anthropology is the study of origins and social relationships between human beings. Anthropology of food is the study of food in a social and cultural context and includes topics such as the origins of food, symbolism, consumption and social identity. Anthropology of Hospitality considers the purpose and social function of hospitality and cognitive structures within which acts of hospitality are carried out. This module offers you the opportunity to explore historically and culturally variable food and hospitality structures, looking at meanings, symbolism, consumption, adaption, social norms and values.
Module Learning Outcomes	On successful completion of the module, students will be able to: 1. Examine the pillars of anthropology and their role in shaping social identities, culture and communities. 2. Critically evaluate how food and hospitality influences cultural identities.

Assessments

Code	Name of the module	Assessment	Weighting	Learning Outcomes
6SZ998	Independent Project	<u>Coursework 1</u> An individual essay or work-based management project focusing upon the analysis of the chosen subject. It will present a critical account of the theory, concepts and practical issues. the word for an independent is 10,000 – 12,000 words in length. This is not a mandatory word count that will be graded, but a recommendation as to the expected word count associated with an undergraduate dissertation.	100%	1 – 4
6SZ506	Strategic Management and Business Improvement	<u>Coursework 1</u> Summary of Assessment Method: Students will analyse and evaluate the strategic decisions made by a case study business organisation of their own choosing, looking at the risks and benefits of the decisions made. Individual report of 3,000 words.	60%	1 – 2
		<u>Coursework 2</u> Summary of Assessment Method: Students will summarise the findings from their research and analysis and make recommendations for future strategic decisions. The summary will take the form of a ten-minute electronic media presentation.	40%	3
6HO536	Luxury Hotels and Resorts	<u>Coursework 1</u> Summary of Assessment Method: Using a case study, students will critically analyse	100%	1 – 2

		the business/organisation and its luxury branding. They will critically evaluate how the business/organisation is adapting to wider developments (technological innovation, social and economic changes, sustainability). As a result of their analysis and evaluation, students will make recommendations to the management of the business to ensure that they remain at the cutting edge of the luxury market.		
6HO534	Innovation and Concept Development in Hospitality	<u>Coursework 1</u> Design and development of a unique and innovative hospitality customer experience package and related delivery plan. Create a video to digitally present, promote and justify the customer experience package	60%	1
		<u>Coursework 2</u> Undertake a critical analysis of current and future innovative management and leadership trends in hospitality based on specific theoretical models. 2000 words	40%	2
6SZ505	Consumer Behaviour	<u>Coursework 1</u> The format for this assessment is similar in structure to that of an essay, requiring you to critically engage with a contemporary debate related to consumer behaviour within your subject area. Specifically, you are asked to produce a 3500-word piece of work that is an essay critically analysing the nature, characteristics, needs	100%	1 – 3

		and expectations of different consumers within their sector, drawing together a range of interdisciplinary approaches, evaluating theories and concepts of consumer behaviour and justifying appropriate responses to issues of consumption. The assessment for this module allows you to develop a creative and critical discussion on a contemporary issue related closely to consumer behaviour within your subject area. There is a wide diversity of topics and theoretical areas which can be discussed, and in many ways this provides a further challenge when thinking about a pertinent topic from which to focus on for a final year assignment.		
6SZ507	Talent Management	<u>Coursework 1</u> Provide a critical examination of the career websites of hospitality or tourism organisations and compare them with the aspirations of people entering the hospitality and tourism workforce. Make recommendations for improvements and/or sharing of best practice and provide insights into the type of organisational culture that would attract people to make hospitality or tourism their future career choice. You are encouraged to incorporate and apply relevant theory and there should be evidence of independent reading, in particular a range of	100%	1 – 3

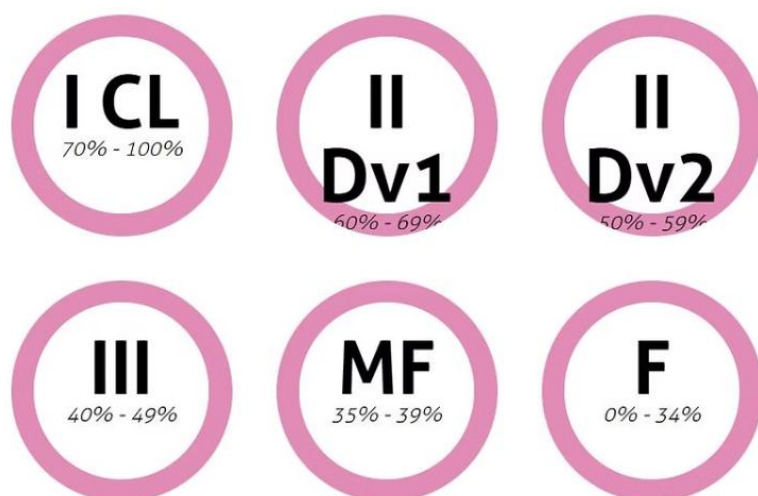
		contemporary journal material will be expected to support clear lines of argument. References should underpin viewpoints to make your discussion persuasive. Clear reasoned conclusions which sum up the key points, answer the question set and offer a final judgement are expected.		
6HO535	Wine and Beverage Production and Consumption	<u>Coursework 1</u> Summary of Assessment Method: Design and develop a quick reference guide to support wine and beverage recommendations to complement meal choices.	50%	1
		<u>Coursework 2</u> Summary of Assessment Method: Students will report on factors that has shaped the growth and influence of a product or business within the global drinks industry discussing production, development, and consumption (2,500 words).	50%	2
6HO532	Anthropology of Food and Hospitality	<u>Coursework 1</u> Summary of Assessment Method: Individual essay, discussing the nature of anthropology within specific cultures and the role of food and hospitality within society. (3000 words)	50%	1
		<u>Coursework 2</u> Summary of Assessment Method: Poster Presentation. Students will present an evaluation of food and hospitality and its relationship to cultural identities.	50%	2

The assessment objectives tested in these modules are broadly categorised in the following hierarchical order:

1. **Knowledge:** Exhibit memory of previously learned materials by recalling facts, terms, basic concepts and answers
2. **Comprehension:** Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas
3. **Application:** Using new knowledge. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different way
4. **Analysis:** Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations
5. **Evaluation:** Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria
6. **Create/Synthesis:** Combining knowledge and putting elements together to form a coherent or functional whole; reorganizing elements into a new pattern or structure through generating, planning, or producing.

Marks and Grades

The infographic below shows the academic grading of this course with the breakdown of marks.



Graduation Requirement:

Certificate will be awarded by the University of Derby.