



Hospitality Management

Introduction

The International Business Administration (IBA) Bachelor degree programme with specialisation in Hospitality Management, combined with the BA (Hons) in International Hospitality Management is aimed at students who want to follow a management career in the service industry, in an internationally focused organisation or enterprise. This unique and demanding degree programme, allowing students to either spend part of their studies in 3 different countries, or just 2, is truly international. Whether you follow the standard pathway, or the so-called EuroBA pathway and spend a semester at the University of Brighton, you have the opportunity to earn 2 world recognised and renowned degrees.

This degree programme leads to a management career in the exciting profession of hospitality management or tourism. Business travel and renewed interest in domestic and foreign tourism is increasing the demand for hospitality managers in hotels, event spaces, and food service companies. The double degree in International Hospitality Management will introduce students to the management aspects required to oversee the everyday operations of resorts, gaming venues, and banquet facilities, or the management of specialty event-planning departments of schools, healthcare organizations, and businesses. The current Hospitality, Tourism and Leisure sector is looking at branding and sustainability, talent management and strengthening marketing and sales. A Wittenborg graduate specialised in Hospitality Management will understand all these issues!

Course Content

This double degree programme will take at least three or four years to complete, depending on: whether you opt for a longer placement period; gain enough credits at the 1/2 way point; or the block in which you started. Block 3-7 entry always takes a minimum of three and a half years. Only Block 1 & 2 entrants can graduate within 3 years, depending on their results.

The method of teaching will vary from traditional lectures to interactive workshops, which involve group exercises, case studies and student presentations. Assessment will differ according to module but it is designed to reflect a working ethos. It will involve essays and exams but also working in teams, giving presentations and evaluating the work of other students.

The BHM curriculum offered within the pathways is overall the same, however due to differences in the intensity of modules offered in the Final Year Semester at the University of Brighton, students may have to complete an additional module in a different semester. (Semester 2, Year 3)

You will study the administrative processes involved in hotel management and catering, discovering the special importance of human resource management, marketing and quality control in this leading business segment. You will also gain an accurate insight into the changing global scene in the tourist industry, focusing on the opportunities, as well as some of the risks, associated with this exciting market.

BHM Pathways - 'EuroBA' & 'Standard'

