



## **Course Specification Part A**

### **BA (Hons) Top-up in International Hospitality, Tourism and Wellness Management LONU047**

**Department of Marketing, Fashion, Hospitality & Tourism  
Coventry University London  
Academic Year: 2021/2022**

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

## PART A Course Specification

### International Hospitality, Tourism and Wellness Management

#### 1. Introduction

The BA (Hons) Top-up in International Hospitality, Tourism and Wellness Management course is aimed at students from a diverse range of educational backgrounds and levels of industry experience in Hospitality, Tourism or Wellness sector who are looking at achieving a higher qualification and to boost their career prospects by attaining a globally recognised Bachelor's degree.

The hospitality industry is growing steadily, providing many career options for individuals who have the right training and education for this vast and exciting industry. This course aims to equip students with the knowledge and managerial skills to succeed and stand out to employers. Students will study: Entrepreneurship for Hospitality and Wellness Tourism, Tourism Sustainability, Wellness Practice and Health Promotion, International Hospitality Operations Management, Marketing and Digital Strategy and Strategic Management.

Our BA (Hons) Top-up in International Hospitality, Tourism and Wellness Management degree is based in the country's capital, and as such offers students an exciting university experience, as well as providing plenty of opportunities to see leading tourism and hospitality operations in action. It aims to foster highly skilled graduates with expertise which can be applied not just to hospitality, tourism and wellness management but also in corporate and luxury brand management.

#### Benefits of this course

By choosing this course students should benefit from:

- Receiving an innovative degree which reflects the multi-disciplinary nature of the wellness industry with its focus on complete physical, mental and social wellbeing;
- A holistic and multi-disciplinary approach to hospitality, tourism and wellness management;
- Study and work abroad opportunities;
- Being taught by experienced professionals with a broad range of industry experience;
- Enhanced professional development and employability;

The degree aims to opens up a world of opportunities. In addition, the course aims to give students a chance to follow their interests to anywhere in the world, with the skills to create exceptional experiences and run businesses at any level. That is the true advantage of the International Hospitality, Tourism and Wellness Management degree: having the confidence, professionalism and business expertise to make the world your oyster.

#### 2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
Bachelor of Arts with Honours in: International Hospitality, Tourism and Wellness Management	One academic year full-time	N/A	LEVEL 6

<b>3 Awarding Institution/Body</b>	Coventry University
<b>4 Collaboration</b>	N/A
<b>5 Teaching Institution and Location of delivery</b>	Coventry University London
<b>6 Internal Approval/Review Dates</b>	Date of approval*/latest review*: 2017 Date for next review: 2026
<b>7 Course Accredited by</b>	
<b>8 Accreditation Date and Duration</b>	TBC
<b>9 QAA Subject Benchmark Statement(s)</b>	The Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2014)

<b>and/or other external factors</b>	The Quality Assurance Agency Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism (2019) The Quality Assurance Agency Subject Benchmark Statement: Business and Management (2015)
<b>10 Date of Course Specification</b>	September 2021
<b>11 Course Director</b>	Dr Rami Tawil

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## 12 Outline and Educational Aims of the Course

The BA (Hons) Top-up in International Hospitality, Tourism and Wellness Management course aims to develop graduates' ability to work in a range of roles, in the appropriate hospitality, tourism and wellness sector selected by the student. The course team liaise closely with a network of hospitality professionals to ensure the qualification meets the current and expected future needs of industry. A number of representatives from these and other businesses participate in the annual industry forum to meet with the course team to discuss the currency of the curriculum and potential developments. The Course focuses on Entrepreneurship for Hospitality and Wellness Tourism (20 credits), Sustainable Tourism (20 credits), Wellness Practice and Health Promotion (20 credits), International Hospitality Operations Management (20 credits), Marketing and Digital Strategy (20 credits) and Strategic Management (20 credits).

### Course Aims:

This course aims to:

- Provide flexible learning opportunities to develop, apply and reflect on the provision of hospitality, tourism and wellness practices;
- Match the creativity and practical operational skills inherent within the wellness industry with the strategic thinking and risk evaluation necessary for future growth and development of that industry.
- Provide opportunities for the development of intellectual, entrepreneurial and imaginative powers for the development of problem-solving skills;
- Provide academic, personal and professional development opportunities to foster lifelong learning;
- Enable students to develop appropriate attitudes, adopt values and apply ethical frameworks appropriate for wellness practices and management;
- Develop students who are 'work ready' having gained and applied knowledge through experience.

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## 13 Course Learning Outcomes

A student who successfully completes the course will have achieved the following Course Learning Outcomes:

- LO1. Critically reflect upon the origin, meanings and development of hospitality, sustainable tourism and wellness management;
- LO2. Provide evidence and evaluate the relationship between mental wellbeing, physical activity and nutrition and identify the needs of a variety of groups; including special populations and different cultures;
- LO3. Research and critically evaluate paradigms, theories, concepts and information related to hospitality and tourism management and operations in order to make judgments and frame appropriate questions to achieve a solution to a problem;
- LO4. Develop and justify new ideas for hospitality, tourism and wellness management concepts in an information age, associated with innovations within the operational and strategic management of financial, human and physical resources and digital marketing;
- LO5. Plan, design, execute and communicate a sustained piece of independent intellectual work which provides evidence of critical engagement with, and interpretation of, appropriate data

#### 14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

<b>BA (Hons) top-up in International Hospitality, Tourism and Wellness Management</b>	<b>Modules:</b>
	6008MFH (Mandatory) International Hospitality Operations Management (20 credits)
	6016MFH (Mandatory) Strategic Management (20 credits)
	6004MFH (Mandatory) Wellness Practice and Health Promotion (20 credits)
	6009MFH (Mandatory) Sustainable Tourism (20 credits)
	6012MFH (Mandatory) Marketing and Digital Strategy (20 credits)
	6005MFH (Mandatory) Entrepreneurship For Hospitality and Wellness Tourism (20 credits)

## Curriculum Map

Module Credit Level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes	Pre-requisite
6	6008 MFH	International Hospitality Operations Management	20	Mandatory	LO1, LO2, LO3, LO4, LO5	none
6	6016 MFH	Strategic Management	20	Mandatory	LO1, LO2, LO3, LO4., LO5	none
6	6004 MFH	Wellness Practice and Health Promotion	20	Mandatory	LO1. LO2, LO3, LO4	none
6	6009 MFH	Sustainable Tourism	20	Mandatory	LO1, LO2, LO3, LO4, LO5	none
6	6012 MFH	Marketing and Digital Strategy	20	Mandatory	LO1, LO2, LO3 LO4, LO5	none
6	6005 MFH	Entrepreneurship and Innovation for International Hospitality and Wellness Tourism	20	Mandatory	LO1, LO2, LO3, LO4, LO5	none

## 15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the UCAS website, then clicking on 'Entry profile'.

The course is subject to the Coventry University London's admission procedures and access policies.

- To be accepted for the course students must possess 240 credits (120 ECTS) at FHEQ Level 4 - and FHEQ Level 5 - obtained in a relevant subject area.
- Careful monitoring of applications to ensure that applicants are suited to the course takes place. Where necessary, applicants are interviewed (remotely if applicable), especially those who do not appear to meet standard admissions criteria.
- An adequate proficiency in English must be demonstrated and will be assessed during the induction phase of the course. The requirement is a minimum **IELTS score of 6.5** with no component below 6.0 (or an equivalent English language test).

Recognition of prior learning is in accordance with the Coventry University London Academic Regulations for undergraduate courses.

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## 16 Academic Regulations and Regulations of Assessment

This Course conforms to the General Regulations and Academic Regulations for Courses at Coventry University London [University Regulations](#)

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## 17 Indicators of Quality Enhancement

Coventry University has well established mechanisms for the review and evaluation of teaching, learning, assessment, and the curriculum and outcome standards.

The University's quality procedures were confirmed by a QAA HE Audit in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University that it meets UK expectations for:

- The setting and maintenance of the academic standards of awards meet UK expectations.
- The quality of student learning opportunities meets UK expectations.
- The quality of the information about learning opportunities meets UK expectations.
- The enhancement of student learning opportunities meets UK expectations.

The arrangements for quality assuring courses and monitoring academic standards at Coventry University London reflect those in place at the University, suitably modified to take account of the size of the University and the business-facing nature of the academic content. Established arrangements at Coventry University London include:

- Academic Board at Coventry University London
- Assessment Boards
- Student feedback mechanisms upon enrolment and graduation/exit, and for courses and modules
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre- marking benchmarking, moderation or double marking for the Project modules and the appointment of External Examiners
- Processes for the internal approval of modules and courses prior to submission to Coventry University boards
- Arrangements for accreditation and approval of courses by a suitable professional body
- Processes for monitoring teaching quality including open access to teaching material, as well as managerial Peer Observation
- Provision of a pre-sessional induction course.

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## 18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including,

Course Web which will contain:

- ⇒ Student handbook
- ⇒ Module Guides
- ⇒ Module Information Directory
- ⇒ Student Voice Forum
- ⇒ Study Support Information

Module Webs will contain:

- ⇒ Teaching and learning materials
- ⇒ Assessment
- ⇒ Guest lecture schedule
- ⇒ Discussion Forum
- ⇒ Link to sources of further support and guidance

Links to sources of further support and guidance and will contain references and signposts to:

- ⇒ Student welfare support on campus
  - ⇒ IT and Library provision on and off campus
  - ⇒ Medical and dental centres
  - ⇒ Travel guides o Personal safety advice
  - ⇒ Financial guidance
  - ⇒ Accommodation options
  - ⇒ Students' Union facilities
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