

Module Synopses

Bachelor of Science with Honours in International Tourism and Hospitality Management (Top-up)

Awarded by Canterbury Christ Church University

Total numbers of Modules - 5

Module & Description	Hours	Credits
<p>1. Cultural Heritage and Attractions Management</p> <p>This module gives you a critical understanding of types of heritage and cultural visitor attractions, the theoretical issues of heritage and the contemporary issues that they face.</p>	50	20
<p>2. Gastronomy</p> <p>The module explores the development of eating and drinking, the factors influencing food choice, current and future trends, wine and food pairing, and to place gastronomy in the context of sustainability and the ever changing world.</p>	50	20
<p>3. Ethical Issues and Law</p> <p>The module explores the ethical challenges facing businesses today, and how individuals and firms can address those challenges. The module enhances your skills and expertise through combining examination of ethical and managerial theory with discussion of common ethical problems in context. This is achieved through using real world examples, and case studies. You will be encouraged to develop your own perspective as ethical decision makers.</p>	50	20
<p>4. Strategic Financial Management</p> <p>This module critically analyses the strategic direction of an organisation as it aligns with its vision and mission. It will further develop an understanding of financial investment techniques and decisions for organisational growth and development.</p>	50	20

Module & Description	Hours	Credits
<p>5. Hospitality Dissertation OR Tourism Dissertation</p> <p>Hospitality Dissertation</p> <p>This module requires students to pursue an original research project into pertinent issues of their choice and produce a dissertation of 7000 - 9000 words. The module aims to provide you with the opportunity to undertake a research project in events, which develops your analysis, problem-solving, research and synthesis skills. Using research skills developed in the first and second years of study, you will design and execute your own piece of original research.</p> <p style="text-align: center;">OR</p> <p>Tourism Dissertation</p> <p>This module is a large tourism research project which involves in-depth exploration of an area of interest, chosen by you. The dissertation's contents will be specific to the study – there is no formal, shared content. There will be a series of formal classes, alongside the role of the supervisor, to look at techniques and skills related to researching and writing up the study. These sessions will offer advice covering, for example: an initial briefing, data presentation workshop, structuring the literature review, structuring the methodology, ideas for combining data in the analysis.</p>	50	40