UNIVERSITY OF WOLVERHAMPTON

Course Specification

Published Date:	14-May-2026
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Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	BU134J01UM BU134J31UM	Full-time Part-time	3 Years 6 Years
UCAS Code:	N1TM		
Course Title:	BA (Hons) Business and Tourism Management		
Hierarchy of Awards:	Bachelor of Arts with Honours Business and Tourism Management Bachelor of Arts Business and Tourism Management Diploma of Higher Education Business and Tourism Management Certificate of Higher Education Business and Tourism Management		
Language of Study:	English		
Date of DAG approval:	14/Sep/2026		
Last Review:			
Course Specification valid from:	2025/6		
Course Specification valid to:			

Academic Staff

Course Leader:	Natalie Rushton
Head of Department:	LUCY CRITCHLEY

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Standard Provision (Not delivered in partnership)
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS

Distinctive Features of the Course:

Learning within the programme is scaffolded across levels, enabling students to progressively develop knowledge, professional skills, and independent thinking within the context of the business and tourism industries.

Level 4: Foundations of the Industry

At Level 4, students are introduced to the structure, scope, and operational contexts of the international business and tourism sectors. Modules such as Tourism, Travel and Culture, Foundations of the Digital Business, and Enterprise and Entrepreneurship Essentials support the development of fundamental knowledge of industry structures, digital transformation, and entrepreneurial thinking. The Succeeding at University module supports students' transition into higher education, helping them develop academic skills, confidence, and professional awareness.

Level 5: Industry Application and Professional Development

At Level 5, learning focuses on the application of theoretical concepts to real-world contexts. Students develop analytical and research skills through modules such as Leisure Research: Concepts, Themes and Methodologies while exploring industry strategy and market positioning through Destination Marketing. The Professional Development module provides structured opportunities for students to reflect on their career aspirations, develop employability skills, and engage with industry networks. Experiential learning opportunities, industry engagement, and applied assessments further strengthen students' understanding of the sector.

Level 6: Strategic Leadership and Independent Practice

At Level 6, students engage with strategic, global, and sustainability-focused perspectives within the tourism and business industries. Modules such as Tourism Trends and Emerging Markets and Sustainable Futures in Tourism and Hospitality explore contemporary challenges, innovation, and responsible business practice. The Professional Project provides a capstone learning experience in which students undertake independent research or applied industry investigation, allowing them to demonstrate the knowledge, analytical capability, and professional judgement developed throughout the programme.

Through this progressive structure, students graduate with a strong combination of theoretical understanding, practical industry awareness, and professional capability, enabling them to enter the business and tourism sectors as adaptable, reflective, and globally aware graduates.

Educational Aims of the Course:

Intakes:

September

January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00
2021/2	H	Full Time / Sandwich	£9250.00
2021/2	Overseas	Full Time / Sandwich	£12950.00
2021/2	H	Part Time	£3100.00
2022/3	H	Full Time / Sandwich	£9250.00
2022/3	Overseas	Full Time / Sandwich	£13450.00
2022/3	H	Part Time	£3120.00
2023/4	H	Full Time / Sandwich	£9250.00
2023/4	Overseas	Full Time / Sandwich	£14450.00
2023/4	H	Part Time	£4625
2024/5	H	Full Time / Sandwich	£9250.00
2024/5	Overseas	Full Time / Sandwich	£14950.00
2024/5	H	Part Time	£4625.00
2025/6	H	Full Time / Sandwich	£9535.00
2025/6	Overseas	Full Time / Sandwich	£15995.00
2025/6	H	Part Time	£4768.00
2026/7	H	Full Time / Sandwich	£9790.00
2026/7	Overseas	Full Time / Sandwich	£17600.00
2026/7	H	Part Time	£4895.00

PSRB:

None

Course Structure:

January (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM2	Core
4BU028	Introduction to Digital Business	30	SEM2	Core

January (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM2	Core

January (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

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Module	Title	Credits	Period	Type
4LI027	Tourism, Travel and Culture	30	SEM1	Core
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM1	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM1	Core

January (Full-time)

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Module	Title	Credits	Period	Type
5LI032	Professional Development within Hospitality and Tourism	30	SEM2	Core
5BU025	Operations and Project Planning	30	SEM2	Core

January (Part-time)

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Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4BU028	Introduction to Digital Business	30	SEM2	Core

January (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
5LI030	Destination Marketing	30	SEM1	Core
5LI031	Leisure Research: Concepts, Themes and Methodologies	30	SEM1	Core

January (Part-time)

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Module	Title	Credits	Period	Type
4LI027	Tourism, Travel and Culture	30	SEM1	Core

January (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

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Module	Title	Credits	Period	Type
6BU033	Applied Business Analytics and Intelligence	30	SEM2	Core
6BU034	The Professional Project	30	SEM2	Core

January (Part-time)

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Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
5BU025	Operations and Project Planning	30	SEM2	Core

January (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
6LI033	Tourism Trends and Emerging Markets	30	SEM1	Core
6LI034	Sustainable Futures in Tourism and Hospitality	30	SEM1	Core

January (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
5LI030	Destination Marketing	30	SEM1	Core

January (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5LI032	Professional Development within Hospitality and Tourism	30	SEM2	Core

January (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5LI031	Leisure Research: Concepts, Themes and Methodologies	30	SEM1	Core

January (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6BU033	Applied Business Analytics and Intelligence	30	SEM2	Core

January (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6LI033	Tourism Trends and Emerging Markets	30	SEM1	Core

January (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6BU034	The Professional Project	30	SEM2	Core

January (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6LI034	Sustainable Futures in Tourism and Hospitality	30	SEM1	Core

September (Full-time)

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Module	Title	Credits	Period	Type
4LI027	Tourism, Travel and Culture	30	SEM2	Core
4BU025	Succeeding at University	30	SEM1	Core
4BU028	Introduction to Digital Business	30	SEM1	Core
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM2	Core

September (Part-time)

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Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM1	Core
4LI027	Tourism, Travel and Culture	30	SEM2	Core

September (Full-time)

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Module	Title	Credits	Period	Type
5LI030	Destination Marketing	30	SEM1	Core
5LI031	Leisure Research: Concepts, Themes and Methodologies	30	SEM1	Core
5LI032	Professional Development within Hospitality and Tourism	30	SEM2	Core
5BU025	Operations and Project Planning	30	SEM2	Core

September (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

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Module	Title	Credits	Period	Type
4BU028	Introduction to Digital Business	30	SEM1	Core
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM2	Core

September (Full-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

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Module	Title	Credits	Period	Type
6LI033	Tourism Trends and Emerging Markets	30	SEM1	Core
6LI034	Sustainable Futures in Tourism and Hospitality	30	SEM1	Core
6BU033	Applied Business Analytics and Intelligence	30	SEM2	Core
6BU034	The Professional Project	30	SEM2	Core

September (Part-time)

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Module	Title	Credits	Period	Type
5LI030	Destination Marketing	30	SEM1	Core
5BU025	Operations and Project Planning	30	SEM2	Core

September (Part-time)

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Module	Title	Credits	Period	Type
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6BU033	Applied Business Analytics and Intelligence	30	SEM2	Core

September (Part-time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
6LI034	Sustainable Futures in Tourism and Hospitality	30	SEM1	Core
6BU033	Applied Business Analytics and Intelligence	30	SEM2	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis

which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Regulations Exemption:

None

Reference Points:

UK Quality Code for Higher Education

Qualifications and Credit Frameworks

Subject Benchmark Statements

University Policies and Regulations

Equality Act 2010: guidance - GOV.UK

Apprenticeship Standard

Overview of Assessment:

As part of the course approval process, the course learning outcomes were mapped to each of the modules forming the diet of the programme of study. This process confirmed that all course learning outcomes can be met through successful completion of the modules. This mapping applies to the final award as well as to all of the intermediate awards.

Learning Outcomes	Modules
CERTHE01 Demonstrate knowledge of the underlying concepts, theories and principles associated with your area(s) of study. (Knowing)	
CERTHE02 Evaluate, interpret and apply data, to develop ideas and discussion in your subject(s) of study. (Knowing)	
CERTHE03 Use different approaches to solving problems related to your area(s) of study (Doing)	
CERTHE04 Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments (Doing)	
CERTHE05 Identify and undertake further training and develop new skills to support your learning (Being)	
CERTHE06 Identify personal qualities and transferable skills necessary for further study and/or employment (Being)	
DIPHE01 Demonstrate knowledge and application of the concepts and principles of your area(s) of study. (Knowing)	
DIPHE02 Demonstrate the application of those principles in an employability and/or professional practice context. (Knowing)	
DIPHE03 Identify and use methods of enquiry in the subject(s) and evaluate the appropriateness of different approaches to solving problems in study. (Doing)	

Learning Outcomes	Modules
DIPHE04 Use a range of new and established techniques to explore and critique data and sources of information, to solve problems within your subject (Doing)	
DIPHE05 Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences. (Being)	
DIPHE06 Show personal responsibility and decision-making to developing existing skills and acquire new competences that will enable you to reach your employability goals. (Being)	
BHONSN01 KNOWING: Demonstrate an integrated and critical knowledge of the core functional areas within a business and tourism context, including an understanding of the contextual drivers that shape the industry.	
BHONSN02 KNOWING: Critically analyse and evaluate the landscape of business and tourism and assess the implications for strategic decision-making.	
BHONSN03 DOING: Apply appropriate tools, techniques and methods to real-world business and tourism challenges, interpreting analytics to inform managerial decisions.	
BHONSN04 DOING: Plan, execute, and evaluate projects or interventions in business or tourism settings by applying theoretical perspectives and models.	
BHONSN05 BEING: Demonstrate professional responsibility, ethical awareness and social accountability in business and tourism contexts, including sustainability, cultural diversity, and the impacts on local and global communities.	
BHONSN06 BEING: Cultivate self-awareness, adaptability, and a reflective mindset, showing readiness to excel in professional roles and the capacity for continuous personal and professional development.	
BHONS01 KNOWING: Demonstrate an integrated and critical knowledge of the core functional areas within a business and tourism context, including an understanding of the contextual drivers that shape the industry.	
BHONS02 KNOWING: Critically analyse and evaluate the landscape of business and tourism and assess the implications for strategic decision-making.	
BHONS03 DOING: Apply appropriate tools, techniques and methods to real-world business and tourism challenges, interpreting analytics to inform managerial decisions.	
BHONS04 DOING: Plan, execute, and evaluate projects or interventions in business or tourism settings by applying theoretical perspectives and models.	
BHONS05 BEING: Demonstrate professional responsibility, ethical awareness and social accountability in business and tourism contexts, including sustainability, cultural diversity, and the impacts on local and global communities.	
BHONS06 BEING: Cultivate self-awareness, adaptability, and a reflective mindset, showing readiness to excel in professional roles and the capacity for continuous personal and professional development.	

Learning Outcomes	Modules

Teaching, Learning & Assessment Strategy/(Learning and Teaching):

The BA (Hons) Business and Tourism Management course is designed to help students build confidence gradually, starting with the foundations of business and tourism before progressing to more complex and applied areas. In the early stages, modules such as Succeeding at University and Foundations of the Digital Business introduce essential academic, research, and digital skills that support successful study and prepare students for higher-level work. As students advance through the course, the curriculum becomes more specialised, with opportunities to apply theory to real-world contexts through case studies, applied projects, and industry-focused assessments.

Teaching takes place through a blend of in-person and online learning designed to be flexible, inclusive, and engaging. Lectures and workshops introduce key ideas and frameworks, while seminars, group discussions, and online forums encourage collaboration and deeper exploration of topics. Recorded materials, digital learning resources, and virtual tools allow students to study at their own pace and revisit key concepts as needed.

Throughout the course, students are supported to develop both academic and digital literacy. Skills in research, communication, and data analysis are embedded across modules at each level, helping students become confident, independent learners. Group projects and problem-based learning activities encourage teamwork, creativity, and critical thinking, all essential skills for success in both academic study and professional environments.

Experiential and industry-informed learning forms a key element of the programme. Students engage with real-world industry practices through activities such as industry guest speakers, employer-led sessions, and visits to tourism and hospitality venues and organisations. These experiences allow students to observe industry operations first-hand and connect theoretical learning to practical contexts.

Professional and practice-based learning is further embedded through activities such as live briefs, industry-linked assessments, and applied consultancy-style projects. These opportunities encourage students to work with real or simulated business challenges, developing practical problem-solving skills and professional confidence. Placement opportunities and industry engagement activities also support students in understanding workplace expectations and building professional networks.

The course also promotes digital fluency and responsible use of technology. Students learn how to use digital tools, analytics platforms, and emerging technologies, including AI, ethically and effectively to support decision-making and innovation in business and tourism. By combining academic study, applied learning, and digital competency, the course equips students with the confidence and capability to thrive in an evolving global industry.

Assessment Methods/Assessments:

Assessment on the BA (Hons) Business and Tourism Management course is designed to support your learning and progression at every stage. You will experience a balanced mix of assessment types, including reports, case studies, presentations, portfolios, reflective writing, exams, and project work. This variety allows you to demonstrate your knowledge, skills, and creativity in different ways while ensuring that your workload remains fair and manageable throughout the year.

In the early stages of the course, assessments are structured to help you build confidence and understand university expectations. Many modules include formative assessments these are opportunities to practise tasks, receive feedback, and improve your skills before submitting your final graded work. Tutors provide clear guidance, marking criteria, and examples so you know what is expected and how to progress.

Assessments are designed not only to test what you know but to help you develop key intellectual and

professional abilities. Through applied tasks such as analysing business challenges, developing marketing plans, or conducting tourism research, you will strengthen your critical thinking, problem-solving, and decision-making skills. These assessments mirror real-world practices and prepare you for professional roles in the business and tourism industries.

Inclusivity and accessibility are central to the course's assessment approach. You will encounter different assessment formats to suit varied learning styles, and support is available from tutors, the Skills for Learning team, and academic coaches to help you plan, write, and present effectively.

You will also have opportunities to personalise your assessments, choosing topics, case studies, or destinations that align with your interests and career goals. For example, your Professional Project in the final year allows you to conduct independent research on a business or tourism issue that matters to you.

Overall, assessment on this course is not just about grades it is a structured, supportive process that helps you grow in confidence, apply your learning in authentic ways, and prepare for a successful career.

Further Information for Student:

The BA (Hons) Business and Tourism Management course has been carefully designed to help students settle into university life and build confidence as independent learners. In the first year, modules such as Succeeding at University focus on developing key academic, digital, and professional skills, including research, critical thinking, and communication. This early focus helps students from a range of educational backgrounds to adapt to higher-education expectations and feel part of a supportive academic community.

From the start, students are introduced to structured guidance through academic coaching, small-group seminars, and practical workshops. These activities are designed to build familiarity with university systems, assessment formats, and feedback processes. Early assessments are intentionally low-stakes and supported by detailed formative feedback to help students identify strengths and areas for improvement before major assignments. Tutors use this feedback to provide tailored support, enabling students to develop their confidence and academic voice gradually.

As students progress through the course, academic and professional development are embedded in every level. The Professional Development module at Level 5 and Professional Project at Level 6 prepare students for independent research and work-based learning. Placement and industry-linked opportunities are scaffolded through pre-placement briefings, ongoing tutor support, and reflective learning activities that encourage students to connect theory with practice and enhance their employability skills.

Student feedback plays a key role in shaping the course experience. Module evaluations, focus groups, and course-level discussions help staff to adapt teaching methods, assessment timing, and learning resources to meet evolving student needs. This ongoing dialogue ensures that the course remains inclusive, responsive, and supportive of every student's academic and personal journey from the first day of study to graduation.

The University provides a wide range of academic and pastoral support to help students succeed in their studies and personal development. This includes access to the Library and Skills for Learning service, academic coaching for Level 3 and 4 students, and tailored advice from the Careers and Enterprise teams. Students also benefit from 24/7 wellbeing support through WLV Student Life Connect, pastoral care via the Multi-faith Chaplaincy, and assistance from the Mental Health and Wellbeing team. Those living in university accommodation have additional access to Residential Life support, and all students can engage with the Students' Union for advocacy, societies, and further peer-led services.

Currency:

The BA (Hons) Business and Tourism Management course is continually updated to reflect the fast-changing nature of global business and tourism. The curriculum is reviewed regularly by academic staff, industry partners, and professional networks to ensure it remains relevant, current, and aligned with employer expectations. Teaching content draws on the latest research, policy developments, and industry trends such as sustainable tourism, digital innovation, and responsible business practices so that you are always learning about what matters most in today's professional landscape.

You will engage directly with research-led teaching throughout your studies. Many of your lecturers are active researchers or industry practitioners who bring their current work and expertise into the classroom. Through modules like Leisure Research: Concepts, Themes and Methodologies and the Professional Project, you will learn how to carry out your own independent research collecting data, analysing evidence, and drawing conclusions that inform real-world decision-making. These experiences help you develop curiosity, critical thinking, and confidence in your ability to question and create knowledge.

The course also prepares you to think creatively and ethically about real-world challenges. Topics such as sustainability, enterprise, diversity, and social responsibility are woven throughout the curriculum, encouraging you to explore how businesses and destinations can operate in ways that benefit both people and the planet.

The University’s Graduate Attributes being a Global Citizen, Knowledgeable, Professional, and Digitally Fluent are embedded in every stage of your learning journey. You will work on projects that develop cross-cultural understanding, professional communication, and the confident use of digital tools and data.

Finally, the course promotes collaboration across disciplines, such as marketing, management, and environmental studies, helping you appreciate how different areas of expertise come together to solve complex problems. This interdisciplinary and forward-thinking approach equips you with the flexibility, insight, and lifelong learning skills needed to thrive in a constantly evolving global industry.

Personalisation Opportunities:

The BA (Hons) Business and Tourism Management course offers many opportunities for students to tailor their learning to their individual goals, interests, and experiences. From the first year, students are encouraged to bring their own perspectives, cultural backgrounds, and professional ambitions into classroom discussions, case studies, and projects. Modules such as Tourism, Travel and Culture and Succeeding at University invite students to explore themes and examples from their own contexts, helping them connect academic concepts to real-world experiences.

As students progress, increasing choice and flexibility are built into the curriculum. Assessments often allow students to select topics, destinations, or business contexts that reflect their personal or career interests for example, analysing a tourism destination from their home country or developing a business plan around an area they are passionate about. The Professional Development and Professional Project modules at Levels 5 and 6 provide further opportunities to focus on specific career goals, industry challenges, or research questions that matter most to them.

Students personalise their learning through assessment choices, industry engagement opportunities, research topics and project focus areas. Academic tutors and careers advisors offer one-to-one guidance to help students make informed decisions about these options and link them to professional aspirations.

The course embraces diversity and inclusivity, ensuring that teaching materials and case studies reflect a wide range of global contexts and lived experiences. Reflection is a key part of learning through reflective journals, portfolio work, and feedback tutorials, students are encouraged to evaluate their growth, celebrate achievements, and set personal development goals.

By the end of the course, every student will have shaped a learning journey that reflects who they are, what they value, and where they want to go equipping them with the confidence, insight, and professional identity to succeed in the global business and tourism industries.

Employability in the Curriculum/Employability and Professional Development:

he BA (Hons) Business and Tourism Management course is designed to prepare you for a successful and fulfilling career in a global and dynamic industry. From your first year, you will explore the wide range of career pathways available in business, tourism, and related sectors. You will develop essential employability skills through modules such as Professional Development, Professional Project, and Foundations of the Digital Business, which connect classroom learning to real-world professional practice and support the development of your professional identity.

Industry engagement is a key feature of the course. You will work on live briefs, case studies, and projects linked to employers and professional bodies, giving you experience in applying theory to

practical challenges. Placement and sandwich-year options allow you to gain valuable workplace experience, supported by university staff who guide you through preparation, reflective learning, and reintegration into your studies.

Professional standards and employer expectations are embedded throughout your learning. You will develop core competencies in leadership, teamwork, ethical decision-making, and customer experience management, all highly valued in business and tourism. The course's recognition as part of the Institute of Travel & Tourism Centre of Excellence ensures strong links to industry networks and up-to-date insight into sector trends and best practice. Students are also encouraged to consider issues of sustainability, responsible tourism, and cultural awareness, reflecting the global and intercultural nature of the industry.

Throughout your studies, you will be encouraged to reflect on your personal strengths, goals, and career aspirations. Workshops, tutorials, and support from the Careers and Enterprise Team will help you build your CV, practise interview skills, and develop your professional online presence. Many assessments are designed to produce portfolio-ready outputs, such as business reports, marketing plans, digital content, and research projects that showcase your abilities to future employers.

The course also supports the development of digital capability, enabling you to work confidently with digital tools, analytics platforms, and emerging technologies relevant to business and tourism. These digital hospitality and business skills are increasingly essential in areas such as destination marketing, customer experience management, and strategic decision-making.

As you progress through the course, tutors will guide you in choosing projects and learning activities that align with your interests and ambitions, whether in entrepreneurship, sustainable tourism, marketing, or management. By the time you graduate, you will have developed a strong professional identity, a broad set of transferable skills, intercultural awareness, and the confidence to pursue diverse career opportunities across the business and tourism sectors.