Course Specification

Published Date:	24-Jul-2026
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Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	School of Business and Law		
Course Code(s):	LI050H01UM LI050H31UM	Full-time Part-time	3 Years 6 Years
UCAS Code:	N294		
Course Title:	BA (Hons) International Hospitality Management		
Hierarchy of Awards:	Bachelor of Arts with Honours International Hospitality Management Bachelor of Arts International Hospitality Management Diploma of Higher Education International Hospitality Management Certificate of Higher Education International Hospitality Management		
Language of Study:	English		
Date of first cohort:	14/Sep/2026		
Specification valid from:	2025/6		

Academic Staff

Course Leader:	Amanda Ross
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

Entry requirements are reviewed regularly to ensure they remain appropriate and up to date. The entry requirements applicable to a specific academic year will be published on the University's website and, where relevant, through external platforms such as UCAS.

Distinctive Features of the Course:

The BA (Hons) International Hospitality Management programme at the University of Wolverhampton offers a distinctive learning experience that integrates academic excellence, practical application, and strong industry engagement. Developed in line with the University's Curriculum Framework, the course is shaped by four key pillars: balanced, flexible, scaffolded learning; supportive, engaging, research-informed teaching; career-ready, industry-connected and future-focused education; and a commitment to creating an accessible, equitable and diverse learning environment. This structure ensures that students graduate with the critical knowledge, operational expertise, and personal attributes required to excel in the fast-evolving global hospitality industry.

From the outset, the course explores the role and scope of the international hospitality sector, examining its structure, operational functions, and the ways in which service delivery, guest experience, and management intersect across different contexts. Students critically engage with contemporary issues such as digital transformation, sustainability, and changing global trends, allowing them to connect theory with real-world practice. Learning is scaffolded across all levels of study, supporting students' development as they move from foundational understanding to strategic analysis, leadership, and innovation.

A defining strength of this course is its strong industry connectivity. Through our close links with the Institute of Hospitality (IoH), students benefit from opportunities to engage with sector professionals, access industry insights, and develop their understanding of current professional standards and expectations. This connection, alongside placements, guest lectures, and networking activities, ensures that students are exposed to relevant industry practices and supported in building strong professional networks. Research-informed teaching and authentic assessment practices further prepare students to apply their learning in professional contexts.

The course is designed to be inclusive and flexible, with blended teaching methods and tailored academic support to meet diverse learning needs. Students study within modern Business School facilities, benefiting from a supportive academic community that encourages collaboration, personal growth, and the development of professional identity. By the end of the course, graduates will be digitally fluent, globally aware, and professionally confident, equipped with a strong mix of analytical, operational, and leadership skills. They will be ready to shape the future of the international hospitality sector as adaptable, innovative, and socially responsible professionals.

Educational Aims of the Course:

Intakes:

September

January

May

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
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:

LI050H01UM (Full-time)

Professional Accreditation Body:
Institute of Hospitality

Accrediting Body:
Institute of Hospitality (IoH)

Accreditation Statement:
"Accredited by the Institute of Hospitality that academic, vocational and professional standards achieved are appropriate and programme content and delivery meet international Institute of Hospitality benchmark standards."

Approved	Start	Expected End	Renewal
01/Dec/2022	01/Dec/2022	31/Dec/2027	31/Dec/2027

Course Structure:

January (Full-time)

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

January (Part-time)

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

January (Full-time)

Module	Title	Credits	Period	Type
4LI028	Hospitality, Service and Culture	30	SEM1	Core
4BU027	Enterprise and Entrepreneurship Essentials	30	SEM1	Core

January (Part-time)

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

January (Full-time)

Module	Title	Credits	Period	Type
5LI032	Professional Development within Hospitality and Tourism	30	SEM2	Core
5MK019	Digital Content Creation	30	SEM2	Core

January (Part-time)

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

January (Full-time)

Module	Title	Credits	Period	Type
5LI033	Hospitality Systems and Service Design	30	SEM1	Core
5LI031	Leisure Research: Concepts, Themes and Methodologies	30	SEM1	Core

January (Part-time)

Module	Title	Credits	Period	Type
4LI028	Hospitality, Service and Culture	30	SEM1	Core

January (Full-time)

Module	Title	Credits	Period	Type
6LI035	The Food and Beverage Design Experience	30	SEM2	Core
6BU034	The Professional Project	30	SEM2	Core

January (Part-time)

Module	Title	Credits	Period	Type
5LI033	Hospitality Systems and Service Design	30	SEM2	Core

January (Full-time)

Module	Title	Credits	Period	Type
6LI034	Sustainable Futures in Tourism and Hospitality	30	SEM1	Core
6BU031	Change Leadership and Organisational Behaviour	30	SEM1	Core

January (Part-time)

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

January (Part-time)

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

January (Part-time)

Module	Title	Credits	Period	Type
5MK019	Digital Content Creation	30	SEM1	Core

January (Part-time)

Module	Title	Credits	Period	Type
6LI035	The Food and Beverage Design Experience	30	SEM2	Core

January (Part-time)

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

January (Part-time)

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

January (Part-time)

Module	Title	Credits	Period	Type
6BU031	Change Leadership and Organisational Behaviour	30	SEM1	Core

May (Full-time)

Module	Title	Credits	Period	Type
4LI028	Hospitality, Service and Culture	30	SEM3	Core
4BU025	Succeeding at University	30	SEM3	Core

May (Part-time)

Module	Title	Credits	Period	Type
4BU025	Succeeding at University	30	SEM3	Core

May (Full-time)

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

May (Part-time)

Module	Title	Credits	Period	Type
4LI028	Hospitality, Service and Culture	30	SEM1	Core

May (Full-time)

Module	Title	Credits	Period	Type
5LI033	Hospitality Systems and Service Design	30	SEM3	Core
5MK019	Digital Content Creation	30	SEM3	Core

May (Part-time)

Module	Title	Credits	Period	Type
4BU028	Introduction to Digital Business	30	SEM3	Core

May (Full-time)

Module	Title	Credits	Period	Type
5LI031	Leisure Research: Concepts, Themes and Methodologies	30	SEM1	Core
5LI032	Professional Development within Hospitality and Tourism	30	SEM1	Core

May (Part-time)

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

May (Full-time)

Module	Title	Credits	Period	Type
6LI035	The Food and Beverage Design Experience	30	SEM3	Core
6BU031	Change Leadership and Organisational Behaviour	30	SEM3	Core

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Module	Title	Credits	Period	Type
5LI033	Hospitality Systems and Service Design	30	SEM3	Core

May (Full-time)

Module	Title	Credits	Period	Type
6LI034	Sustainable Futures in Tourism and Hospitality	30	SEM1	Core
6BU034	The Professional Project	30	SEM1	Core

May (Part-time)

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

May (Part-time)

Module	Title	Credits	Period	Type
5LI032	Professional Development within Hospitality and Tourism	30	SEM3	Core

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4BU027	Enterprise and Entrepreneurship Essentials	30	SEM2	Core

September (Part-time)

Module	Title	Credits	Period	Type
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September (Part-time)

Module	Title	Credits	Period	Type
6BU034	The Professional Project	30	SEM2	Core
6BU031	Change Leadership and Organisational Behaviour	30	SEM1	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)	

Learning Outcomes	Modules
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)	
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 a critical understanding of the role, scope, and structure of the international hospitality sector, including key operational functions, industry standards, and the broader contexts in which it operates.	
BHONSN02 KNOWING: Analyse and evaluate contemporary trends, global developments, and digital technologies shaping the hospitality industry, drawing on theoretical perspectives and sector knowledge to assess their implications for strategic and operational decision-making.	
BHONSN03 DOING: Apply relevant operational, analytical, and academic skills to real-world hospitality challenges, using appropriate tools, techniques, and methods to interpret information, support decision-making, and enhance employability.	
BHONSN04 DOING: Plan, implement, and evaluate hospitality projects or interventions by integrating theoretical frameworks, models, and technological insights, demonstrating the ability to apply theory to practice within dynamic, international hospitality environments.	
BHONSN05 BEING: Demonstrate professional integrity, ethical awareness, and social responsibility, with sensitivity to sustainability, cultural diversity, and the impacts of hospitality operations on local and global communities.	
BHONSN06 BEING: Demonstrate professional integrity, ethical awareness, and social responsibility, with sensitivity to sustainability, cultural diversity, and the impacts of hospitality operations on local and global communities.	

Learning Outcomes	Modules
BHONS01 KNOWING: Demonstrate a critical understanding of the role, scope, and structure of the international hospitality sector, including key operational functions, industry standards, and the broader contexts in which it operates.	
BHONS02 KNOWING: Analyse and evaluate contemporary trends, global developments, and digital technologies shaping the hospitality industry, drawing on theoretical perspectives and sector knowledge to assess their implications for strategic and operational decision-making.	
BHONS03 DOING: Apply relevant operational, analytical, and academic skills to real-world hospitality challenges, using appropriate tools, techniques, and methods to interpret information, support decision-making, and enhance employability.	
BHONS04 DOING: Plan, implement, and evaluate hospitality projects or interventions by integrating theoretical frameworks, models, and technological insights, demonstrating the ability to apply theory to practice within dynamic, international hospitality environments.	
BHONS05 BEING: Demonstrate professional integrity, ethical awareness, and social responsibility, with sensitivity to sustainability, cultural diversity, and the impacts of hospitality operations on local and global communities.	
BHONS06 BEING: Develop a reflective, adaptable, and digitally aware professional identity, demonstrating professional potential, intercultural competence, and a commitment to lifelong learning and professional growth within the evolving hospitality sector.	

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

The BA (Hons) International Hospitality Management course is designed to help you build confidence and develop expertise progressively, starting with essential foundations before moving on to advanced and applied learning. In your first year, modules such as Succeeding at University and Foundations of the Digital Business introduce key academic, professional, and digital skills to help you adjust to university study and understand the fundamentals of hospitality operations and service management. As you progress through Levels 5 and 6, you will engage with more complex ideas such as leadership, organisational behaviour, service design, and sustainability, supported by a balance of theory, research, and practical application.

Teaching is delivered through a blend of in-person and online learning, providing flexibility and inclusivity for all students. You will take part in lectures, seminars, workshops, and interactive simulations that encourage discussion, collaboration, and critical thinking. Online learning resources, recorded materials, and virtual discussions extend your learning beyond the classroom, allowing you to study at your own pace and revisit key topics when needed. This mix of learning approaches ensures that all students, including those studying part-time or balancing other commitments, can fully engage in the course.

Throughout your studies, you will be supported to develop the academic, professional, and digital skills needed for success in the hospitality sector. Group work, presentations, and research projects help strengthen your communication, teamwork, and analytical abilities, while tutors provide guidance on using digital tools, data analytics, and industry software commonly used in hospitality management.

Experiential and industry-informed learning is a key feature of the programme. Students have opportunities to engage with hospitality professionals through guest lectures, employer-led workshops, and industry-focused projects. Visits to hospitality venues and organisations may also form part of the learning experience, enabling students to observe industry practices first-hand and understand how

theoretical concepts are applied in real operational contexts.

Professional and practice-based learning is embedded across the course through activities such as live briefs, consultancy-style projects, and industry-linked assessments. These experiences encourage students to work on real or simulated hospitality challenges, developing practical problem-solving skills and professional confidence. Placement and sandwich-year opportunities provide further opportunities for students to gain valuable workplace experience and build professional networks within the hospitality industry.

Digital fluency is also a key graduate attribute developed throughout the course. Students explore how technology, artificial intelligence, and data analytics are transforming hospitality operations and customer experiences. Through applied learning activities and assessments, students learn to use digital tools ethically and effectively to support decision-making, innovation, and service improvement.

By combining academic study with practical experience, industry engagement, and digital innovation, the course equips students with the confidence, adaptability, and professional capability to thrive in the global hospitality industry.

Assessment Methods/Assessments:

Assessment on the BA (Hons) International Hospitality Management course is designed to help you learn, grow, and demonstrate your skills in a range of authentic and engaging ways. You will complete a balanced mix of assessment types, including reports, case studies, presentations, reflective portfolios, group projects, and practical tasks. This variety ensures you can showcase your understanding and abilities in formats that reflect real-world hospitality and business practices, while maintaining a fair and manageable workload across each semester.

In the early stages of the course, assessments are designed to help you build confidence and develop key academic skills. Many modules include formative assessments these are practice opportunities where you can submit drafts or take part in activities to receive feedback before your final graded work. This helps you understand what is expected, identify areas for improvement, and build the skills needed for success in later modules.

Assessments are designed to help you develop and demonstrate critical thinking, creativity, and problem-solving. You will analyse real business and hospitality scenarios, propose solutions, and evaluate evidence to support your arguments. As you progress, you will take greater responsibility for your own learning, culminating in the Professional Project, where you conduct independent research on a topic that reflects your personal or career interests.

Inclusivity and accessibility are central to the assessment design. You will encounter a range of assessment methods to suit different learning preferences, and tutors provide clear guidance, marking criteria, and one-to-one feedback to help you perform at your best. Support is also available from the Skills for Learning and Academic Coaching teams to develop your writing, referencing, and digital presentation skills.

Many assessments are linked directly to professional practice. You will work on live briefs, operational plans, and case analyses that mirror industry standards, helping you build a portfolio of work relevant to future employers. By combining academic rigour with real-world application, the assessment strategy ensures you leave the course confident, capable, and career ready.

Further Information for Student:

The BA (Hons) International Hospitality Management course has been designed to help you settle into university life and build the confidence, skills, and habits you need to succeed throughout your studies. In your first year, modules such as Succeeding at University focus on supporting your transition into higher education by developing key academic, digital, and communication skills. You will learn how to approach university-level study, manage your workload, and make effective use of feedback and academic resources. This early focus helps you feel part of the academic community and confident in your ability to succeed.

The course provides built-in support for students from a wide range of educational and professional backgrounds. Teaching methods are inclusive and accessible, combining interactive lectures, workshops, and small-group activities that encourage participation and peer learning. Tutors and

student success coaches provide ongoing guidance through workshops, one-to-one sessions, and formative feedback to help you strengthen your academic writing, critical thinking, and digital literacy skills.

Early assessments are designed to build confidence and familiarity with university expectations. Formative tasks and low-stakes submissions allow you to practise key skills, receive constructive feedback, and improve your performance before major graded assignments. This supportive approach ensures that you can learn and grow through the assessment process.

For students undertaking placements or work-based learning, preparation and reflection are built into the course experience. You will receive guidance on securing suitable placements, understanding professional expectations, and connecting your practical experience to academic learning. Reflection activities and support from your tutors help you identify strengths, challenges, and career goals as you progress.

Finally, student feedback plays a vital role in shaping your learning experience. Regular opportunities to share feedback through module reviews and course discussions ensure that your voice is heard and that the course continues to evolve in response to your needs. This ongoing partnership between staff and students ensures a supportive, engaging, and rewarding learning journey from start to finish.

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, student success coaching for early level 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) International Hospitality Management course is continually reviewed and refreshed to ensure it reflects the latest research, industry trends, and global developments in hospitality and business management. The curriculum is shaped by academic experts, industry professionals, and professional bodies such as the Institute of Hospitality (IoH), ensuring that your learning remains current, relevant, and aligned with employer expectations. This means that the knowledge and skills you gain are directly connected to the real-world practices and challenges of the modern hospitality industry.

Teaching and content are regularly updated to include contemporary issues such as digital transformation, sustainability, globalisation, and customer experience innovation. These emerging themes are explored through case studies, applied projects, and research-informed teaching, helping you connect theory with practice.

You will engage with research throughout your course, including studies conducted by academic staff at the University of Wolverhampton. Modules such as Leisure Research: Concepts, Themes and Methodologies and the Professional Project give you the opportunity to develop your own inquiry skills, conduct independent research, and critically analyse data. This hands-on approach allows you to think creatively and apply evidence-based reasoning to real-world hospitality challenges.

The course also encourages you to think about broader issues of sustainability, enterprise, and social responsibility, helping you understand the global impact of hospitality operations and how businesses can create positive change. These themes are embedded throughout the curriculum, preparing you to be an ethical and forward-thinking professional.

The University's Graduate Attributes being a Global Citizen, Knowledgeable, Professional, and Digitally Fluent are integrated across all levels of study. You will learn to collaborate across disciplines, use digital tools and data responsibly, and apply your learning in international and multicultural contexts.

By developing your curiosity, adaptability, and reflective practice, the course not only keeps pace with industry change but also equips you with the mindset and skills for lifelong learning so you can continue to grow and thrive in a constantly evolving global sector.

Personalisation Opportunities:

The BA (Hons) International Hospitality Management course is designed to allow you to shape your learning journey around your personal interests, ambitions, and experiences. From the very beginning, you are encouraged to bring your own perspectives, cultural insights, and professional goals into classroom discussions, projects, and assessments. Modules such as Hospitality, Service and Culture and Succeeding at University invite you to explore hospitality from different cultural and social contexts, making your learning personally meaningful and globally relevant.

As you progress through the course, you will have increasing opportunities to make choices about how and what you study. Many assessments allow you to select your own case studies, business examples, or research topics that reflect your career aspirations or areas of passion for example, exploring sustainable hospitality practices, luxury service management, or digital innovation. The Professional Development and Professional Project modules give you the freedom to focus on a specific area of the hospitality industry, developing expertise that aligns with your professional goals.

Students personalise their learning through assessment choices, project topics, industry engagement opportunities, and placement pathways. You will be supported by academic tutors and careers advisors who will guide you in making informed decisions about your learning and how it connects to your future plans.

The course values diversity and encourages you to draw on your lived experiences and cultural background as strengths in your learning. Inclusive teaching materials and international perspectives ensure that all voices are represented and respected. Reflection is built into many modules, helping you evaluate your progress, recognise your strengths, and plan for your personal and professional development.

By the time you graduate, you will have developed a learning journey that is unique to you one that reflects your identity, interests, and career aspirations, and prepares you to make a positive impact in the global hospitality industry.

Employability in the Curriculum/Employability and Professional Development:

The BA (Hons) International Hospitality Management course is designed to prepare students for successful careers within the global hospitality industry. From the beginning of the programme, students explore the diverse range of professional opportunities available across hospitality sectors including hotels, food and beverage, events, and international service organisations. Modules such as Professional Development within Hospitality and Tourism, Professional Project, and Hospitality Systems and Service Design connect academic learning with real-world industry practice and support the development of students’ professional identity.

Industry engagement is embedded throughout the course, providing opportunities for students to apply theoretical knowledge to real hospitality contexts. Students engage with live briefs, case studies, and industry-informed projects, allowing them to explore contemporary operational and strategic challenges within the hospitality sector. Opportunities for placement and sandwich year experiences enable students to gain valuable workplace experience while developing their professional networks and understanding of hospitality management practice.

Professional standards and employer expectations are integrated across the curriculum. Students develop key competencies in leadership, teamwork, customer experience management, and ethical decision-making, all of which are essential for success in hospitality management. The course also emphasises sustainability, responsible business practice, and intercultural awareness, reflecting the global and diverse nature of the hospitality industry.

Throughout their studies, students are encouraged to reflect on their personal strengths, career ambitions, and professional development. Workshops, tutorials, and support from the Careers and Enterprise Team help students develop their CVs, practise interview techniques, and build a professional online presence. Many assessments are designed to produce portfolio-ready outputs such as service design proposals, hospitality business reports, marketing strategies, and applied research projects.

The programme also supports the development of digital capability within hospitality contexts. Students learn how to work with digital tools, analytics platforms, and emerging technologies to enhance customer experiences, support operational decision-making, and drive innovation in hospitality organisations.

By graduation, students will have developed a strong professional identity, intercultural competence,

leadership capability, and a broad set of transferable skills. These attributes equip graduates to pursue diverse career pathways across international hospitality management and related service industries.