

BSc. (Hons) Hospitality and Events Management

Programme Aims

This programme aims to create skilled professional graduates with detailed knowledge and smart understanding of the operational, legislative, regulatory, human, and business/financial aspects and impacts of the hospitality and events industry. Students are equipped to be solution-focused professional communicators, managing positive relationships with diverse clients, customers, and stakeholders, and utilising discipline-specific principles, technologies, and methodologies to ensure customer service, operational management, and business performance are optimised. Graduates will exhibit high-level skills and competencies across marketing, branding, and entrepreneurial activity to ensure profitability in hospitality, events, hotel management, and tourism, with particular expertise in food and beverages, the psychology of consumer behaviour, and decisive, adaptable leadership across cultures and situations.

Programme Learning Outcomes

On successful completion of this programme of learning, students will be able to:

1. Demonstrate detailed knowledge and systematic understanding of the complexity of the hospitality and events industry, including required legal and regulatory compliance; optimum business, accounting and financial practices; effective human resource and organisational/operational management; dynamic marketing and brand management; and high-quality customer service.
2. Apply, adapt, and evaluate established techniques of analysis and enquiry, such as customer service and operational technologies; property management and information systems; statistical analysis software; and secure and reliable databases, to optimise business performance, initiate projects, and ensure strategic decision-making.
3. Communicate persuasively, professionally, and effectively – verbally, in writing, and digitally – to manage and enhance relationships with diverse clients, customers, and stakeholders, handling enquiries, resolving conflicts, solving problems, creating positive guest experiences throughout the guest journey, and ensuring collaborative and cooperative team working.
4. Critically evaluate evidence, arguments, assumptions, abstract concepts, and qualitative/quantitative data, using appropriate analytical techniques to reach sound judgements and solutions, and to communicate them effectively.
5. Exercise initiative and personal responsibility in undertaking independent learning, making use of scholarly sources and/or appropriate original materials, and demonstrating understanding of hypothesis and methodology; definition of concepts and context, fieldwork, and data types; correct referencing and reporting/presentation format; research ethics and governance; analysis, argument, interpretation, and application of findings to solve specific problems.
6. Showcase the personal qualities and capabilities, knowledge and understanding, and transferable skills necessary for employment and/or entrepreneurship, including critical thinking and decision-making in complex and unpredictable circumstances; cultivation of a range of leadership behaviours and attitudes across cultures and situations; organisational change management, and self-audit to identify where appropriate further training would be beneficial.
7. Demonstrate understanding of MICE management principles and their application in the analysis of market trends, brand promotion, strategy development, and determining profitability in hospitality, events and hotel management, and tourism.

8. Evidence professional knowledge and capabilities related to food and beverage preparation: menu engineering, nutritional balance and profitability, and service technologies and standards.
9. Describe the impact of cultural variation and group influence on consumer behaviour, explaining the role of psychological principles in understanding the consumer decision-making process.
10. Develop appropriate and comprehensive marketing concepts, strategies, and tactics for different customer segments and various events/products, using engaging content and promotion methods for multi-channel communication, and demonstrating work scheduling to meet production deadlines, risk mitigation, and adaptability in relation to planned and unplanned change.
11. Discuss the impact of cultural, economic, and technological factors on entrepreneurial ventures, assessing challenges and risks associated with scaling an innovative business or start-up, and showcasing business modelling for new entrepreneurial ventures.