



IMI COURSE STRUCTURE

**BA Honours Degree with specialization in International Hotel Management
(6 months plus optional in-training)
Validated and awarded by the Manchester Metropolitan University, UK**

Compulsory subjects

- Personal Development Planning IV (Career Planning and Development)
- Research Methods
- Strategic International Marketing Management
- Dissertation
- Hospitality Systems Technology
- Food and Beverage Concept Development

Unit Code	Unit Title	Lecturer	Contact Hrs	Self study Hrs*	Credits
BC017	Personal Development Planning IV	Mr Gavin Caldwell	24	76	10
BC018	Research Methods	Mrs Heather Ross Robinson	24	76	10
BC019	Strategic International Marketing Management	Mr Arnaud Frapin-Beaugé	48	152	20
BC021	Dissertation	All dissertation tutors	0	400	40
BC020	Hospitality Systems Technology	Mr Matthias Pfeiffer	48	152	20
HM008	Food and Beverage Concept Development	Mr Gareth Currie	48	152	20
		TOTAL	192	1008	120
Optional: BC004F or BC004G	Business Language and Culture II: Introductory French or Introductory German	Mrs Annelise Roth Ms Mihaela Salerno	96	304	40 (non-degree)
	18 teaching weeks/2 exam weeks	Average contact per wk	11/19		

* includes homework, class preparation, assessment preparation, dissertation tutorials, revision and examinations

BA HONOURS DEGREE IN INTERNATIONAL HOTEL MANAGEMENT

UNIT CODE AND TITLE

BC017: Personal Development Planning IV (10 Credits)

UNIT LEARNING OUTCOMES

The Personal Development Planning skills necessary to underpin the attainment of knowledge, ability, competence and the attainment of specified personal outcomes including:

engaging in the selection and application of multiple learning strategies in pursuit of complex research and problem solving; the development of research and interrogative skills and their application to problem solving as described under 'knowledge of' above; evidencing the extent to which responsibility for independent, self-directed and effective personal learning is holistic in nature, integrates to other knowledge, abilities and competencies, and links to personal outcomes; defining, planning, evaluating and monitoring progress towards achieving complex personal goals and objectives encompassing academic and professional orientations and preparation for short-term career and lifelong learning; and demonstration of the ability to motivate the self and others in the attainment of individual and collective goals through communicating an understanding of personal learning (including argument, research and evidence-based techniques of persuasion) in the context of collaborative, complementary and competitive alliances.

CURRICULUM OUTLINE

Academic skills (Dissertation skills); social, communication and life skills (developing personal creativity (2); persuading; politicking) planning and reflective skills (career planning (2); clarifying expectations (4); goal setting (4); reflection, reflectiveness and reflective reports (4))

UNIT CODE AND TITLE**BC018:** Research Methods (10 Credits)**UNIT LEARNING OUTCOMES**

Upon successful completion of this unit, students should be able to: (a) demonstrate an understanding of terminology and basic philosophies underlying research methods; (b) understand and utilise classifications and typologies in developing a research framework; (c) select and justify appropriate methodological techniques according to fitness for purpose; (d) critically analyse data to produce descriptive and inferential results; and (e) develop and refine a research proposal to be executed in the form of a dissertation.

CURRICULUM OUTLINE

The unit comprises three main topic areas: (1) Frameworks and principles of research and writing: concepts, hypotheses, mapping sentences, classification systems, typologies, writing the proposal and introduction, writing the literature review, conclusions, recommendations and finishing touches; (2) Research methodologies: secondary research, quantitative vs. qualitative methods, sampling, questionnaires, interviews, measurement, attitudes, scales, and miscellaneous methods; and, (3) Data analysis: description, analysis and presentation, inference and fact, and statistical analysis using Excel. These topics are scheduled to coincide with the parallel dissertation research stage to provide effective and contextual student support.

UNIT CODE AND TITLE**BC019:** Strategic International Marketing Management (20 Credits)**UNIT LEARNING OUTCOMES**

Upon completion of this unit, students should gain the ability to (a) critically evaluate the processes used in preparing a marketing strategy for a hospitality and tourism organization; (b) identify and appraise a range of marketing strategies being utilised by hospitality and tourism organizations; (c) develop an understanding of the different options available to organisations when entering the international arena; (d) plan marketing mix strategies with a focus on the requirements of international customers; (e) evaluate the role of a marketing plan as a means to implement a marketing strategy; and (f) develop a sensitivity to the many cultural forces and issues which influence the way companies develop and sell their product in an international market.

CURRICULUM OUTLINE

The Unit covers three elements. The first introduces the process of strategic management, its relationship with marketing, and the key considerations involved in strategic international marketing management, including the organization's vision and mission, social responsibility and identification and stewardship of stakeholder interests. The second element considers factors that encourage organizations to develop their operations from domestic to international, focusing on how culture, social, economic, political and legal aspects impinge upon the organization's marketing effort. This leads onto international influences on the marketing mix and the degree to which the organization has to adapt its product, pricing, distribution and promotion strategies. The third element considers the role of internal and external assessment in strategy development and evaluates various management techniques to carry out this evaluation, including Porter's 5 forces model, PEST and SWOT analysis. This part will evaluate alternative strategies and the factors involved in making strategic decisions, considering elements of performance measurement and evaluation

UNIT CODE AND TITLE**BC021:** Dissertation (40 Credits)**UNIT LEARNING OUTCOMES**

At the conclusion of this unit, students should be able to: (a) produce a sustained piece of critical writing, a dissertation, on a topic pertinent to their field of study; (b) in achieving (a) identify appropriate topics, issues and related methodologies for the investigation of those topics and issues; (c) produce a literature review, methodology and analysis which exhibit internal coherence and synergy in addressing the chose topic; and (d) evaluate all aspects of their work in a manner that lends appropriate scholarly integrity to their dissertation.

CURRICULUM OUTLINE

There is no curriculum for this unit. Students are introduced to the dissertation in the third year of the course and this is developed in unit BC019, Research Methods.

UNIT CODE AND TITLE**BC020:** Hospitality Systems Technology (20 Credits)**UNIT LEARNING OUTCOMES**

At the end of this unit, students should be able to: (a) understand various concepts of IS and their component parts; (b) identify fundamentals of information technology, including appropriate language and fundamental concepts; (c) explain major hospitality-specific information systems and enterprise information systems, as well as their appropriate design, deployment and management; (d) critically assess systems development and selection process; (e) conduct IS resource assessments, planning, and management.

CURRICULUM OUTLINE

This unit is designed for students who will work within hospitality organizations as end users, user-managers, leaders, and IS professionals. This is not a unit for technologists but rather for the general hospitality management student. The unit provides the essential information that all hospitality management students should know about information systems. The unit is divided into two parts with 9 and 14 sessions respectively, followed by one review session. It begins with research, comparison and analysis of the scope, definitions, software and equipment used in IT and IS. Part 2 of the unit will be used to conduct a major group project on revenue management in combination with e-commerce to apply the knowledge from the theoretical parts of the unit and deepen it by concentrating on a specific topic.

UNIT CODE AND TITLE**HM008:** Food and Beverage Concept Development (20 Credits)**UNIT LEARNING OUTCOMES**

Upon successful completion of this unit, students should gain a deep understanding, a complex knowledge base and a high level of management ability in: (a) demonstrating a business plan within a theme that is implemented as a successful food and beverage concept; (b) application of prior knowledge from food and beverage management, marketing, and enterprise development to the specific requirements of food and beverage product development; (c) understanding the role of aesthetic considerations in creating consumption opportunities in hospitality businesses; (d) conceptual and creative skills in the analysis and development of restaurant concepts; and (e) apply knowledge of food markets to the commercial hospitality sector in terms of an ability to establish appropriate models of consumption relative to business objectives;

CURRICULUM OUTLINE

The unit aims to provide an analysis of complex interrelationships of operational food and beverage management areas with particular relevance to new concepts, themes, developments and trends in the hospitality industry. The unit begins by introducing past, recent and future trends and developments in particular reference to international food and beverage outlets. Particular emphasis is focused on defining a concept, creating a new concept and restaurant and product life cycles. With a concept, and linked to assessment, there is a high degree of students developing their own service encounters, product development, service impressions, planning and design, budgeting, menu planning, marketing, equipment and resources, staffing and training, promotions, advertising, financial and legal implications.