

MODULE DESCRIPTOR

MODULE TITLE	EXPLORING MANAGEMENT IN TOURISM, HOSPITALITY AND EVENTS (THE)		
MODULE CODE	TL1090 (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims provide students with an introduction to management themes and skills in relation to the service sector focusing on tourism, hospitality and events. The module further aims to develop transferrable skills in accountancy so as to provide an introduction to management theory and practice.

MODULE CONTENT

Indicative syllabus content:

A general introduction to the specific nature of tourism, hospitality and event management which focus upon how individuals, groups, organisations systems and the external environment interact. Along with developing an understanding of how key financial formulae & ratios are used and how an understanding of management accounts can be grasped from balance sheets & capital expenditure which then develop an appreciation for profit & loss in Tourism, hospitality and event organisations.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Explore the role of the manager in tourism, hospitality and event organisations.
2. Describe basic concepts underpinning service organisations.
3. Demonstrate the basics of accountancy.

TEACHING METHODS

The Module will be taught during semester one and two via a series of lectures, seminars and workshops that outline the key issues. The weekly sessions will develop ideas and through discussion ensure that understanding has taken place. It is expected that students will take a pro-active role in discussion and debate as they bring issues from their directed reading and from the lecture into the seminar sessions. Students will be encouraged to work on their own initiative to develop their skills and understanding. An essay will be used to evaluate the understanding of the role of the manager in the service sector in semester one whilst in semester two an exam will test accountancy skills.

ASSESSMENT METHODS

This module is assessed through one Essay and one Exam.