

Curriculum Map

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

The curriculum map was correct at the time this handbook was published but details change over time and therefore you should always refer to the latest version available on Mitnielsbrock.dk

Programme learning outcomes

Knowledge and understanding	
A1	The international tourism and hospitality business environment
A2	The aims, motivations, and constraints facing management in a particular sector of the tourism and hospitality industry
A3	The pressures facing particular disciplines and the development, analysis and assessment of private sector strategy or public sector policy
A4	Relating the particular disciplines to changes in society
A5	Current trends and issues in a particular disciplinary area of the hospitality or tourism industry
A6	The application of leadership and management theory to the hospitality and tourism sectors
A7	The relationship and interaction between the hospitality and tourism sectors
A8	The complexities involved in marketing and branding in tourism
Skills	
B1	dealing with the key concepts in the academic and professional literature on the hospitality and tourist industries
B2	designing, implementing and assessing a strategy in a particular sector of the hospitality and tourism industry
B3	developing the ability to think creatively – including critical thinking skills, problem solving in complex situations, policy analysis and assessment, and their own self-appraisal
B4	confidence in applying digital techniques and using digital media in developing policy in their respective sectors
B5	working in a small team
B6	evaluating contemporary practice in private and/or public sectors in the tourism and hospitality industry
B7	researching, analysing and interpreting qualitative and quantitative secondary data so as to construct reasoned arguments
B8	communicating persuasively using consultancy reports, poster presentations, projects and essays
B9	awareness of the ethical issues facing the sector in its economic, social and environmental, impacts
B10	applying the concepts and techniques of the discipline to real life situations

BSc (Hons) International Hospitality and Tourism Management (Top-Up) 2021-22

Programme outcomes																	
A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
Highest level achieved by all graduates																	
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Curriculum map for BSc (Hons) International Hospitality and Tourism Management

Module		A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	B5	B6	B7	B8	B9	B10
Core	TOU3011 Creative Branding in Tourism	✓		✓		✓			✓	✓	✓	✓	✓	✓			✓		✓
	TOU3020 Customer Service Management in Tourism and Hospitality	✓		✓				✓		✓						✓	✓		✓
	TOU3021 Hospitality Business Management	✓	✓	✓	✓	✓	✓			✓					✓	✓	✓		✓
	TOU3099 Dissertation	✓				✓				✓		✓			✓	✓	✓	✓	✓
Optional	TOU3015 The Event Sector	✓			✓				✓					✓		✓	✓	✓	
	TOU3016 Tourism Supply Chain and Sector Analysis	✓	✓	✓				✓			✓			✓			✓		✓
	TOU3022 Event Planning and Management						✓		✓		✓		✓				✓	✓	
	MKT3017 Digital Campaign Planning and Analysis		✓				✓		✓		✓		✓				✓	✓	✓