

# Business and Tourism

## BA (Hons)

### First Year (Level 4)

Semester A	Accounting for Managers	Economics for Business	Study and Research Skills for the Tourism Industry	The Tourism Industry Framework
Semester B	Quantitative Methods for Business	Principles of Marketing	HR Management for the Tourism and Event Industry	Global Tourism Geography

### Second Year (Level 5)

Semester A	Career Planning in the Tourism Industry	Exploring Business Ethics	Social and Cultural Impacts of Tourism	Principles of Operations Management
Semester B	Project Planning and Control	Enterprise	Tourism Passenger Transport	Destination Marketing Research or International Field Trip

### Placement Year (Optional)

12-month work placement or two semesters study abroad or one semester study abroad and a 6-month work placement. Placement companies might typically include: The Walt Disney Company Ltd, Vauxhall Motors, Thomas Cook, Wendy Wu Tours Ltd and David Lloyd.

### Final Year (Level 6)

Semester A	Business and Commercial Awareness	Leadership and Organisations	Tour Operating	Tourism Planning
Semester B	Business Strategy	Digital Economy	Aviation and Airlines	Contemporary Research Themes in Tourism Management

to update from time to time.