



Anglia Ruskin
University

London

Business and Tourism Management

BSc (Hons)

Quick Facts

Campus: London

Duration: 3 Years or 4 years with foundation year

Available Starts: September, January

UCAS Code: NN18 - 3 years, NN14 - 4 years with foundation year

Tariff Points: 104 UCAS tariff points

Institution code: L63

Tourism is one of the world's fastest growing industries.

Offering a wide range of potential career opportunities around the globe – in the UK alone, it is the largest industry, the 3rd largest export earner and worth approximately £115 billion a year.

This degree has been developed to give students the key business skills needed for a successful career in this sector. There is a particular focus on the current challenges facing the tourism industry; these include sustainability, global issues, ethical tourism, diverse competition and crisis management. Designed to unlock your potential by enhancing both your commercial awareness and specialist subject knowledge. This degree is a perfect entrance into this exciting important industry.

Associated careers

In today's tough jobs market, graduates need to stand out from the crowd to successfully secure that all important first full-time job after university. We believe your degree from ARU London will definitely enhance your employability:

- Your ARU London lecturers all have first-hand experience of business and some continue to work in business. You are therefore assured that the content of your degree will be directly relevant to the demanding, constantly evolving world of contemporary business. Furthermore, you will study business from a practical as well as from an academic perspective.
- We work with a number of employers to be able to offer part-time work in conjunction with our degrees.
- Throughout your course there will be additional seminars with the specific objective of enhancing your future employment prospects. These will include CV workshops, interview techniques, career counselling and visits from prospective employers.
- On successful completion of this degree, you might choose to move onto our postgraduate studies, such as our Master of Business Administration (MBA) – International.

Module Guide

Year 1

- Hospitality, Tourism and Events Environment
- Academic and Professional Skills
- Business Finance
- Managing Quality for Hospitality, Tourism and Events

Year 2

- Tourism Management
- Customer Service for Tourism, Hospitality and Events
- Managing Human Resources
- Principles and Practices of Marketing

Year 3

- Business Strategy
- Global Hospitality and Tourism Issues (15 credits)
- Sustainable and Ethical Tourism (15 credits)
- Tourism Live Project
- Major Project



Skills & development

The key business skills needed for a successful career in tourism sector.

Particular focus on challenges facing the tourism industry.

This degree offers the chance to combine academic study of the business and hospitality sector plus opportunities to gain employment within the sector.

Develop practical management skills from the 'Live Project', where you will be required to become part of a team, anticipating and responding to the challenges and test hypothetical work on a real project.

You will benefit from

Specialist subject knowledge.

Commercial awareness gained through off-site visits and job Opportunities.

Interactive discussions, presented study materials, student presentations, group works, guest lectures.

During your studies there will be the opportunity to participate in the Employability Scheme with the specific objective of enhancing your future employment prospects. This includes CV workshops, interview techniques, career counselling and visits from prospective employers.