

# BA (Hons) Tourism and Hospitality Management



In partnership with:

# BA (Hons) Tourism and Hospitality Management

This three/four-year International Route programme has been selected by BSBI from among the many prestigious international degrees offered by University for the Creative Arts (UCA).

Whether you have aspirations of running your own hotel or managing a catering company, the BA (Hons) Tourism and Hospitality Management will equip you with the skills needed to do so successfully. This programme will help you develop extensive knowledge of the industry by choosing one of two pathways to help you steer your career in the right direction.

You'll have the option to choose between the three or four-year International Route programme. The four-year International Route programme includes a foundation year which will introduce you to the fundamentals of creative business and management whilst preparing you to use the English language in academic work.

## Key Facts

**Duration:** 3 years or 4 years with a foundation year (International Route)

**Intakes:** February, May, October



"I love Berlin and the fact that courses are taught in English has helped me choose to study with BSBI."

**Alexandra Dalla**, BSBI student

The majority of your work will be completed in groups and on-going support will be provided through the use of structured, targeted individual tutorials and online tutorials.

## Foundation Year

### International Route

- Introduction to Creative Business and Management
- English for Academic Purposes, Research and Study Skills
- Marketing, Communication and Branding
- Creative Business Project
- Introduction to the German Language

## Year 1

- Introduction Hospitality in Tourism & Events
- Tourism Sociology
- Academic Writing & Study Skills
- Consumer Marketing
- Academic English Communications
- Language Elective 1
- Personal & Professional Development & Communications
- Economics for the Global Service Industry
- Introduction to Dining Operations LAB
- Year 1: Tourism and Event Management Pathway
- Principles of Event Management
- Year 1: Hospitality and Food & Beverage Pathway
- Food & Beverage Service Operations LAB
- Introduction to the German Language

## Year 2

- Tourism Planning and Experience
- Hotel and Restaurant Design
- Heritage Tourism and International Hospitality Cultures
- Human Resources Management in Tourism
- Marketing Tourism and E-Commerce
- Tourism and Hospitality Law
- Front Office Operations and Reservation Systems
- Housekeeping Operations
- Transportation: The Airline and Cruising Industry
- Sport Events Tourism
- Hotel Yield Management
- Kitchen Operations LAB
- Wine and Beverage Studies
- Food Hygiene, Safety and Terminology
- Professional Kitchen and Pastry Techniques
- Restaurant Revenue Management
- Advanced German Language

## Year 3

- Sustainable Tourism in the Developing World
- Strategic Management in the Hotel and Hospitality Businesses
- Costing and Budgets of Tourism and Hospitality Industry
- Dissertation
- Year 3: Tourism and Events Management Pathway
- Tourism and Urban Change
- Event Experience Design
- Year 3: Hospitality and Food & Beverage Pathway
- Food and Beverage Workshops
- Commodity Purchasing and Food Merchandising
- Business German Language

Upon successfully completing the BA (Hons) Tourism and Hospitality Management, you will be able to:

## Knowledge

- Understand how the specific features of tourism and hospitality management work together to inform strategy and operations within a global context.
- Discuss and apply coherent and detailed knowledge of tourism and hospitality industries.
- Debate current professional opinion and research about trends in tourism and hospitality management and changes that may affect its development in the near or mid-term future.

## Skills

- Initiate and carry out projects – exercising initiative and personal responsibility – to enable tourism and hospitality businesses to achieve defined strategic marketing goals.
- Apply high-quality managerial and professional skills to create compelling, professional communications to both specialist and non-specialist audiences.

- Plan and manage your own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources

## Application

- Use in-depth information to analyse complex problems and suggest creative (sometimes original) solutions appropriate to professional practice in tourism and hospitality management.
- Manage operations, innovations and people management to identify and respond to changing briefs in a range of tourism and hospitality contexts.
- Evaluate critical arguments and information (that may be incomplete) to frame appropriate questions and make judgements regarding solutions to problems related to tourism and hospitality management.
- Apply a range of methods and techniques to review, consolidate, and extend your knowledge, skills and attitudes to support decision-making within the respective industries.

## What will you experience?

The programme develops your critical thinking, analytical, communication, intercultural and entrepreneurial skills, all of which are necessary in the domain of tourism, hospitality and food and management. You will learn how to apply business administration principles, including modeling, management and marketing theory and its related subfields and sectors.

All of our students are taught in our well-equipped classrooms through lectures, discussions and even class visits. As you'll be based in Berlin, you'll be surrounded by some of the world's top employers as well as a thriving start-up community.

## Why study this course?

With the BA (Hons) Tourism and Hospitality Management programme you will learn how to apply hospitality management techniques and concepts across the globe. As such, you will study management theories and their real-world application. Also you will develop problem-solving and decision-making skills, which are vital for successful management in the hospitality sector. This programme is an excellent starting point for your career in the tourism industry.

## Who should take this course?

At BSBI, we want to help students to become business leaders in their preferred industries. Throughout your three or four-year programme, you will develop expert knowledge of the tourism and hospitality industry and learn how to apply your skills to help organisations meet their strategic goals. If you're ambitious, hard-working and passionate about a future in tourism and hospitality, we encourage you to enrol.

Our memberships:



## Entry Requirements

### Foundation (International Route)

**Minimum age:** 17 years old (titles awarded upon completion of at least 11 years of schooling)

**Academic qualifications:**  
NARIC equivalent to GCSE

## English Language

### Foundation (International Route)

- IELTS Academic – minimum overall score 5.0 (with min 4.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- The English language test can be waived and a Medium of Instruction Letter submitted if: **1.** Applicants have achieved NARIC recognised High School Certificate, where the medium of instruction was entirely in English (teaching and assessment). **2.** You are a Canadian national who has completed studies at an English-speaking school/college/university.
- West African Certificates (WAEC AND NECO only) with a minimum of C6 in English and issued within the last 5 years. Kenya Certificate of Secondary Education (KCSE) is also accepted with an overall grade C or above. For Tanzania and Cameroon, we request an IELTS (or equivalent certificate).
- Nationals of a majority English speaking country who have taken their academic qualifications in that country do not need to sit an English test (Antigua and Barbuda, Australia, The Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Ireland, Jamaica, Malta, New Zealand, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, UK and USA).



“BSBI creates an open environment so we can talk about our future goals and aspirations.”

**Chahat Kalra**, BSBI student

## Entry Requirements

### BA (Hons)

**Minimum age:** 18 years old (titles awarded upon completion of at least 12 years of schooling)

**Academic qualifications:** A school leaving certificate that allows you to pursue higher education in Germany (e.g. Abitur, Fachhochschulreife, Matura or International Baccalaureate), or international school leaving certificates, or BTEC/National Diploma, or Advanced Vocational Certificate of Education.

If you do not meet the above academic requirements, applicants with professional qualifications and/or 4 or more years of full-time work experience will be considered on an individual basis.

## English Language

### BA (Hons)

- IELTS Academic – minimum overall score 6.0 (with min 5.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT)
- Cambridge IGCSE, Cambridge AICE certificates
- International Baccalaureate Diploma if: English Syllabus A: Standard or Higher Grade 4, or above and English Syllabus B: Standard Grade 5 or Higher Grade 4, or above
- The English language test can be waived and a Medium of Instruction Letter submitted if: **1.** Applicants have achieved NARIC recognised High School Certificate, where the medium of instruction was entirely in English (teaching and assessment). **2.** You are a Canadian national who has completed studies at an English-speaking school/college/university.
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## Admissions Process

Applying to study with BSBI has never been easier! Here's how it works:

1. Create an account here: [start.berlinsbi.com/login](https://start.berlinsbi.com/login)
2. Select the programme and intake you would like to apply for.
3. Complete all sections of the online application.
4. Submit your application.
5. Our admissions team will liaise with you with regards to the next steps.

Once you have been accepted, you need to apply for a German student visa as soon as possible. To do this, you must:

- Make an appointment with the German embassy in your country and complete an application form (the administrative fees for this are usually around €60)
- Ensure that you provide all the correct documents to avoid being refused entry into the country. Your visa confirmation will take on average two to three months, depending on your country.

It should be noted that the student visa or 'Visum zu Studienwecken' only lasts for three to six months. For more information about the visa requirements you need to study in Germany visit: [berlinsbi.com/international-student-guide](https://berlinsbi.com/international-student-guide)

**Delivery:** On-campus

**Fees:** €7,000/year (EU) | €9,000/year (international)

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Berlin School of Business and Innovation (BSBI) is in partnership with the University for the Creative Arts (UCA), a Gold Standard institution under the Teaching Excellence and Student Outcomes Framework (TEF). As a result of this partnership, BSBI is able to offer this programme. UCA is an acclaimed creative institution in the UK that ranks highly in all three of the major UK league tables. The university has also been ranked 13th out of all UK universities in The Guardian League Table 2020.

The information in this publication is correct at the time of printing and subject to change at any time. For the latest information, please visit: [berlinsbi.com](https://berlinsbi.com)