



BBSI Pre-Masters Courses in Hospitality Management & Tourism

The BBSI Pre-Masters Courses in Hospitality Management & Tourism are extremely flexible and are carefully designed for international graduates with either a first degree or equivalent, or a higher diploma and relevant work experience, to acquire the advanced study skills necessary for postgraduate entry to a UK university. The aim is to enable undergraduates who are seeking to enhance their career prospects by undertaking a postgraduate degree course in hospitality or tourism to study the business and professional concepts, while also gaining worthwhile hospitality and tourism qualifications. The course comprises 30 lessons weekly and is available in 12, 24 or 36-week study options, depending on individual requirements and a student's current level in English. Successful participants gain hospitality and tourism qualifications awarded by BBSI. The course syllabus includes extensive preparation for the IELTS[†] Examination and Advanced Study Skills[‡]. The courses are conducted around a busy social and activity programme, and the maximum class size is 12, which can be extended to 15 during peak periods.

UK University Placement. While undertaking our pre-Masters course at BBSI and acquiring the qualifications and advanced study skills necessary for postgraduate study at a UK university, students are provided with extensive counselling and guidance in all aspects of study at British universities, and are also given full assistance with the university application process. All students who successfully complete their course and achieve the required IELTS level for entry are assured of a university place prior to graduation from BBSI.

University Entry Requirements. Students seeking to enter a Masters degree course at a British university must be a minimum of 20 years of age and have achieved an equivalent of IELTS 6.0 in English. Moreover, applicants must have full records of their High-School education and their diploma or first degree education. Copies of these academic records, as well as evidence of work experience, should be submitted to BBSI at the time of enrolment.

Study Options. There are 3 study options for this Pre-Masters course:

12-Week Certificate Course. For those students with excellent high-school grades, a diploma or first-degree qualification, and a sound Upper-Intermediate to Advanced level in English, and who already have a firm offer of a place on a Masters course at a university in the UK, we offer a 12-week study programme that leads to a Certificate award from BBSI.

24-Week Higher-Certificate Course. For those students with excellent High-School grades, a diploma or first-degree qualification, and a sound Upper-Intermediate level in English or above, we offer a 24-week study programme that leads to a Higher-Certificate award from BBSI.

36-Week Diploma Course. For those students with a lower, Intermediate Level in English, who require more emphasis initially on developing their academic English to Upper-Intermediate level prior to the introduction of more advanced hospitality, tourism and business studies, we offer a longer, 36-week Diploma programme that builds more gradually in intensity and specialisation. This study option leads to a BBSI Diploma and a Certificate award from NCFE.



Certificate Study Option

Minimum English Entry Level: IELTS 5.5 (*Upper-Intermediate*)

Course Duration: 12 weeks (1 term)

Course Designation: PHT 12

Lessons Weekly: 30 (*each of 45 minutes' duration*)

Main Course Entry Dates: September, January, March or June.

Minimum Age: 20 years

Course Structure & Content:

20 lessons weekly in Hospitality Management & Tourism

10 lessons weekly in Advanced Study Skills & IELTS Examination Preparation

Award:

BBSI Certificate in Hospitality Management & Tourism
(*continuous assessment*)

Optional External Examination*: IELTS [Academic] (*examinations monthly*)

Course Objectives. The course objectives are to:

- * fully prepare students academically for entry to a Masters degree course related to hospitality management and tourism at a university in the UK
- * have completed the university-application process so that students secure a placement on the postgraduate degree course of their choice at a university in the UK
- * acquire the necessary academic study skills for postgraduate study at a UK university
- * develop an understanding of current theory and practice in international hospitality management and tourism
- * acquire a sound, professional understanding and knowledge of international hospitality management and tourism concepts
- * develop effective business English communication and presentation skills
- * build appropriate vocabulary related to business, hospitality management and tourism
- * develop confidence and fluency in the English language beyond Upper-Intermediate Level
- * prepare participants for the IELTS (Academic) examination
- * acquire business, hospitality management and tourism qualifications



Course Elements. In addition to providing students with a thorough and comprehensive grounding in academic English and advanced study skills, the Certificate syllabus incorporates specialised topics selected from the following:

- * *hospitality management*
- * *customer service*
- * *careers & destination management*
- * *health, hygiene & fire safety*
- * *conference & banqueting operations*
- * *environmental tourism*
- * *personnel management*
- * *retail travel Services*
- * *waterborne transport*
- * *tourism management*
- * *financial management*
- * *accommodation services*
- * *hotel front office*
- * *food and beverage*
- * *structure of the hospitality & tourism industries*
- * *duty management*
- * *tour operators*
- * *air transport*
- * *ancillary travel products*
- * *travel geography*

Higher-Certificate Study Option

Minimum English Entry Level: IELTS 5.5 (*Upper-Intermediate*)

Course Duration: 24 weeks (2 terms)

Course Designation: PHT 24

Lessons Weekly: 30 (*each of 45 minutes' duration*)

Main Course Entry Dates: September, January, March or June.

Minimum Age: 20 years

Course Structure & Content:

- 20 lessons weekly in Hospitality Management & Tourism
- 10 lessons weekly in Advanced Study Skills & IELTS Examination Preparation

Award:

BBSI Higher-Certificate in Hospitality Management & Tourism
(*continuous assessment*)

Optional External Examination* : IELTS [Academic] (*examinations monthly*)

Course Objectives. The course objectives are to:

- * fully prepare students academically for entry to a Masters degree course related to hospitality management and tourism at a university in the UK
- * have completed the university-application process so that students secure a placement on the postgraduate degree course of their choice at a university in the UK



- * acquire the necessary academic study skills for postgraduate study at a UK university
- * develop an understanding of current theory and practice in international hospitality management and tourism
- * acquire a sound, professional understanding and knowledge of international hospitality management and tourism concepts
- * develop effective business English communication and presentation skills
- * build appropriate vocabulary related to business, hospitality management and tourism
- * develop confidence and fluency in the English language towards Advanced Level
- * prepare participants for the IELTS (Academic) examination
- * acquire business, hospitality management and tourism qualifications

Course Elements. In addition to providing students with a thorough and comprehensive grounding in academic English and advanced study skills, the Higher-Certificate syllabus incorporates all of the following specialised topics:

- | | |
|---|--|
| * <i>hospitality management</i> | * <i>financial management</i> |
| * <i>customer service</i> | * <i>accommodation services</i> |
| * <i>careers & destination management</i> | * <i>hotel front office</i> |
| * <i>health, hygiene & fire safety</i> | * <i>food and beverage</i> |
| * <i>conference & banqueting operations</i> | * <i>structure of the hospitality & tourism industries</i> |
| * <i>environmental tourism</i> | * <i>duty management</i> |
| * <i>personnel management</i> | * <i>tour operators</i> |
| * <i>retail travel services</i> | * <i>air transport</i> |
| * <i>waterborne transport</i> | * <i>ancillary travel products</i> |
| * <i>tourism management</i> | * <i>travel geography</i> |

Diploma Study Option

Minimum English Entry Level: IELTS 5.0 (*Intermediate*)

Course Duration: 36 weeks (3 terms)

Course Designation: PHT 36

Lessons Weekly: 30 (*each of 45 minutes' duration*)

Main Course Entry Dates: September, January, March or June.

Minimum Age: 20 years

Course Structure & Content:

Term 1

20 weekly lessons in Communication & Business Skills

10 lessons weekly in Advanced Study Skills & IELTS Examination Preparation



Terms 2 & 3

20 weekly lessons in Hospitality Management & Tourism
10 lessons weekly in Advanced Study Skills & IELTS Examination Preparation

Awards:

BBSI Diploma in Hospitality Management & Tourism

(continuous assessment)

NCFE Certificate in Hospitality Management & Tourism

(continuous assessment)

Optional External Examination*: IELTS [Academic] *(examinations monthly)*

Course Objectives. The course objectives are to:

- * fully prepare students academically for entry to a Masters degree course related to hospitality management and tourism at a university in the UK
- * have completed the university-application process so that students secure a placement on the postgraduate degree course of their choice at a university in the UK
- * acquire the necessary academic study skills for postgraduate study at a UK university
- * develop an understanding of current theory and practice in international hospitality management and tourism
- * acquire a sound, professional understanding and knowledge of international hospitality management and tourism concepts
- * develop effective business English communication and presentation skills
- * build appropriate vocabulary related to business, hospitality management and tourism
- * develop confidence and fluency in the English language towards Advanced Level
- * prepare participants for the IELTS (Academic) examination
- * acquire business, hospitality management and tourism qualifications

Course Elements. In addition to providing students with a thorough and comprehensive grounding in academic English and advanced study skills, the Diploma syllabus incorporates all of the following specialised topics:

- | | |
|---|--|
| * <i>hospitality management</i> | * <i>financial management</i> |
| * <i>customer service</i> | * <i>accommodation services</i> |
| * <i>careers & destination management</i> | * <i>hotel front office</i> |
| * <i>health, hygiene & fire safety</i> | * <i>food and beverage</i> |
| * <i>conference & banqueting operations</i> | * <i>structure of the hospitality & tourism industries</i> |
| * <i>environmental tourism</i> | * <i>duty management</i> |
| * <i>personnel management</i> | * <i>tour operators</i> |
| * <i>retail travel services</i> | * <i>air transport</i> |
| * <i>waterborne transport</i> | * <i>ancillary travel products</i> |
| * <i>tourism management</i> | * <i>travel geography</i> |



A week-by-week syllabus of the entire 36-week Pre-Masters syllabus in Hospitality Management & Tourism is included below. The course content for those wishing to study the 12-week, Certificate study option would depend upon the precise time of year that students elect to study. For example, those seeking to commence the 12-week Certificate option in January or July would follow the syllabus outlined in weeks 13-24, whilst those commencing the same course in March or September would study weeks 25-36. The course content for those wishing to study the 24-week, Higher-Certificate study option and seeking to commence their course in January or June would follow the syllabus outlined in weeks 13-36.

Certificate, Higher-Certificate, Diploma and University Foundation versions of the above course are also available.

† IELTS

IELTS is the International English Language Testing System. It measures ability to communicate in English across all 4 language skills – listening, reading, writing and speaking – for people who intend to study or work where English is the language of communication. IELTS is the preferred English language assessment for universities in English-speaking countries worldwide. Examinations take place monthly in Bournemouth and a place can be secured at the time of booking your course with BBSI. Candidates must book for the examination at least 6 weeks before each examination sitting.

‡ Advanced Study Skills

- plagiarism
- research skills
- Internet-based study
- bibliography & referencing
- extended writing assignment
- critical thinking & independent thought
- compilation & statistical analysis
- independent learning
- presentations
- seminar skills

** Examination fees for those seeking to undertake external examinations are not included in the BBSI course fees.*

The following Pre-Masters courses are also available at BBSI:

- * Management & Business Administration
- * Marketing, Advertising & Public Relations
- * Finance & Financial Services
- * Legal Studies, International & Commercial Law
- * Science, Technology, Computers & IT



BBSI courses are carefully designed and structured at different language levels to enable international students to develop all 4 English language skills simultaneously, while developing their professional communication skills and professional knowledge in academic, vocational or professional context, in the specialised subject of their choice. Students therefore have the flexibility to focus on either academic or vocational progression, depending on their personal training needs and particular learning objectives.

Courses can be booked on-Line @ www.bbsi.co.uk

Alternatively, contact BBSI by e-mail at info@bbsi.co.uk



BBSI Pre-Masters Courses in Hospitality Management & Tourism



Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 1 (First week of Term)	<p style="text-align: center;">Topic: organisational structure <i>(includes introduction to BBSI, CBS induction, SWOT analysis)</i> <i>Skills: introductions & networking, structuring effective presentations, formal business report writing formats</i> <i>Case Study: outsourcing</i> <i>Assessed Tasks: presenting yourself, business recommendation for a bank</i></p>	<p><i>learning styles</i> <i>listening skills – multiple choice</i> <i>note completion</i></p>
Week 2	<p style="text-align: center;">Topic: brands & brand management <i>Skills: taking part in meetings, discussion language</i> <i>Case Study: developing a brand</i> <i>Assessed Task: analysing a company logo</i></p>	<p><i>IELTS reading test – headings</i> <i>language awareness – compound nouns, modality</i> <i>IELTS speaking – Part 1</i></p>
Week 3	<p style="text-align: center;">Topic: managing change <i>Skills: conducting a meeting, the language of meetings</i> <i>Case Study: a takeover</i> <i>Assessed Task: meeting simulation</i></p>	<p><i>critical thinking</i> <i>reading skills – reading quickly</i> <i>becoming a critical reader</i></p>
Week 4	<p style="text-align: center;">Topic: money, finance, banking & investment <i>Skills: writing an agenda and action minutes for a meeting, investment,</i> <i>Case Study: an investment company</i> <i>Assessed Tasks: progress test, banking & insurance services for a small business</i></p>	<p><i>reading skills – applying headings</i> <i>speaking – Part 2</i> <i>perfect tenses, intensifying adverbs</i></p>





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Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 5	<p>Topic: promotions & promotional literature, trade fairs & advertising Skills: effective presentations Case Study: creating a promotional campaign Assessed Tasks: banking & insurance services for a small business</p>	<p><i>IELTS listening skills – note completion, multiple choice, matching</i> <i>reading skills – global multiple choice</i> <i>yes/ no/ not given</i></p>
Week 6	<p>Topic: recruitment <i>(including the recruitment process, headhunting, hiring & retaining staff)</i> Skills: preparing a CV & covering letter Case Study: choosing the best candidate for the job Assessed Task: a job application</p>	<p><i>IELTS speaking – Part 3</i> <i>language awareness – word building, cleft sentences</i> <i>IELTS reading skills – identifying themes, skimming</i></p>
Week 7	<p>Topic: international trade <i>(including visible/invisible trade, export documents, Incoterms, payment, customs)</i> Skills: negotiation techniques & styles, negotiation language Case Study: a negotiation Assessed Task: negotiation role-play</p>	<p><i>academic writing skills – planning an essay</i> <i>proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling</i> <i>techniques for avoiding errors</i></p>
Week 8	<p>Topic: innovation <i>(including describing innovations, new product launch)</i> Skills: presentation skills Case Study: innovative products Assessed Task: summarising a document</p>	<p><i>reading skills – locating information</i> <i>IELTS speaking – Part 3</i> <i>listening skills – summary completion</i></p>





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Weekly Syllabus

	Professional Course Content <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 9	<p style="text-align: center;">Topic: leadership skills <i>(including character & qualities of leaders)</i> Skills: decision-making Case Study: providing leadership to a failing company Assessed Task: action plan for a business</p>	<p style="text-align: center;"><i>academic writing – commenting on graphs</i> <i>language awareness – grammatical terms, adverbial clauses</i></p>
Week 10	<p style="text-align: center;">Topic: business ethics <i>(honesty & dishonesty, responsible business)</i> Skills: problem-solving Case Study: dealing with employee problems Assessed Task: portfolio (of work to date)</p>	<p style="text-align: center;"><i>self-assessment</i> <i>academic reading skills</i> <i>differentiating register & style</i></p>
Week 11	<p style="text-align: center;">Topic: travel & tourism Skills: US/UK English, making arrangements, writing business letters, writing business memos Case Study: planning a conference Assessed Task: final progress test</p>	<p style="text-align: center;"><i>listening skills – sentence completion, note completion</i> <i>IELTS speaking – Part 2</i> <i>IELTS reading skills – sentence completion</i></p>
Week 12	<p style="text-align: center;">Topic: business cultures, cultural do's & don'ts Skills: cultural language & idioms, social English Case Study: writing an itinerary Assessed Task: marketing a country or region</p>	<p style="text-align: center;"><i>language awareness – comparatives, collocations, passive forms</i> <i>IELTS speaking – Parts 1,2,3</i> <i>complete IELTS practice test</i></p>

*Please note that presentation subject order may vary in weeks 7 to 12



Bournemouth Business School International reserves the right to modify and update the course content



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Weekly Syllabus

	Hospitality Management <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 13 (First week of Second Term)	<i>overview of the hospitality industry</i> <i>structure of the accommodation industry,</i> <i>hotel grading & market segments – AA ratings system,</i> <i>travel geography</i>	<i>learning styles</i> <i>listening skills – multiple choice</i> <i>note completion</i>
Week 14	<i>tourist motivation & behaviour</i> <i>tourist needs & wants,</i> <i>general & specific motivation for tourism,</i> <i>future trends in tourism,</i> <i>travel geography</i>	<i>IELTS reading test – headings</i> <i>language awareness – compound nouns, modality</i> <i>IELTS speaking – Part 1</i>
Week 15	<i>accommodation services</i> <i>accommodation facilities – guest expectations, cultural differences &</i> <i>etiquette, operation of housekeeping & maintenance departments,</i> <i>duty management, hotel visit(subject to availability)</i>	<i>critical thinking</i> <i>reading skills – reading quickly</i> <i>becoming a critical reader</i>
Week 16	<i>hotel front office 1</i> <i>business segments & tariff structure, costing & budgeting,</i> <i>reservation systems, check-in & check-out procedures,</i> <i>ancillary services – car hire</i>	<i>reading skills – applying headings</i> <i>speaking – Part 2</i> <i>perfect tenses, intensifying adverbs</i>





BBSI Pre-Masters Courses in Hospitality Management & Tourism



Weekly Syllabus

	Hospitality Management (20 lessons)	Advanced Study Skills & IELTS Examination Preparation Typical 12 week programme (10 lessons)
Week 17	hotel front of house 1 <i>reservation procedures, telephone techniques, charging services to guest accounts, billing procedures/refunds, cash handling</i>	<i>IELTS listening skills – note completion, multiple choice, matching reading skills – global multiple choice yes/ no/ not given</i>
Week 18	hotel front of house 2 <i>negotiation skills & role play, selling skills and role play, progress test</i>	<i>IELTS speaking – Part 3 language awareness – word building, cleft sentences IELTS reading skills – identifying themes, skimming</i>
Week 19	customer service <i>communication, people & social skills, handling complaints, dealing with difficult situations, staff training, complaint letters & compensation, customer relations</i>	<i>academic writing skills – planning an essay proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling techniques for avoiding errors</i>
Week 20	the economics of tourism <i>economic impacts of tourism, the tourism multiplier, the international tourist market, travel geography</i>	<i>reading skills – locating information IELTS speaking – Part 3 listening skills – summary completion</i>





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Weekly Syllabus

	Hospitality Management <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 21	tourism management 1 <i>role of the tour operator, mass market & independent tour operators, planning & developing package tours, travel geography</i>	<i>academic writing – commenting on graphs language awareness – grammatical terms, adverbial clauses</i>
Week 22	tour operations <i>marketing of package tours, the process of negotiation, pricing the package tours, travel geography</i>	<i>self-assessment academic reading skills differentiating register & style</i>
Week 23	careers & destination management <i>guides and tour reps, planning & marketing a destination, case study and SWOT analysis, jobs in the tourism and hospitality industry</i>	<i>listening skills – sentence completion, note completion IELTS speaking – Part 2 IELTS reading skills – sentence completion</i>
Week 24	the travel industry <i>waterborne transport – cruise, structure of the airline industry, function of an airport, schedule & charter services, cabin crew, travel geography</i>	<i>language awareness – comparatives, collocations, passive forms IELTS speaking – Parts 1,2,3 complete IELTS practice test</i>



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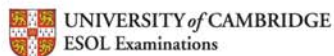


BBSI Pre-Masters Courses in Hospitality Management & Tourism



Weekly Syllabus

	Hospitality Management (20 lessons)	Advanced Study Skills & IELTS Examination Preparation Typical 12 week programme (10 lessons)
Week 25	<i>overview of the tourism industry the tourism chain of distribution, integration in the tourism industry, travel geography</i>	<i>learning styles listening skills – multiple choice note completion</i>
Week 26	<i>sustainable tourism environmental impacts of tourism, environmental impacts of tourism case study, socio-cultural impacts of tourism, travel geography</i>	<i>IELTS reading test – headings language awareness – compound nouns, modality IELTS speaking – Part 1</i>
Week 27	<i>marketing of the tourist product research in tourism marketing, marketing analysis, questionnaires/surveys, development from analysis & future planning, travel geography</i>	<i>critical thinking reading skills – reading quickly becoming a critical reader</i>
Week 28	<i>visitor attractions/management manmade/natural attractions, visitor attraction management, travel geography</i>	<i>reading skills – applying headings speaking – Part 2 perfect tenses, intensifying adverbs</i>





BBSI Pre-Masters Courses in Hospitality Management & Tourism



Weekly Syllabus

	Hospitality Management <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 29	tourism management 2 <i>travel agency operations, travel agency skills & competences, travel costings, travel geography</i>	<i>IELTS listening skills – note completion, multiple choice, matching reading skills – global multiple choice yes/ no/ not given</i>
Week 30	retail travel operations <i>business travel, the role of ABTA, travel geography, ancillary services, comparative study</i>	<i>IELTS speaking – Part 3 language awareness – word building, cleft sentences IELTS reading skills – identifying themes, skimming</i>
Week 3	personnel management 1 <i>staffing & selection, effective recruitment: methods, the process, advertising, induction, appraisal systems</i>	<i>academic writing skills – planning an essay proof-reading skills – identifying errors in grammar, vocabulary, punctuation, spelling techniques for avoiding errors</i>
Week 32	personnel management 2 <i>improving team performance, performance management, personality types, dealing with problems</i>	<i>reading skills – locating information IELTS speaking – Part 3 listening skills – summary completion</i>





BBSI Pre-Masters Courses in Hospitality Management & Tourism



Weekly Syllabus

	Hospitality Management <i>(20 lessons)</i>	Advanced Study Skills & IELTS Examination Preparation <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 33	conference & banqueting operations <i>role of C&B operations staff, set-up for meetings, health & safety of room set-ups, conference equipment, event management</i>	<i>academic writing – commenting on graphs language awareness – grammatical terms, adverbial clauses</i>
Week 34	conference & banqueting – operations & administration <i>set-up for functions/banquets, staffing, service & clearing, role of the C&B administration office, conference rate structures, conference management, visit to conference centre</i>	<i>self-assessment academic reading skills differentiating register & style</i>
Week 35	health, hygiene & fire safety <i>health and safety at work, hazard awareness, accident reporting, basic food hygiene, fire safety, risk assessment/emergency manual, talk by fire officer</i>	<i>listening skills – sentence completion, note completion IELTS speaking – Part 2 IELTS reading skills – sentence completion</i>
Week 36	food & beverage service <i>sectors of the catering market, describing dishes, taking orders, food & beverage cycle, food & beverage management,, the brewing industry</i>	<i>language awareness – comparatives, collocations, passive forms IELTS speaking – Parts 1,2,3 complete IELTS practice test</i>



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