



## **BBSI University Foundation Courses in Hospitality Management & Tourism**

The BBSI University Foundation Courses in Hospitality Management & Tourism are carefully designed to enable students with an Intermediate level in English or above to study the concepts and learn the skills required for careers in the hospitality and tourism industries, while acquiring the academic study skills required for undergraduate entry to a UK university degree course. While preparing for university, participants can therefore also gain worthwhile business, hospitality and tourism qualifications. Depending on the study option selected, awards include either a BBSI Higher-Certificate or Diploma qualification. The course comprises 30 lessons weekly and the syllabus includes extensive IELTS<sup>†</sup> Examination Preparation.

**UK University Placement.** While undertaking their university foundation course and acquiring the academic study skills necessary for university, students are provided with extensive counselling and guidance in all aspects of study at UK universities, and are given full assistance with the UK university application process. All Foundation students who successfully complete their course are assured of a university place prior to graduation from BBSI.

**Study Options.** There are 2 study options for this course. For those students with excellent High-School grades and a sound Upper-Intermediate level in English, we offer a 24-week Higher-Certificate study programme, Study Option 1, which enables participants to develop their business, professional and academic skills to a more advanced level of proficiency in shorter time. However, for those students with a lower, Intermediate level in English, who require more emphasis initially on developing their academic English, business English and academic study skills prior to the introduction of more advanced business studies, we offer a longer, 36-week Diploma programme that builds more gradually in professional intensity and specialisation. The course is conducted around a busy social and activity programme, and the maximum class size is 12, which can be extended to 15 during peak periods.

### **Study Option 1**

The shorter, Higher-Certificate study option is designed for those students with excellent High School grades and a sound Upper-Intermediate level in English. The course is of 24 weeks duration.

#### **Course Outline**

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

**Course Duration:** 24 weeks (2 terms)

**Course Designation:** UHT 24

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

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

**Minimum Age:** 17 years



### **Course Structure & Content:**

20 lessons weekly in Hospitality Management & Tourism  
10 lessons weekly in Academic Study Skills<sup>‡</sup> & 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 UK university first degree course related to hospitality management and tourism
- \* have completed the university-application process so that students secure a UK university placement on the undergraduate degree course of their choice
- \* acquire the necessary academic study skills for undergraduate 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 academic study skills, the Higher-Certificate syllabus incorporates all the following topics related to hospitality management and tourism:

- |   |  |
|---|--|
| * <i>hospitality management</i>                 | * <i>financial management</i>                                  |
| * <i>customer service</i>                       | * <i>accommodation services</i>                                |
| * <i>careers &amp; destination management</i>   | * <i>hotel front office</i>                                    |
| * <i>health, hygiene &amp; fire safety</i>      | * <i>food and beverage</i>                                     |
| * <i>conference &amp; banqueting operations</i> | * <i>structure of the hospitality &amp; 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>                                      |



## Study Option 2

The longer, Diploma study option is designed for those international students with sound High School grades and a lower, Intermediate level in English, who require more emphasis initially on developing their business English and professional communication skills to Upper-Intermediate Level prior to the introduction of more advanced business training. The course is of 36 weeks duration and builds more gradually in intensity and specialisation.

### Course Outline

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

**Course Duration:** 36 weeks (3 terms)

**Course Designation:** UHT 36

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

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

**Minimum Age:** 17 years

### Course Structure & Content:

#### Term 1

20 lessons weekly in Communication & Business Skills

10 lessons weekly in Academic Study Skills & IELTS Examination Preparation

#### Terms 2 & 3

20 lessons weekly in Hospitality Management & Tourism

10 lessons weekly in Academic 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 UK university first degree course related to hospitality management and tourism
- \* have completed the university-application process so that students secure a UK university placement on the undergraduate degree course of their choice



- \* acquire the necessary academic study skills for undergraduate 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 academic study skills, the Diploma syllabus incorporates all the following specialised topics:

- |   |  |
|---|--|
| * <i>hospitality management</i>                 | * <i>financial management</i>                                  |
| * <i>customer service</i>                       | * <i>accommodation services</i>                                |
| * <i>careers &amp; destination management</i>   | * <i>hotel front office</i>                                    |
| * <i>health, hygiene &amp; fire safety</i>      | * <i>food and beverage</i>                                     |
| * <i>conference &amp; banqueting operations</i> | * <i>structure of the hospitality &amp; 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 University Foundation Diploma programme in Hospitality Management & Tourism is included below. However, the course content for those wishing to study the 24-week, Higher-Certificate study option would depend upon the precise time of year that students elect to study. For example, those seeking to commence their course in January or June would follow the syllabus outlined in weeks 13-36, whilst those commencing the course in either March or September, would study weeks 25-36 followed by weeks 13-24.

**Certificate, Higher-Certificate, Diploma** and **Pre-Masters** 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.



### ‡ Academic Study Skills

Students require sound academic study skills in preparation for their university degree course:

- effective writing ability
- listening comprehension & note-taking
- ability to transfer information in note form to essay format
- understanding the conventions of bibliographies, footnotes & quotations
  - classroom, self-study & personal organisational skills
  - effective reading-comprehension
  - effective time-management
  - research techniques

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

***The following University Foundation 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](http://www.bbsi.co.uk)

Alternatively, contact BBSI by e-mail at [info@bbsi.co.uk](mailto:info@bbsi.co.uk)



# BBSI University Foundation Courses in Hospitality Management & Tourism



## Weekly Syllabus

	<b>Professional Course Content</b> <i>(20 lessons)</i>	<b>Academic Skills &amp; IELTS Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 1 <b>(First week of Term)</b>	<p style="text-align: center;"><b>Topic: organisational structure</b> <i>(includes introduction to BBSI, CBS induction, SWOT analysis)</i> Skills: introductions &amp; networking, structuring effective presentations, formal business report writing formats Case Study: outsourcing Assessed Tasks: presenting yourself, business recommendation for a bank</p>	<p style="text-align: center;"><i>reading strategies for IELTS</i> <i>comparing &amp; contrasting language, cohesive devices</i> <i>logical &amp; grammatical links</i></p>
Week 2	<p style="text-align: center;"><b>Topic: brands &amp; brand management</b> Skills: taking part in meetings, discussion language Case Study: developing a brand Assessed Task: analysing a company logo</p>	<p style="text-align: center;"><i>listening skills for IELTS multiple choice and note completion</i> <i>IELTS writing: interpreting data in graphs &amp; charts</i></p>
Week 3	<p style="text-align: center;"><b>Topic: managing change</b> Skills: conducting a meeting, the language of meetings Case Study: a takeover Assessed Task: meeting simulation</p>	<p style="text-align: center;"><i>reading for IELTS matching &amp; sentence completion tasks</i> <i>language for describing places</i> <i>further note completion skills</i></p>
Week 4	<p style="text-align: center;"><b>Topic: money, finance, banking &amp; investment</b> Skills: writing an agenda and action minutes for a meeting, investment Case Study: an investment company Assessed Tasks: progress test, banking &amp; insurance services for a small business</p>	<p style="text-align: center;"><i>interpreting &amp; comparing data</i> <i>reading skills – skimming &amp; scanning techniques</i> <i>writing skills including presenting solutions to problems</i></p>





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Week 5	<p><b>Topic: promotions &amp; promotional literature, trade fairs &amp; advertising</b>  <b>Skills: effective presentations</b>  <b>Case Study: creating a promotional campaign</b>  <b>Assessed Tasks: banking &amp; insurance services for a small business</b></p>	<p><i>IELTS listening skills for labeling a diagram, table completion &amp; short answers</i></p>
Week 6	<p><b>Topic: recruitment</b>  <i>(including the recruitment process, headhunting, hiring &amp; retaining staff)</i>  <b>Skills: preparing a CV &amp; covering letter</b>  <b>Case Study: choosing the best candidate for the job</b>  <b>Assessed Task: a job application</b></p>	<p><i>speaking for IELTS Part 3 – general discussion</i>  <i>IELTS reading skills for multiple choice &amp; summary completion</i></p>
Week 7	<p><b>Topic: international trade</b>  <i>(including visible/invisible trade, export documents, Incoterms, payment, customs)</i>  <b>Skills: negotiation techniques &amp; styles, negotiation language</b>  <b>Case Study: a negotiation</b>  <b>Assessed Task: negotiation role-play</b></p>	<p><i>analysing IELTS writing questions</i>  <i>writing skills for structuring an argument, providing evidence &amp; supporting points in an argument-led essay</i></p>
Week 8	<p><b>Topic: innovation</b>  <i>(including describing innovations, new product launch)</i>  <b>Skills: presentation skills</b>  <b>Case Study: innovative products</b>  <b>Assessed Task: summarising a document</b></p>	<p><i>IELTS listening practice for note completion</i>  <i>speaking for IELTS Part 2 &amp; 3: long turn &amp; discussion</i></p>





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Week 9	<p style="text-align: center;"><b>Topic: leadership skills</b> <i>(including character &amp; qualities of leaders)</i> Skills: decision-making Case Study: providing leadership to a failing company Assessed Task: action plan for a business</p>	<p><i>IELTS reading skills: differentiating false &amp; not given answers</i> <i>sentence completion &amp; matching tasks reading practice</i></p>
Week 10	<p style="text-align: center;"><b>Topic: business ethics</b> <i>(honesty &amp; dishonesty, responsible business)</i> Skills: problem-solving Case Study: dealing with employee problems Assessed Task: portfolio (of work to date)</p>	<p><i>writing skills: practice in interpreting data,</i> <i>expressing disagreement &amp; discussing implications</i></p>
Week 11	<p style="text-align: center;"><b>Topic: travel &amp; tourism</b> Skills: US/UK English, making arrangements, writing business letters, writing business memos Case Study: planning a conference Assessed Task: final progress test</p>	<p><i>further writing skills development, including describing a process,</i> <i>introductory sentences &amp; marking stages</i></p>
Week 12	<p style="text-align: center;"><b>Topic: business cultures, cultural do's &amp; don'ts</b> Skills: cultural language &amp; idioms, social English Case Study: writing an itinerary Assessed Task: marketing a country or region</p>	<p><i>further speaking development skills, including sequencing,</i> <i>expressing reasons &amp; giving options for Parts 2 &amp; 3 of IELTS</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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Week 13 <b>(First week of Second Term)</b>	<i>overview of the hospitality industry</i> <i>structure of the accommodation industry,</i> <i>hotel grading &amp; market segments – AA ratings system,</i> <i>travel geography</i>	<i>reading strategies for IELTS</i> <i>comparing &amp; contrasting language, cohesive devices</i> <i>logical &amp; grammatical links</i>
Week 14	<i>tourist motivation &amp; behaviour</i> <i>tourist needs &amp; wants,</i> <i>general &amp; specific motivation for tourism,</i> <i>future trends in tourism,</i> <i>travel geography</i>	<i>listening skills for IELTS multiple choice and note completion</i> <i>IELTS writing: interpreting data in graphs &amp; charts</i>
Week 15	<i>accommodation services</i> <i>accommodation facilities – guest expectations, cultural differences &amp;</i> <i>etiquette, operation of housekeeping &amp; maintenance departments,</i> <i>duty management, hotel visit(subject to availability)</i>	<i>reading for IELTS matching &amp; sentence completion tasks</i> <i>language for describing places</i> <i>further note completion skills</i>
Week 16	<i>hotel front office 1</i> <i>business segments &amp; tariff structure, costing &amp; budgeting,</i> <i>reservation systems, check-in &amp; check-out procedures,</i> <i>ancillary services – car hire</i>	<i>interpreting &amp; comparing data</i> <i>reading skills – skimming &amp; scanning techniques</i> <i>writing skills including presenting solutions to problems</i>





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	<b>Hospitality Management</b> (20 lessons)	<b>Academic Skills &amp; IELTS Preparation</b> Typical 12 week programme (10 lessons)
Week 17	<b>hotel front of house 1</b> <i>reservation procedures, telephone techniques, charging services to guest accounts, billing procedures/refunds, cash handling</i>	<i>IELTS listening skills for labeling a diagram, table completion &amp; short answers</i>
Week 18	<b>hotel front of house 2</b> <i>negotiation skills &amp; role play, selling skills and role play, progress test</i>	<i>speaking for IELTS Part 3 – general discussion IELTS reading skills for multiple choice &amp; summary completion</i>
Week 19	<b>customer service</b> <i>communication, people &amp; social skills, handling complaints, dealing with difficult situations, staff training, complaint letters &amp; compensation, customer relations</i>	<i>analysing IELTS writing questions writing skills for structuring an argument, providing evidence &amp; supporting points in an argument-led essay</i>
Week 20	<b>the economics of tourism</b> <i>economic impacts of tourism, the tourism multiplier, the international tourist market, travel geography</i>	<i>IELTS listening practice for note completion speaking for IELTS Part 2 &amp; 3: long turn &amp; discussion</i>





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Week 21	<i><b>tourism management 1</b></i> <i>role of the tour operator,</i> <i>mass market &amp; independent tour operators,</i> <i>planning &amp; developing package tours,</i> <i>travel geography</i>	<i>IELTS reading skills: differentiating false &amp; not given answers</i> <i>sentence completion &amp; matching tasks reading practice</i>
Week 22	<i><b>tour operations</b></i> <i>marketing of package tours,</i> <i>the process of negotiation,</i> <i>pricing the package tours, travel geography</i>	<i>writing skills: practice in interpreting data,</i> <i>expressing disagreement &amp; discussing implications</i>
Week 23	<i><b>careers &amp; destination management</b></i> <i>guides and tour reps, planning &amp; marketing a destination,</i> <i>case study and SWOT analysis,</i> <i>jobs in the tourism and hospitality industry</i>	<i>further writing skills development, including describing a process,</i> <i>introductory sentences &amp; marking stages</i>
Week 24	<i><b>the travel industry</b></i> <i>waterborne transport – cruise, structure of the airline industry,</i> <i>function of an airport, schedule &amp; charter services,</i> <i>cabin crew, travel geography</i>	<i>further speaking development skills, including sequencing,</i> <i>expressing reasons &amp; giving options for Parts 2 &amp; 3 of IELTS</i>





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	<b>Hospitality Management</b> <i>(20 lessons)</i>	<b>Academic Skills &amp; IELTS Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 25 <i>(First week of Third Term)</i>	<i>overview of the tourism industry</i> <i>the tourism chain of distribution,</i> <i>integration in the tourism industry,</i> <i>travel geography</i>	<i>reading strategies for IELTS</i> <i>comparing &amp; contrasting language, cohesive devices</i> <i>logical &amp; grammatical links</i>
Week 26	<i>sustainable tourism</i> <i>environmental impacts of tourism,</i> <i>environmental impacts of tourism case study,</i> <i>socio-cultural impacts of tourism, travel geography</i>	<i>listening skills for IELTS multiple choice &amp; note completion</i> <i>IELTS writing: Interpreting data in graphs &amp; charts</i>
Week 27	<i>marketing of the tourist product</i> <i>research in tourism marketing,</i> <i>marketing analysis, questionnaires/surveys,</i> <i>development from analysis &amp; future planning,</i> <i>travel geography</i>	<i>reading for IELTS matching &amp; sentence completion tasks</i> <i>language for describing places</i> <i>further note completion skills</i>
Week 28	<i>visitor attractions/management</i> <i>manmade/natural attractions,</i> <i>visitor attraction management,</i> <i>travel geography</i>	<i>interpreting &amp; comparing data</i> <i>reading skills – skimming &amp; scanning techniques</i> <i>writing skills including presenting solutions to problems</i>





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### Weekly Syllabus

	<b>Hospitality Management</b> <i>(20 lessons)</i>	<b>Academic Skills &amp; IELTS Preparation</b> <i>Typical 12 week programme</i> <i>(10 lessons)</i>
Week 29	<b>tourism management 2</b> <i>travel agency operations, travel agency skills &amp; competences, travel costings, travel geography</i>	<i>IELTS listening skills for labeling a diagram, table completion &amp; short answers</i>
Week 30	<b>retail travel operations</b> <i>business travel, the role of ABTA, travel geography, ancillary services, comparative study</i>	<i>speaking for IELTS Part 3 – general discussion IELTS reading skills for multiple choice &amp; summary completion</i>
Week 31	<b>personnel management 1</b> <i>staffing &amp; selection, effective recruitment: methods, the process, advertising, induction, appraisal systems</i>	<i>analysing IELTS writing questions writing skills for structuring an argument, providing evidence &amp; supporting points in an argument-led essay</i>
Week 32	<b>personnel management 2</b> <i>improving team performance, performance management, personality types, dealing with problems</i>	<i>IELTS listening practice for note completion speaking for IELTS Part 2 &amp; 3: long turn &amp; discussion</i>





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### Weekly Syllabus

	<b>Hospitality Management</b> (20 lessons)	<b>Academic Skills &amp; IELTS Preparation</b> Typical 12 week programme (10 lessons)
Week 33	<i>conference &amp; banqueting operations</i> role of C&B operations staff, set-up for meetings, health & safety of room set-ups, conference equipment, event management	<i>IELTS reading skills: differentiating false &amp; not given answers</i> <i>sentence completion &amp; matching tasks reading practice</i>
Week 34	<i>conference &amp; banqueting – operations &amp; 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>writing skills: practice in interpreting data,</i> <i>expressing disagreement &amp; discussing implications</i>
Week 35	<i>health, hygiene &amp; 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>further writing skills development, including describing a process,</i> <i>introductory sentences &amp; marking stages</i>
Week 36	<i>food &amp; beverage service</i> sectors of the catering market, describing dishes, taking orders, food & beverage cycle, food & beverage management,, the brewing industry	<i>further speaking development skills, including sequencing,</i> <i>expressing reasons &amp; giving options for Parts 2 &amp; 3 of IELTS</i>

