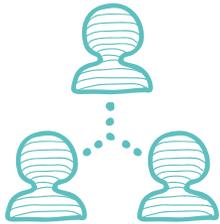




If you have previously completed a HND in Business (or equivalent) then this Top-Up will enable you to achieve a full undergraduate honours degree in Business (Tourism).

Do you have a passion for business, travel, and tourism? Developing professional level skills alongside an understanding of the dynamics of the tourism industry could get you where you want to be. This course prepares you to become an effective manager in the tourism sector – but also delivers a range of transferrable business skills.



Modules are:

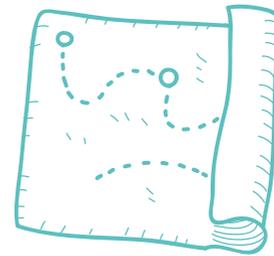
Level 6

Contemporary Management Issues

You'll get right up-to-date with the latest thinking in this module, probing the issues facing managers today, including sustainability, corporate values, and moral and ethical choices. You'll ponder how the world is changing - from the communities we live in, to globalisation and the way the world's economic landscape is evolving.

Strategic Management

Where is this business headed? What is your key goal? To get there you'll need a road map. Here you'll explore how to design that map, by applying a range of theories and techniques and building a strategy. You'll also look at how organisations deliver their plans by effectively managing change. We'll include a look at what happens in mergers and acquisitions, how to work with partners, and national or international planning.



Managing Self and Others

Earlier in the programme you will have studied ways of supporting others and developing yourself. This module continues that theme. You'll learn how to be at your best by learning stress management techniques, positive thinking, and assertiveness development. Can certain tools help creativity and decision making? You'll be able to decide. You'll scrutinise everything from recruitment, to managing teams and individuals - and getting the best out of them.

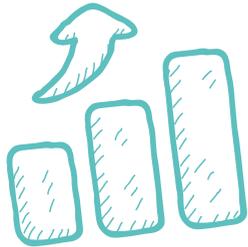
International Destination Management

Holidays don't just happen - they need strategy, marketing, and branding. You'll work on how to make a destination competitive, how to manage a crisis, and how to understand trends and the tourism life cycle.



Research Methods and Dissertation

We'll help you every step of the way with your dissertation. Starting by deciding which topic you want to research and how you're going to approach it, next you'll gather your own data and analyse it alongside books and other resources. Eventually, you'll bring it all together in a dissertation and presentation, by which time you'll be quite the expert.



Course duration and hours of study

This varies depending on your rate of progress - you can access modules at a pace that is convenient for you. Once you have accessed a module, there is a minimum and maximum time that you will need to finish the module within.

You can find out more information on the course page.

Visit www.arden.ac.uk or call our admissions team on:

0808 115 6571 for more details.

Entry requirements

To be eligible for this course you should have:

A HND in Business or equivalent, provided that your prior learning is consistent with Level 5 of the functional areas of business (finance, marketing, HRM and operations management).

For students whose prior learning was not taught in English:

IELTS 6.0 or equivalent.

