



Institiúid Teicneolaíochta Chorcaí  
Cork Institute of Technology

APPROVED

<b>Awards</b>
BBus (Hons)

<b>Programme Code:</b>	CR_FTRSM_8
------------------------	------------

<b>Mode of Delivery:</b>	Full Time, Part Time, ACCS
--------------------------	----------------------------

<b>No. of Semesters:</b>	8
--------------------------	---

<b>NFQ Level:</b>	8
-------------------	---

<b>Embedded Award:</b>	No
------------------------	----

<b>Programme Credits:</b>	240
---------------------------	-----

<b>programmeReviewDate:</b>	November 2021
-----------------------------	---------------

<b>Department:</b>	TOURISM & HOSPITALITY
--------------------	-----------------------

<b>Field of Study:</b>	Tourism
------------------------	---------

## Programme Outcomes

Upon successful completion of this programme the graduate will be able to demonstrate... :

<b>PO1</b>	Knowledge - Breadth
	(a) A comprehensive knowledge of the theory, concepts and methodologies applicable to both the broad and specialised aspects of the tourism sectors and its business and environment with specific reference to the component industries in tourism.
<b>PO2</b>	Knowledge - Kind
	(a) The ability to select, gather and evaluate knowledge through research and critical thinking and use relevant data to inform planning and decision processes.
<b>PO3</b>	Skill - Range
	(a) The ability to identify, analyse and apply appropriate solutions to tourism business opportunities and development.
<b>PO4</b>	Skill - Selectivity
	(a) The ability to manage and develop a tourism business or product in the context of its location, resources and available markets.
<b>PO5</b>	Competence - Context
	(a) The ability to operate or contribute to tourism business as part of a professional team, to identify and address problems and issues in a professional and creative manner within a wide range of contexts appropriate to various tourism and service sector businesses
<b>PO6</b>	Competence - Role
	(a) The ability to work creatively, professionally and ethically as an individual and as a member of a team and provide leadership, motivation and a spirit of enterprise.
<b>PO7</b>	Competence - Learning to Learn
	(a) The ability to continuously update tourism sector awareness of developments and trends, and to work and contribute within an overall tourism development context and network.
<b>PO8</b>	Competence - Insight
	(a) The ability to evaluate, articulate and defend the need to continuously examine the needs of business, its environment and sustainability in and ecological context, and provide clear leadership for consumer care within the business environment.

## Semester Schedules

### Stage 1 / Semester 1

Mandatory	
Module Code	Module Title
TOUR6003	<a href="#">Tourism Principles &amp; Product</a>
INFO6014	<a href="#">Business IT Skills</a>
TOUR6014	<a href="#">Tourism Geography</a>
CMOD6001	<a href="#">Creativity Innovation&amp;Teamwork</a>
Group Elective 1	
Module Code	Module Title
LANG6039	<a href="#">German Language &amp; Culture</a>
LANG7018	<a href="#">Working with French</a>
LANG6005	<a href="#">Introduction to Spanish</a>
Elective	
Module Code	Module Title
TOUR6018	<a href="#">Irish Heritage, Culture &amp; TG</a>
FREE6001	<a href="#">Free Choice Module</a>

### Stage 1 / Semester 2

Mandatory	
Module Code	Module Title
TOUR6004	<a href="#">Tourism and Travel Principles</a>
PSYC6001	<a href="#">Behavioural Science</a>
ECON6004	<a href="#">Economics for Services</a>
HOSP6013	<a href="#">Mgmt Principles For Services</a>
Group Elective 1	
Module Code	Module Title
LANG6040	<a href="#">Breakthrough German</a>
LANG7019	<a href="#">French Business and Culture</a>
LANG6006	<a href="#">Basic Spanish</a>
Elective	

Module Code	Module Title
HOSP6009	<a href="#">Hospitality Service Skills</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
LEGS6010	<a href="#">Tourism Law</a>
TOUR6015	<a href="#">Intro to Tourism Marketing</a>
TOUR6009	<a href="#">Financial Acc for Tour &amp; Hosp.</a>
TOUR6014	<a href="#">Tourism Geography</a>
TOUR6006	<a href="#">Air and Cruise Line Operations</a>
Elective	
Module Code	Module Title
TOUR6013	<a href="#">Marketing Comm &amp; Brand Mgt</a>
LANG6041	<a href="#">German and German Society</a>
LANG7016	<a href="#">Applied French</a>
LANG6029	<a href="#">Spanish and History</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
TOUR6008	<a href="#">Destination &amp; Experiences Mgmt</a>
STAT6009	<a href="#">Statistics for Tourism</a>
TOUR6016	<a href="#">Tourism Marketing</a>
TOUR6020	<a href="#">International Tourism Policy</a>
ACCT6024	<a href="#">Management Acc for Tour &amp; Hosp.</a>
Elective	
Module Code	Module Title
TOUR6019	<a href="#">Work Based Learning in Tourism</a>
TOUR6017	<a href="#">Intercultural Tourism Studies</a>
LANG6038	<a href="#">German &amp; Business Culture</a>
LANG7016	<a href="#">Applied French</a>
LANG6030	<a href="#">Spanish Language and Culture</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 3 / Semester 1

Mandatory	
Module Code	Module Title
TOUR7001	<a href="#">Tourism and the Environment</a>
TOUR7012	<a href="#">Research Methods</a>
TOUR7002	<a href="#">Human Resource Management</a>
TOUR7009	<a href="#">E-Tourism &amp; Digital Marketing</a>
HOSP7004	<a href="#">Finance for Hosp and Tourism</a>
Elective	
Module Code	Module Title
HOSP7053	<a href="#">Tourism &amp; Hosp Leadership</a>
TOUR7011	<a href="#">Quality and Customer Relations</a>
LANG6033	<a href="#">Working with Spanish</a>
LANG7006	<a href="#">Working with German</a>
LANG8016	<a href="#">Working and Living in France</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 3 / Semester 2

Mandatory	
Module Code	Module Title
TOUR7003	<a href="#">ER &amp; Managing People in Tourism</a>
TOUR7004	<a href="#">Tourism Industry Learning</a>
TOUR7005	<a href="#">Tourism Industry Learning P&amp;E</a>
TOUR7010	<a href="#">Tourism Services Marketing</a>
TOUR7007	<a href="#">Visitor Attractions Management</a>
Elective	
Module Code	Module Title
HOSP7054	<a href="#">Tourism Events &amp; Entertainment</a>
LANG7012	<a href="#">Spanish Business and Culture</a>
LANG7002	<a href="#">German Business &amp; Culture</a>
LANG7001	<a href="#">French 6</a>
FREE6001	<a href="#">Free Choice Module</a>



Stage 4 / Semester 1

Mandatory	
Module Code	Module Title
TOUR8006	<a href="#">Tourism Strategy Analysis</a>
TOUR8010	<a href="#">Adv Bus Fin for Hosp &amp; Tour</a>
TOUR8008	<a href="#">Innovation in the Tourism Ind.</a>
TOUR8009	<a href="#">Revenue Mgt &amp; Distribution</a>
Elective	
Module Code	Module Title
TOUR8002	<a href="#">Research Project Tour &amp; Hosp</a>
TOUR8012	<a href="#">Tourism Entrepreneurship</a>
TOUR8016	<a href="#">Aviation Travel Management</a>
LANG7014	<a href="#">Applied German</a>
LANG8007	<a href="#">French Business, Media &amp; Arts</a>
LANG7011	<a href="#">Applied Spanish</a>
FREE6001	<a href="#">Free Choice Module</a>

Stage 4 / Semester 2

Mandatory	
Module Code	Module Title
TOUR8007	<a href="#">Business Strategy Selection</a>
TOUR8005	<a href="#">Strategic Marketing</a>
TOUR7008	<a href="#">Tourism Operations Management</a>
TOUR8014	<a href="#">Sales and CRM</a>
Elective	
Module Code	Module Title
TOUR8003	<a href="#">Dissertation</a>
TOUR8013	<a href="#">Tourism Business Plan</a>
LANG7015	<a href="#">Applied German Studies</a>
LANG8008	<a href="#">French Culture and Literature</a>
LANG7013	<a href="#">Applied Spanish Studies</a>
FREE6001	<a href="#">Free Choice Module</a>
HOSP7054	<a href="#">Tourism Events &amp; Entertainment</a>