



Institiúid Teicneolaíochta Chorcaí
Cork Institute of Technology

APPROVED

Awards
BBus

Programme Code:	CR_FTOUTR_7
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Mode of Delivery:	Full Time, Part Time, ACCS
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No. of Semesters:	6
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NFQ Level:	7
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Embedded Award:	No
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Programme Credits:	180
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programmeReviewDate:	September 2021
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Department:	TOURISM & HOSPITALITY
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Field of Study:	Tourism
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Programme Outcomes

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

PO1	Knowledge - Breadth
	(a) develop a comprehensive knowledge of the multi-facted nature of the tourism product and its environment, from both a national and international perspective and apply this knowledge and skill to the operational aspects associated with tourism and travel operations.
PO2	Knowledge - Kind
	(a) the ability to apply the concepts of business in a proactive manner, with good interpersonal skills, identify and apply task oriented approaches within the tourism environment
PO3	Skill - Range
	(a) develop strong operative and management skills with particular emphasis on building and developing customer and employee relationships.
PO4	Skill - Selectivity
	(a) recognise key indicators for success in the travel and tourism industry and develop these practices through reflective and active learning in a working environment.
PO5	Competence - Context
	(a) have developed a commitment to working with, and implementing high ethical standards, best practice in corporate governance with respect for the community and the environment and a conciousness towards host environments and sustainability.
PO6	Competence - Role
	(a) students will be encouraged to challenge themselves both academically and creatively in both their work and personal aspirations.
PO7	Competence - Learning to Learn
	(a) have vision and be inspired to become motivated, eager and confident ambassadors for the tourism industry.
PO8	Competence - Insight
	(a) have confidence in their management, interpersonal and business skills and have belief in their abilities to move forward in the tourism industry.

Semester Schedules

Stage 1 / Semester 1

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

Stage 1 / Semester 2

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

Module Code	Module Title
HOSP6009	Hospitality Service Skills
FREE6001	Free Choice Module

Stage 2 / Semester 1

Mandatory	
Module Code	Module Title
TOUR6009	Financial Acc for Tour & Hosp
TOUR6015	Intro to Tourism Marketing
LEGS6010	Tourism Law
TOUR6022	Front Office Management
TOUR6021	Airline Studies and GDS
Elective	
Module Code	Module Title
TOUR6013	Marketing Comm & Brand Mgt
LANG6041	German Language and Society
LANG7016	Applied French
LANG6029	Spanish Language and Society
FREE6001	Free Choice Module

Stage 2 / Semester 2

Mandatory	
Module Code	Module Title
STAT6009	Statistics for Tourism
TOUR6008	Destination & Experiences Mgmt
TOUR6016	Tourism Marketing
TOUR6017	Intercultural Tourism Studies
ACCT6024	Management Acc for Tour & Hosp
Elective	
Module Code	Module Title
TOUR6019	Work Based Learning in Tourism
LANG6030	Spanish Language and Culture
LANG6038	German for Business
LANG7016	Applied French
FREE6001	Free Choice Module

Stage 3 / Semester 1

Mandatory	
Module Code	Module Title
TOUR7001	Tourism and the Environment
TOUR7012	Research Methods
TOUR7011	Quality and Customer Relations
HOSP7004	Finance for Hosp and Tourism
Elective	
Module Code	Module Title
LANG8016	Working and Living in France
LANG6033	Working with Spanish
LANG7006	Working with German
FREE6001	Free Choice Module
TOUR7009	E-Tourism & Digital Marketing

Stage 3 / Semester 2

Mandatory	
Module Code	Module Title
TOUR7003	ER & Managing People in Tourism
TOUR7004	Tourism Industry Learning
TOUR7005	Tourism Industry Learning P&E
TOUR7010	Tourism Services Marketing
TOUR7013	Tourism Events and Festivals
Elective	
Module Code	Module Title
TOUR7007	Visitor Attractions Management
LANG7001	French 6
LANG7002	German Business & Culture
LANG7012	Spanish Business and Culture
FREE6001	Free Choice Module