

**HE07C Person Specification**

**TO BE SENT TO THE STUDENT IN ADVANCE OF INTERVIEW**

Course Title	BA Tourism and Business Management top-up
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1.	Course Details
	<p>To be a student of TEC Partnership based at University Centre Grimsby studying the course BA Tourism and Business Management top-up validated by TEC Partnership.</p> <p>The validation document which describes the programme is published on the TEC Partnership website //grimsby.ac.uk/higher-education-course/ba-tourism-business-management-top-up/ and is version number V1.</p> <p>You will be required to complete the following modules;  Social Media and Digital Marketing (20 credit points);  Management of the Tourism Environment (20 credit points);  Management in Practice (20 credit points);  Event Based Tourism (20 credit points);  Dissertation (40 credit points).</p>

2.	Student Activities
	Individual Presentations, reports, essays, dissertation, independent research, group film production, and the production/interaction with a digital platform.

3.	Following full engagement in the programme, and upon its successful completion, students will:
	<ul style="list-style-type: none"> <li>• graduates will be equipped with the knowledge and skills to pursue a new career, or advance an existing one, within the Tourism industry/and or business sectors;</li> <li>• graduates will be able to pursue a wide range of roles within the tourism sector and/or business sector, such as customer service roles within tourism, marketing for tourism, e-marketing and sales, new product development for tourism/tourist attractions, IT and administration;</li> <li>• graduates will have the opportunity to develop these roles locally, nationally or internationally;</li> <li>• graduates will also be able to seek senior positions and management positions within the generic tourism industry within hotels, holiday resorts, attractions and cruise ships and/or the general business environment.</li> </ul>

Qualities	Specific Requirements	Where demonstrated	E	D
Qualifications and Training	Subject relevant Foundation degree, or relevant HND.	Application	X	
Specialist Knowledge	Understanding of the basics of the industry, and several examples of a credible dissertation subject.	Interview	X	X
Experience	Having completed level 5 in a relevant subject.	Application and Interview	X	X
Skills and Attributes	<p>Experience in a customer facing environment.</p> <p>Ability to persevere when faced with challenging circumstances</p> <p>Manage own time to work towards multiple tasks to meet multiple deadlines</p> <p>Ability to solve large and complex problems using project management and critical thinking skills in tourism and business</p> <p>Understanding of the tourism industry and its specific customer facing focus</p> <p>Ability to work with others at a range of tasks even where there is personal disagreement</p>	Interview	X  X  X  X	X     X
Other	<p>Commitment to 15 hours a week studying</p> <p>Availability throughout the academic year and potentially the resit period</p> <p>Knowledge about the use of Information Communication Technology to allow completion of an academic programme</p> <p>Student finance applied for or appropriate payment plan in place</p>	Interview	X   X	X



Qualities identified and determined by: E = Essential D = Desirable