



Erasmus+



Module Descriptions

Master Programmes

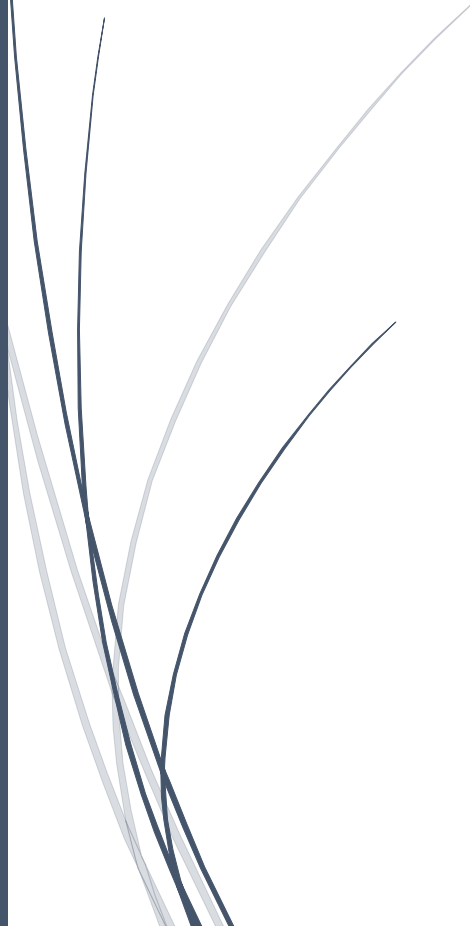


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MBA 7000: People & Organizations

Module Title		Module Number	JACS Subject Code(s) and % of each subject		ASC Category(ies)
People and Organisations		MBA7000	N500		7
Level (3-8)	Credits	ECTS	Module Value	% Taught in Welsh	Module Type
7	20	10	1.0	0	Taught
Teaching Period			Pre-requisites		
			None		
Module Leader		School(s)		Campus	
Michael Minkov (Module leader) Silvena Dencheva, Denitsa Borisova		VUM, Bulgaria		Varna	
Assessment Methods					
Assessment Type		Duration/Length of Assessment Type		Weighting of Assessment	Approximate Date of Submission
Portfolio/ Integrated Assignment		6,000 words		100%	End of Semester
Aim(s)					
<p>To allow students to develop a critical insight into the factors that influence the behaviour of people within organisations and how such behaviour contributes to organisational effectiveness.</p> <p>To provide a critical appreciation of the diversity of HRM issues and the primary role and key functions of HR with reference to relevant theoretical models and concepts of HRM.</p> <p>To pay particular attention to organisation structure, culture, conflict and the management of change.</p> <p>To explore the role of the effective human resource management in the broad organisational context.</p> <p>To examine the relationships beyond the organisation and wider environmental and economic factors that can affect the development of an enterprise.</p> <p>To provide students with the opportunity to develop effective planning, analytical and problem solving skills.</p>					
Learning Outcomes					
At the end of this module, students should be able to:					

<p>Critically analyse key theoretical approaches to the management of change with reference to structure, culture, conflict and managing self</p> <p>Critically examine organisational behaviour in a variety of contexts and develop discussion based on complex scenarios and the changing external environment</p> <p>Develop, explore and critique human resource management approaches in these contexts with reference to contemporary theory and an understanding of current practice</p> <p>A conceptual understanding of the core theories in understanding people and their role in organisations</p>
<p>Learning and Teaching Delivery Methods</p>
<p>Lectures will be used to present basic concepts and principles. Seminars will be used to discuss and explain specific problem areas.</p>
<p>Indicative Content</p>
<p>The module is structured into three distinct and equally weighted sections as outlined below;</p> <p>Reflective Practice- examining theories of learning and reflective practice, professional practice, management and reflection.</p> <p>Organisational Behaviour- examining theories of organisational practice, including organisational structure, culture and power and politics.</p> <p>Human Resource Management- examining key concepts of strategic HRM, with application to a contemporary case study.</p>
<p>Recommended Reading & Required Reading</p>
<p>Required Reading</p> <p>Linstead S, Fulop, L and Lilley S (2009) Management and Organisation, London: Palgrave Hall</p> <p>Recommended reading:</p> <p>Armstrong, M., (2006), <i>Strategic HRM, A Guide to Action</i>, (23rd. ed), Kogan Page</p> <p>Beardwell, L., & Claydon, T., (2010), <i>HRM, A Contemporary Perspective</i>, (6th ed), FT/Prentice Hall</p> <p>Blyton., P & Turnbull, P., (2006), <i>The Dynamics of Employee Relations</i>,(5th ed),Palgrave</p> <p>Cole, G., (2006), <i>Personnel & HRM</i>, Continuum, (9th Ed),</p> <p>Cottrell, S., (2010), <i>Skills for Success, The Personal Development Planning Handbook</i>, (2nd ed), Palgrave</p> <p>Kew, J., & Stedwick, J., (2010), <i>Human Resource Management in a Business Context</i>, CIPD</p> <p>Morgan, G., (2006), <i>Images of Organization</i>,(updated edition), Sage</p>

Robbins, S.P., and Judge, T. A.,(2012), *Organisational Behaviour, Global Edition,* (, 15th ed), Pearson
 Banfield and Kay (2008), *Introduction to human resource management*, Oxford University Press

Journals

International Journal of Human Resource Management

Human Resource Management Journal

Humane Resource Management Review

Employment Relations

People Management (CIPD)

Access to Specialist Requirements

None.

MBA 7001: Accounting for Decision Makers

Module Title			Module Number	JACS Subject Code(s) and % of each subject	ASC Category(ies)
Accounting for Decision-Makers			MBA7001	N300	7
Level (0 - 8)	Credits	ECTS	Module Value	% Taught in Welsh	Module Type
7	20	10	1.0	0	Taught
Teaching Period			Pre-requisites		
			None		
Module Leader		School(s)		Campus	
Svetlana Drenska (module leader) Diyan Dimov		VUM, Bulgaria		Varna	
Assessment Methods					
Assessment Type		Duration/Length of Assessment Type		Weighting of Assessment	Date of Submission
Coursework: Time-constrained test		Multiple Choice Question Test (MCQ) (1.5 hours)		50%	Mid semester
Examination		2.5 hours		50%	End of semester

Aim(s)			
<p>To provide future managers with a level of practical understanding that is genuinely useful in the workplace by covering a range of key financial and management accounting areas</p> <p>To interpret financial statements</p> <p>To understand cost classification and behaviour in short-term decision making</p> <p>To understand the principles of budgeting and budgetary control.</p>			
Learning Outcomes			
<p>After completion of the module, the student will be able to:</p> <p>Demonstrate a critical understanding of, and evaluate, balance sheets and income statements</p> <p>Interpret the financial data commonly provided by accountants to managers</p> <p>Use marginal costing & breakeven analysis to evaluate and solve of a range of realistic problems</p> <p>Prepare & interpret cash budgets as part of budgetary control</p>			
Indicative Content			
<p>Introduction to Accounting</p> <p>Nature and roles of accounting, Users of financial information and their needs, Distinction between financial and management accounting;</p> <p>Financial Statements</p> <p>Prepare a simple balance sheet and income statement; Discuss accounting conventions underpinning the financial statements; Discuss uses and limitations of the financial statements.</p> <p>Ratio Analysis</p> <p>Calculation of key ratios for assessing the profitability, efficiency, liquidity and gearing of a business; Explain the significance of the ratios calculated; Discuss the limitations of ratios as a tool of financial analysis.</p> <p>Working Capital</p> <p>Managing Inventories, Receivables, Payables and the Operating Cash Cycle.</p> <p>Cost-Volume-Profit analysis</p> <p>Distinction between fixed and variable costs – their classification and behaviour; Using break-even analysis to evaluate business opportunities; Using marginal costing for decision making on maximising returns;</p>			

Budgeting

Explain the budgeting process and the interlinking of the various budgets within the business; Construct various budgets, including the cash budget from relevant data; Understand why profit is not the same as cash flow.

Recommended Reading & Required Reading

Required Reading

Atrill, P., & McLaney, E., (2012) *Accounting and Finance for Non-Specialists (with MyAccountingLab)*, (8th ed), Financial Times/Prentice Hall, ISBN-10: 0273778161 | ISBN-13: 978-0273778165

All students require access to a calculator e.g. Casio fx-82 which must include the following functions: powers; roots; brackets; memory; sign change.

Recommended Reading

Davies, T., & Crawford, I., (2011), *Business Accounting and Finance*, (1st ed), Financial Times/ Prentice Hall

ISBN-10: 027372312X | ISBN-13: 978-0273723127

McLaney, E., & Atrill, P., (2012), *Accounting: An Introduction (with MyAccountingLab)*, (6th ed), Financial Times, Prentice Hall ISBN-10: 0273771949 | ISBN-13: 978-0273771944

Weetman, P., (2013), *Financial and Management Accounting: An Introduction (with MyAccountingLab)*, (6th ed), Financial Times/Prentice Hall, ISBN-10: 027378952X | ISBN-13: 978-0273789529

Professional articles posted on Blackboard.

Access to Specialist Requirements

Web based learning & self assessment packages

MBA 7002: Strategic Management

Module Title				Module Number	JACS Subject Code(s) and % of each subject	ASC Category(ies)
Strategic Management				MBA7002	N240	7
Level (0 - 8)	Credits	ECTS	Module Value	% Taught in Welsh	Module Type	
7	20	10	1.0	0	Taught	
Teaching Period				Pre-requisites		
				None		
Module Leader			School(s)	Campus		
			Varna University of Management			
Assessment Methods						
Assessment Type		Duration/Length of Assessment Type		Weighting of Assessment		Approximate Date of Submission
Portfolio		3,000 words		50%		End of semester
Examination		2.5 hours		50%		End of semester
Aim(s)						
<p>The aim of this module is to develop understanding in the formulation and implementation of strategy in all types and size of organisations within private, public and third sectors. In the development of understanding the exploration of internationalisation, sustainability, corporate values and social responsibility informs the curriculum. Students should be able to synthesise information to inform strategic decisions and actions demonstrating awareness of complexity, risk and uncertainty from multiple perspectives in a dynamic business environment.</p>						
Learning Outcomes						
<p>At the end of this module students should be able to:</p> <p>Evaluate and reflect on the influences driving demand within the business to consumer and business to business markets and the factors influencing the strength of their influence</p>						

Critically assess the debate that surround corporate values and social responsibilities.

To analyse competition and customer requirements in order to identify oppertunities for competitive advantage within an industry.

Identify different types of strategic change programmes and assess the value of different leadership styles in managing strategic change.

Learning and Teaching Delivery Methods

Lectures will be used to explore basic concepts and principles. Tutorials and seminars will be used to discuss and explain specific problem areas. Students will also be expected to undertake Self-Directed learning to complement their classroom-based learning.

Indicative Content

The Environment

Strategic Capabilities

Integrating Internal & External Environment

The Nature and Sources of Competitive Advantage

Strategic Purpose

Culture & Strategy

Business Strategy / Business Level Strategy

Corporate Strategy and Diversification

International Strategy

Leadership & Strategic Change

Recommended Reading & Required Reading

Required Reading:

Kapferer, J. (2012). *The New Strategic Brand Management: advanced insights and strategic thinking*. (5th ed.) Kogan Page

Henk, W., Volbarda et al. (2011). *Strategic Management, (9th Edition)*, South- Western, Cengage Learning

Johnson, G., Whittington, R., Scholes, K. (2011). *Exploring strategy (9th edition)*. Pearson Education

Recommended Reading:

Barney J., Hesterly, W. (2012). Strategic Management and Competitive Advantage (4th edition). Pearson Education, Inc.

Goodman, M. & Dingli, S. (2013). Creativity and Strategic Innovation Management. London: Routledge

Ireland, R., Hoskisson, R. & Hitt, M. (2011). The management of Strategy: Concepts and Cases. (9th ed.) South-Western Cengage Learning

Henry, A. (2008). Understanding Strategic Management. Oxford: Oxford University Press

Lynch, R. (2009). Strategic Management. (5th ed). FT/Prentice Hall

Shimizu, K. (2012). The Cores of Strategic Management. New York: Routledge

Thompson, J. & Martin, F. (2011). Strategic management: awareness & change. (6th ed.) South-Western Cengage Learning

Wheelen, T., Hunger, J. (2012). Concepts in Strategic Management and Business Policy toward Global Sustainability (13th edition). Pearson Education, Inc.

Recommended Journal:

Journal of Management Studies;

Journal of Business Strategy;

Long Range Planning;

Sloan Management Review;

Strategic Change;

Strategic Management Journal;

Technology Analysis and Strategic Management;

Access to Specialist Requirements

None

MBA 7003: Marketing

Module Title		Module Number	JACS Subject Code(s) and % of each subject		ASC Category(ies)
Marketing		MBA7003	N550		7
Level (3-8)	Credits	ECTS	Module Value	% Taught in Welsh	Module Type
7	20	10	1.0	0	Taught
Teaching Period			Pre-requisites		
			None		
Module Leader		School(s)		Campus	
Vesselin Blagoev (module leader) Stanislav Ivanov		Varna University of Management		Varna	
Assessment Methods					
Assessment Type		Duration/Length of Assessment Type		Weighting of Assessment	Approximate Date of Submission
Integrated Assignment / Group Coursework		3,000 words		50%	Mid-semester
Integrated Assessment / Examination		2 hours		50%	End of semester
Aim(s)					
<p>To provide students with a practical understanding of how the dynamics of the market, the business environment, customer trends and behaviour and the organisation's own capabilities impact upon its ability to develop and deliver profitable customer propositions.</p> <p>To apply key theories, concepts and techniques to develop an in-depth understanding of a market</p> <p>To develop appropriate marketing strategies and plans</p>					
Learning Outcomes					
<p>At the end of this module, students should be able to:</p> <p>Demonstrate a critical understanding of the role and function of marketing in a variety of market and organisational contexts.</p> <p>Critically evaluate and utilise marketing research data and methods to a given marketing situation.</p> <p>Apply and evaluate the principles of organisational and environmental audits to inform marketing strategies, decisions and objectives.</p> <p>Develop and justify a marketing plan and mix for a given target market.</p>					

Learning and Teaching Delivery Methods
Lectures will be used to present basic concepts and principles. Seminars will be used to discuss and explain specific problem areas. Students will also be expected to complement this study with self-directed learning.
Indicative Content
<p>The marketing concept: theories and concepts, planning, organisational context (B2C/B2B/NfP)</p> <p>Dynamics of the marketplace: supply/demand, types of market, competitiveness</p> <p>Consumer behaviour: purchasing models/factors, decision making unit, purchasing</p> <p>Market segmentation/STP: methods of segmentation, targeting strategies, positioning</p> <p>Marketing research techniques: primary/secondary, quantitative/qualitative</p> <p>Analysing of research data to inform marketing strategies and plans</p> <p>Internal audits: organisational/marketing capabilities- strengths/weaknesses</p> <p>Environmental audits:micro/macro/global, market opportunities/threats</p> <p>Developing marketing strategy</p> <p>Strategic decisions: market selection, positioning, competitive stance, growth</p> <p>Operationalising the marketing mix for a target segment (4P/4C/7P)</p> <p>Product: categories, goods/services, lifecycle, USP/FAB, portfolio, new product dev't</p> <p>Price: role of price, break-even/contribution, strategic/tactical pricing strategies,</p> <p>Place: role of distribution, channels, emergence of retail/e-tail channels, logistics</p> <p>Promotions: aims of promotion, promotional mix, push/pull/profile, IMC</p> <p>7Ps: goods vs services, physical evidence, people, processes</p>
Recommended Reading & Required Reading
<p>Required Reading:</p> <p>Armstrong, G., Kotler, P., Harker, M., Brennan, R., (2012), <i>Marketing: An Introduction 2/E</i>, Pearson</p> <p>Blythe, J., (2009), <i>Principles and Practice of Marketing</i>, Cengage Learning</p> <p>Hooley, G., Piercy, N.F., Nicolaud, B., (2012), <i>Marketing Strategy & Competitive Positioning 5th Ed</i>, FT Prentice Hall</p> <p>Lee, K., & Carter, S., (2012), <i>Global Marketing Management</i>, Oxford</p> <p>McDaniel, C. J.r., Gates, R., (2012), <i>Marketing Research 9th Ed International Student Version</i>, Wiley</p>

Recommended Reading:

- Aaker, D., (2010), *Strategic Marketing Management: Global Perspectives*, Wiley
- Aaker, D., (2010), *Marketing Research, 10th Ed International Student Version*, Wiley
- Blythe, J., (2012), *Essentials of Marketing*, Pearson
- Bradley, N., (2010), *Marketing Research: tools & techniques*, Oxford University Press
- Chaffey, D., Ellis-Chadwick, F.,(2012), *Digital Marketing: Strategy, Implementation & Practice, 5/E*, Pearson
- DePelsemaker, P., Kenhove, P., Janssens, W., Wijnen, K., (2008), *Marketing research with SPSS*, FT Prentice Hall
- Doole, I., Lowe, R., (2012), *International Marketing Strategy*, Cengage Learning,Keegan
- Hollensen, S., (2012), *Essentials of Global Marketing, 2/E*, Pearson
- Lamb, C.W., Hair, J.F., McDaniel, C., (2012), *Essentials of Marketing*, Cengage Learning
- McDonald, M., (2011), *Marketing Plans- How To Prepare Them, How To Use Them*, Wiley
- Solomon, M., (2012), *Consumer Behavior: Global Edition, 10/E*, Pearson
- Wilson, M.S., Gilligan, C., (2005), *Strategic Marketing Management*, CIM/Elsevier (e-book)
- Wood, M.B., (2010), *Essential Guide to Marketing Planning*, FT Prentice Hall

Journals

Marketing

Journal of Consumer

European Journal of Marketing

Journal of Marketing Research

Irish Marketing Review

Marketing Management Journal

Journal of Consumer Behaviour

Journal of Strategic Marketing

Journal of Marketing

Journal of International Marketing

Other Sources:

Chartered Institute of Marketing (CIM) www.cim.co.uk

Marketing Week www.marketingweek.co.uk

Financial Times www.ft.com

The Times www.timesonline.co.uk

Access to Specialist Requirements

Mintel, KeyNote and Mintel/DataMonitor market research reports

MBA 7005: Management of Finance

Module Title			Module Number	JACS Subject Code(s) and % of each subject	ASC Category
Management of Finance			MBA7005	N300	7
Level (0 - 8)	Credits	ECTS	Module Value	% Taught in Welsh	Module Type
7	20	10	1.0	0%	Taught
Teaching Period			Pre-requisites		
			None		
Module Leader		School(s)		Campus	
		Varna University of Management			
Assessment Methods					
Assessment Type	Duration/Length of Assessment Type		Weighting of Assessment		Approximate Date of Submission
Coursework	2,500 words		50%		Mid –end of semester
Exam	2 .5 hrs		50%		End of semester
Aim(s)					
<p>To enable students to analyse and critically evaluate financial choices using investment appraisal techniques, taking into account the cost and sources of capital and the necessity of managing the balance sheet;</p> <p>To raise awareness of external considerations, such as take-over threats, interest rate movements, and currency fluctuations, which may impinge on decision making;</p> <p>To cover the major financial issues in such a way as to enable students to make a strategic appraisal of financial problems and to identify different courses of actions for dealing effectively with problems.</p>					
Learning Outcomes					
After completing this module the student should be able to:					

Critically evaluate financial statements using appropriate techniques to assess the financial position of the organisation;

Undertake a strategic appraisal of financial problems and financial information for use in making strategic investment decisions;

Critically evaluate project proposals in terms of risk, return and asset valuation;

Critically analyse complex problems and apply techniques to unfamiliar situations, particularly with reference to the requirements of the small business environment.

Learning and Teaching Delivery Methods

Lectures will be used to present basic concepts and principles. Seminars will be used to discuss and explain specific problem areas. Students will be expected to undertake self-directed learning to complement the lectures and seminars.

Indicative Content

Financial statements analysis

In depth review of financial statements, sources of funds, employment of funds, expected rewards, cost of capital. Investment requirements and optimum employment of funds. Cash and fund flows.

Project Appraisal

Dealing with risk, cost of capital and discounting. Risk premium discount factor, expected returns, sensitivity analysis.

Financing decisions

Sources of long-term finance, ordinary equity capital, methods of raising capital, loan notes and debentures

Investment and Risk

Risk and return. Portfolio theory. The Capital Asset Pricing Model.

Foreign Exchange Risk

Identifying and measuring exchange rate exposure risk. Techniques to reduce exposure to foreign exchange risk.

Small Business Finance

Sources of finance, cash flow management, growth, working capital management, flotation, factoring, leasing, Mergers and acquisitions, Business plans and projected financial statements.

Recommended Reading & Required Reading
<p>Required Reading</p> <p>Gitman, L. J., and Zutter, C. J., (2012), <i>Principles of Managerial Finance</i>, Pearson Higher Education</p> <p><i>Recommended Reading</i></p> <p>Atrill, P., (2011), <i>Financial Management for Decision Makers</i>, Financial Times Press</p> <p>McLaney, E. J., (2011), <i>Business Finance: Theory and Practice</i>, FT Prentice Hall</p> <p>Titman, S., Martin, J. D., and Keown, A. J., (2011), <i>Financial Management: Principles and Applications</i>, Pearson Education</p> <p>Van Horne, J. C., and Wachowicz, J. M., (2009), <i>Fundamentals of Financial Management</i>, Financial Times, Prentice Hall</p> <p>Journals</p> <p>Journal of Finance</p> <p>Managerial Finance</p> <p>Financial Management</p> <p>Financial Analysts Journal</p> <p>Quality financial press such as Financial Times, Bloomberg, and The Wall Street Journal</p>
Access to Specialist Requirements
None

MBA 7061: Operations Management

Module Title			Module Number	JACS Subject Code(s) and % of each subject	ASC Category(ies)
Operations Management			MBA7061	N900	7
Level (3-8)	Credits	ECTS Credit	Module Value	% Taught in Welsh	Module Type
7	20	10	1.0	0	Taught
Teaching Period			Pre-requisites		
			None		
Module Leader		School(s)		Campus	
Prof. Nako Stefanov (module leader) Boyko Ovcharov		VUM, Bulgaria		Varna	
Assessment Methods					
Assessment Type	Duration/Length of Assessment Type		Weighting of Assessment	Approximate Date of Submission	
Coursework	Written assignment (6,000 words)		100%	End of Semester	
Aim(s)					
<p>To develop and introduce and develop a critical understanding operations management for modern organisations in a variety of sectors of activity;</p> <p>To consider operations strategy in its broadest sense and relate this to the internal management and organisation of the production of goods and services within organisations in different sectors of the economy;</p> <p>To examine how to organise resources and operations, and how to improve them using a variety of quality tools and techniques and process improvement activities;</p> <p>To consider the organisation in its wider context; examining how inputs on the supply side can be managed and improved, and on the demand side how customers, and customer satisfaction can be understood.</p>					
Learning Outcomes					
<p>On completion of this module, students should be able to:</p> <p>Evaluate the nature, scope and extent of manufacturing and service operations strategy;</p> <p>Critically evaluate the use of quality tools and techniques for a wide range of organisational problems;</p> <p>Solve complex operational problems related to managing capacity and constraints within organisations;</p>					

Demonstrate the application of strategies, tools and techniques to improve business operations and appraise and select appropriate methods for managing supply bases for a variety of organisations.

Learning and Teaching Delivery Methods

Lectures/ seminars

Independent study

Indicative Content

The content of this module will focus primarily on the future needs of students and can be tailored to their likely subsequent careers. For those students likely to be entering the service sector the module can primarily be focused on service operations management with manufacturing operations management being taught as the minor component. For those students with a likely career in manufacturing, then manufacturing operations can be the major focus with service operations management taught as the minor component.

Operations strategy

Customer service

Managing capacity and demand

Scheduling operations

Waiting, queuing theory and practice

Managing inventory

Quality management tools and techniques

Process analysis and improvement

New product and service development

Purchasing and supplier management

Recommended Reading & Required Reading

Required reading

Hill, A., and Hill, T., (2012), Operations management, Palgrave Macmillan; Basingstoke

Johnson, R., and Clark, G., (2012), Service operations management: improving service delivery, FT Prentice Hall; London

Recommended reading

Cousins, P., Lamming, R., Lawson, B., and Squire, B., (2008), Strategic Supply Management: Principles, Theories and Practice, Prentice Hall; London.

Fitzsimmons, J., and Fitzsimmons, M., (2010), Service Management: operations, strategy and information technology, McGraw-Hill Higher Education; Boston MA.

Hollins, W., and Shinkins, S., (2006), Managing service operations: design and Implementation, Sage Publications; London.

Slack, N., Brandon-James, A., and Johnston, R., (2013), Operations Management, Pearson; London

Journals

California Management Review

Harvard Business Review

International Journal of Production Economics

International Journal of Operations & Production Management

International Journal of Logistics Management

International Journal of Physical Distribution and Logistics Management

International Journal of Production Economics

International journal of Services and Operations Management

Journal of Operations Management

Production and Operations Management

MBA 7063: Buyer behaviour and Relationship marketing

Module Title		Module Number	JACS Subject Code(s) and % of each subject		ASC Category(ies)
Buyer Behaviour and Relationship Marketing		MBA7063	N500		7
Level (3-8)	Credits	ECTS	Module Value	% Taught in Welsh	Module Type
7	20	10	1.0	0	Taught
Teaching Period			Pre-requisites		
			None		
Module Leader		School(s)		Campus	
		Varna University of Management			
Assessment Methods					
Assessment Type		Duration/Length of Assessment Type		Weighting of Assessment	Approximate Date of Submission
Integrated Assignment / Coursework		3000 words		50%	Mid-semester
Integrated Assessment / Coursework		3000 words		50%	End of semester
Aim(s)					
<p>To build on the core module and develop the student's understanding of buyer behaviour and its impact on strategic decision making;</p> <p>To critically analyse buyer behaviour in both the consumer and business to business environments;</p> <p>To critically evaluate a wide range of buying models and processes;</p> <p>To examine how intervening factors, such as the Internet, are reshaping and changing purchasing decisions.</p>					
Learning Outcomes					
<p>After completing the module, the student should be able to:</p>					

Differentiate between types and classes of customer and how this affects their buying behaviour, to include the effects of sustainability and recycling on buyer behaviour;

Critically review relevant motivational theories and their effects on customer behaviour;

Evaluate decision making-processes and customer behaviour in both B2C and B2B contexts;

Critically assess purchasing systems, value chaining, value mapping and how production systems such as JIT and OPT influence value and waste within B2B markets.

Learning and Teaching Delivery Methods

Lectures will be used to present basic concepts and principles. Seminars will be used to discuss and explain specific problem areas. Students will also be expected to undertake self-directed learning to complement classroom-based teaching.

Indicative Content

Definitions and classification (buyer, consumer, repeat, loyal, lapsed, rational, etc.).

The Consumer research process.

Market segmentation and strategic targeting.

Consumer motivation, personality and consumer behaviour.

Perceptions, learning and attitudes.

Communication and consumer behaviour.

The role of culture, including sub-cultural differences and ethnic diversity.

New products, diffusion and innovation.

Marketing ethics and social responsibility.

The impact of e-marketing and e-channels on buyer behaviour.

The impact of advertising, packaging and other marketing activity.

The sales process (needs identification, information giving, close, objections, etc.).

Purchasing systems and processes in B2B markets.

Supply chain management and logistics in B2B markets.

The concept of relationship marketing in B2B markets.

Recommended Reading & Required Reading

Required Reading

Schiffman, L., Kanuk, L., and Hansen, H. (2012). *Consumer Behaviour: A European Outlook, International Edition*. (2nd ed.). Upper Saddle River: Pearson

Recommended Reading

Blythe, J. (2013). *Consumer Behaviour*, (2nd ed.). London: Sage Publications Ltd

Blythe, J. (2014). *Principles and Practice of Marketing*. (3rd ed.). London: Sage

Brennan, R., Canning, L. & McDowell, R. (2014). *Business-to-Business Marketing*. (3rd ed.). London: Sage

Clow, K, Baack, D. (2014). *Integrated Advertising, Promotion and Marketing Communications*. (6th ed.). Harlow: Pearson

Dibb, S., Simkin, L., Pride, W. And Ferrell, O. (2012). *Marketing. Concepts and Strategies*. (6th ed.). Hampshire: Cengage Learning

Evans, M., Jamal, A., and Foxall, G. (2009). *Consumer Behaviour*. (2nd ed.). Chichester: John Wiley and Sons

Ford, D., Gaddle, L., Hakansson, H. And Snehota, I. (2011). *Managing Business Relationships*. (3rd ed.). Chichester: John Wiley and Sons

Hoyer, W. D., and MacInnis, D. J. (2012), *Consumer Behaviour*. (6th ed.). Mason, OH: South Western College Publishing

Kotler, P., Armstrong, G., Harris, L. and Piercy, N. (2013). *Principles of Marketing*. (6th ed.). Harlow: Pearson

Payne, A. and Frow, P. (2013). *Strategic Customer Management. Integrating Relationship Marketing and CRM*. New York: Cambridge University Press

Solomon, M. R., Bamossy, G., Askegaard, S., and Hogg, M. K. (2013). *Consumer Behaviour A European Perspective*. (5thed.). Harlow: Pearson

Solomon, M., Marshall, G., Stuart, E., Barnes, B., and Mitchell, V. (2013). *Marketing. Real People, Real Decisions*. (2nd ed.). Harlow: Pearson

Wright, R. (2013). *Consumer Behaviour, Applications in Marketing* (2nd ed.). London: Sage Publications Ltd

Journals

Journal of Consumer Behaviour

International Journal of Consumer Studies

Journal of Consumer Research

Industrial Marketing Management (free online access)

Access to Specialist Requirements

None.

MBA 7099: Dissertation

Module Title		Module Number	JACS Subject Code(s) and % of each subject		ASC Category(ies)
Dissertation		MBA7099	N200		7
Level (0 – 8)	Credits	ECTS Credit	Module Value	% Taught in Welsh	Module Type
7	40	20	2.0	0	Dissertation
Teaching Period			Pre-requisites		
Semester 3			None		
Module Leader		School(s)		Campus	
Prof. Vesselin Blagoev		VUM, Bulgaria		Varna	
Assessment Methods					
Assessment Type	Duration/Length of Assessment Type		Weighting of Assessment		Approximate Date of Submission
Dissertation	10,000 - 12,000 words		100%		Semester 3
Aim(s)					
<p>The dissertation provides an opportunity for in depth study of a topic relevant to management. It requires students to:</p> <p>Critically evaluate major schools of thought within relevant management theory to fit with business practice.</p> <p>Translate theory into practice through the study of its application in the real world.</p> <p>Undertake empirical research in this area.</p> <p>Draw conclusions about the implications of the results for managerial decision-making, in particular strategic.</p>					
Learning Outcomes					
<p>At the completion of the dissertation the student should be able to:</p> <p>Formulate research questions at a level appropriate for a Masters;</p> <p>Critically review the relevant literature / business environment information;</p> <p>Select the most appropriate methods for the collection of data, justifying that choice.</p> <p>Apply methods to collect data;</p>					

Select a method of analysis appropriate to their research question, within the context of what is commensurate to Masters level;

Present the results clearly and comprehensively;

Draw conclusions about the results.

Learning and Teaching Delivery Methods

The Dissertation builds on the Research Methods Module/Pathway Specific Modules. Students will be assigned a personal tutor with whom they will be expected to have a minimum of three one-to-one tutorials, the outcome of which will be fully documented.

A dissertation handbook will be available for all students that will include details of

Regulations and attendance requirements

Role of supervisor

Timing and planning

Topic selection

Presentation

Referencing

Assessment

Indicative Content

Specific research topic selected by student.

Statement of research question

Literature review / background business research

Justification of methodology for collection of data

Justification for method of analysis

Analysis

Presentation of data

Presentation of results

Discussion

Recommended Reading & Required Reading

Required Reading:

Gill, J., and Johnson, P., (2007), *Research Methods for Managers*, (Third Edition), Sage

Saunders, M., Lewis, P., and Thornhill, A., *Research Methods for Business Students*, (6th edition), Harlow: FT/Prentice Hall

Recommended Reading:

Al Theide, D.L., & Schneider, C.J., (2012), *Qualitative Media Analysis*, 2nd Edition, Sage

Biggam, J., (2011), *Succeeding with your Masters Dissertation: A Step-by-Step Handbook*, Sage; London

Blasius, J., & Thiessen, V., (2012), *Assessing the Quality of Survey Data*, Sage

Callegaro, M., Manfreda, K.L., and Vehovar, V., (2014), *Web Survey Methodology*, Sage; London

Fielding, N.G., Lee, R., & Blank, G., *The Sage Handbook of Online Research Methods*

Fisher, C., (2007), *Researching and Writing a Dissertation: A Guidebook for Business Students*, FT/Prentice Hall; London

Furseth, I., & Everett, E.L., (2013), Sage Study skills Series; London

Guest, G., (2013), *Public Health Research Methods* Sage; London

Gill, J., and Johnson, P., (2011), *Research Methods for Managers*, e-book

Hart, C., (2004), *Doing your Masters Dissertation*, Sage Study skills; London

Herr, K., & Anderson, G.L., *The Action Research Dissertation: A Guide for Students and Faculty* Sage; London

Lomas, R., (2011), *Mastering your Business Dissertation: How to Conceive Research and Write a Good Business Dissertation*, Routledge; Oxon

Moore, N., (2006), *How to do Research: the Complete Guide to Designing and Managing Research Projects (3rd revised edition)*, Facet Publishing; London

Myers, M.D., (2013), *Qualitative Research in Business and Management*, Sage; London

Nezieiek, J.N., (2012), *Diary Methods*, Sage; London

Picardi, C., & Masick, C.J., (2013), *Research Methods Designing and Conducting Research with a Real World Focus*, Sage; London

Russell, B.H., (2012), *Social Research Methods: Qualitative and Quantitative approaches*, (2nd edition), Sage; London

Sieber, J.E., & Tolich, M.B., (2013), *Planning Ethically Responsible Research*, (2nd edition), Sage; London

Wentz, E.A., (2013), *How to Design, Write and Present a Successful Dissertation Proposal*, Sage; London

Zikmund, W.G., (2003), *Business Research Methods (7th edition)*, Thomson South-Western; UK

HLT 7031: Managing People and Markets across Cultures

Module Title			Module Number	JACS Subject Code(s) and % of each subject	ASC Category(ies)
Managing People and Markets across Cultures			HLT7031	N800	7
Level (3 to 8)	Credits	ECTS Credit	Module Value	% Taught in Welsh	Module Type
7	20	10	2.0	0	Taught
Teaching Period			Pre-requisites		
Semester 1			None		
Module Leader		School(s)		Campus	
Michael Minkov (module leader) Roumiana Konstantinova Silvena Dencheva Violina Ratcheva Stanislav Ivanov		Varna University of Management		Sofia and Varna	
Assessment Methods					
Assessment Type	Duration/Length of Assessment Type		Weighting of Assessment		Approximate Date of Submission
WRIT 1	1500		25%		Week 7
WRIT 2	4500		75%		Week11
Aim(s)					
This module aims to facilitate students' understanding of the importance of intercultural communication in the tourism, hospitality and events industries. It will develop the skills required to become an effective intercultural communicator, in order to equip students to manage both people and markets in a culturally diverse society.					
Learning Outcomes					
On completion of this module, the student should be able to: Demonstrate an understanding of the challenges of living and working in a global society. Explore the dimensions of culture that influence behaviours.					

Recognize the multi-faceted nature of communication and exhibit the knowledge and skills required to become an effective intercultural communicator.

Critically evaluate the role of media and culture when managing markets across cultural boundaries.

Identify the importance of developing intercultural business and professional relationships.

Learning and Teaching Delivery Methods

Lecture/Workshops: 48 hours

Student-centred learning: 152 hours

Indicative Content

Globalization, interconnectedness, global village, traditionalism, transformationism, business economies, citizenship, migration and international exchange, multiculturalism, cross-culturalism.

Social, interpersonal and human relationships, cultural norms, social exchange theory, inclusion, control.

Models of communication, verbal and non-verbal communication, power and language, components and characteristics of verbal and non-verbal codes, communication styles and gender differences.

Agenda-setting theory, global, political and economic influences on media, media and cultural change, role of media and technology in cross-cultural marketing, intercultural marketing strategy.

Ethical communication, cultural theory, values and behaviours, socialization, power and distance, managing a culturally diverse workforce.

Recommended Reading & Required Reading

Required reading

Byrd, M. & Scott, C. (2014) *Diversity in the Workforce*, London: Routledge.

Fairclough, N. (2001) *Language and Power*, Harlow, UK: Longman.

French, R. (2008) *Cross-Cultural Management in Work Organisations*, CIPD, London: Sage.

Liu, S., Volcic, Z & Gallois, C. (2011) *Introducing Intercultural Communication: Global Cultures and Contexts*, London: Sage.

Schneider, S., Barsou, J.L. (2003), *Managing across cultures*, Pearson Educations, Prentice Hall

Usinier, J-C & Lee, J. (2012) *Marketing across Cultures*, (6th edition), Harlow: Pearson Education Ltd.

Recommended reading

Geertz, C. (1973) *The Interpretation of Cultures*, New York,: Basic Books.

Hofstede, G. (2001) *Culture's Consequences: Comparing Values, Behaviours, Institutions and Organisations across Nations* (2nd edition), Thousand Oaks, CA: Sage.

Hogan, C. (2007) *Facilitating Multicultural Groups. A Practical Guide*. London: Hogan Page

Jandt, F.(2007), *An Introduction to Intercultural Communication:Identities in a Global Community*, (5th edition), Thousand Oaks, CA: Sage.

Lull, J. (2000) *Media, Communication, Culture:A Global Perspective*, (2nd edition), New York: Columbia University Press.

Thomas, D. (2008) *Cross-Cultural Management. Essential Concepts*. (Edition 2) CA,:Sage.

Access to Specialist Requirements

Blackboard (VLE) supported module

HLT 7032: Industry Project Management

Module				Module Number	JACS Subject Code(s) and % of each subject	ASC Category(ies)
Industry Project Management				HLT7032	N800	7
Level (3 - 8)	Credits	ECTS Credit	Module Value	% Taught in Welsh	Module Type	
7	20	10	2.0		Taught	
Teaching Period				Pre-requisites		
Semester 1				None		
Module Leader		School(s)			Campus	
Viktoria Gedinach (module leader) Stanislav Ivanov Maya Ivanova Diyan Dimov Plamen Petrov		Varna University of Management			Sofia and Varna	
Assessment Methods						
Assessment Type		Duration/Length of Assessment Type		Weighting of Assessment		Approximate Date of Submission
WRIT 1		Group Feasibility Study (equivalent to 2000 words)		30%		Week 5
PRES		Group Presentation		50%		Week 11
WRIT 2		Individual Essay (equivalent to 1000 words)		20%		Week 12
Aim(s)						
This module is designed to provide the student with a good theoretical and practical knowledge of Project Management focused within the Events, Hospitality & Tourism (EHT) industries. Students will work in groups and engage with organisations aligned to their sectors and manage a “real life” project from conception to completion. It will also provide them with the opportunity to enhance their “soft” management skills such as teamwork, leadership, communication and problem solving.						
Learning Outcomes						

After completing this module the student should be able to:

Apply the key principles, tools and techniques as detailed within the Project Management Institute Project Management Book of Knowledge (PMI PMBOK) to a range of project management contexts.

Critically evaluate the differences between and applications of the main project management methodologies in use today.

Examine and assess EHT industry based issues/problems/innovation and present solutions/ideas to an individual organisation.

Effectively demonstrate individual learning enhancement alongside developing industry based relationships.

Reflect critically upon practice and adapt that practice to a variety of contexts and challenges

Learning and Teaching Delivery Methods

Lectures	24 hours
Workshops	24 hours
Student-Centred Learning	152 hours
Total	200 hours

Indicative Content

Project Management Methodologies principally (but not exclusively) PMI PMBOK, PRINCE2, Agile, SCRUM, Waterfall Approach

Foundation principles of projects, programmes and portfolios; project and organisational structures, the role of the Project Manager and the structure and role of the Project Management Office (PMO) focusing on the Events, Hospitality and Tourism sectors.

Principles and practice for the management of project scope, time, costs, integration, communication, human resources, procurement, risk and quality

A broad range of management theory. Examples would include Communications Theory, Team Theory, Complexity Theory, Motivation Theory, Financial Forecasting and Estimation, and Principles of Leadership

Presentation of findings and recommendations through a variety of mediums and the enhancement of reflective and analytical skills.

Recommended Reading & Required Reading

Required Reading/Learning Materials:

Barrow, C., Barrow, P. & Brown, R. (2012). *The Business Plan Workbook*. 7th Edition, Kogan Page

Bryman, A and Bell, E. (2007) *Business Research Methods*, 2nd edition, Oxford University Press, Oxford

Burke, Rory (2013) *Project management*. Fifth Edition. Wiley

Burns, P. (2007). *Entrepreneurship and Small Business*. 2nd Edition, Palgrave Macmillan

Burns, P. (2013). *Corporate Entrepreneurship*. Third Edition, Palgrave Macmillan

Markham C, (2000) *How to be Your Own Management Consultant: Consulting Tools and Techniques*, Kogan Page

Meredith, J. R., S. J. Mantel (2008) *Project management: A managerial approach*. Wiley

Teare, R. (Ed.) (Latest Edition) *Managing Projects in Hospitality Organisations*. Cassell. London

Wickham P.A., Wickham, and L Cope, M (2008) *The Severn Seas of Consulting; the Definitive Guide to the Consultancy Process*, 2nd edition, Prentice Hall

Recommended Reading/Learning Materials

Chiu-Chi, W. (2012) *Event Project Management Body of Knowledge*. 2nd Edition American Project Management Association.

Cobb, A. T. (2012) *Leading Project Teams*. London: Sage.

Harvard Business Press (2007) *Harvard Business Review on Managing Projects* Harvard Business Press.

Koster K. (2010) *International Project Management*. London: Sage.

Lewis, J. P. (2007) *Fundamentals of Project Management* 3rd Edition Amacom.

Lock, D. (2013) *Project management*. Tenth edition. Gower

Mariotti, S. & Glacking, C. (2012) *Entrepreneurship: Starting and Operating a Small Business*. 3rd Edition, Prentice Hall

Maylor. H. (2005) *Project management*. FT Prentice Hall

Meredith, J. et al. (2010) *Project management: a managerial approach*. John Wiley and Sons, Inc.

Oakey, R. (2012). *High-Technology Entrepreneurship*. Routledge

PMI., (2008). *A Guide to the Project Management Body of Knowledge (PMBOK Guide)*, Fourth Edition. Project Management Institute

Teare, R. (Ed) (latest edition) *Managing Projects in Hospitality Organisations*. London: Cassell.

Journals

Journal of Project, Program and Portfolio Management (electronic resource).

International Journal of Project Management (electronic resource).

Subject specific material supported by key Master's texts in Events, Hospitality & Tourism Management as appropriate to each project.

Access to Specialist Requirements

HLT 7034: Tourism, Hospitality and Events Industries in Context

Module Title			Module Number	JACS Subject Code(s) and % of each subject	ASC Category(ies)
Tourism, Hospitality and Events Industries in Context			HLT 7034	N800	7
Level (3–8)	Credits	ECTS Credit	Module Value	% Taught in Welsh	Module Type
7	20	10	2.0	0	Taught
Teaching Period			Pre-requisites		
Semester 1			N/A		
Module Leader		School(s)		Campus	
Stanislav Ivanov (module leader) Miroslava Dimitrova Maya Ivanova Irena Pencheva		Varna University of Management		Sofia and Varna	
Assessment Methods					
Assessment Type	Duration/Length of Assessment Type		Weighting of Assessment	Approximate Date of Submission	
Individual viva	20 minutes		40%	Commencing week 6	
Individual report	3500 words		60%	Week 10	
Aim(s)					
To ensure students gain a critical insight into the structure and the characteristics of the THE industries as well as the factors influencing current and future demand and supply.					
Learning Outcomes					
On completion of this module, the student should be able to:					
<ol style="list-style-type: none"> 1. Critically investigate the structure and components of the THE industries. 2. Analyse and appreciate current supply and demand for THE, and discuss the DEEPLIST factors impacting on each. 3. Identify and evaluate issues of competitiveness and innovation to responsible THE management. 					
Learning and Teaching Delivery Methods					

Lectures/Seminars	48 hours
Student-centred Learning	152 hours
Indicative Content	
<ul style="list-style-type: none"> • Supply structures and stakeholders within the THE industries including private, public and third sectors. • The characteristics of national and international demand for THE. • DEEPLIST factors impacting on current and future THE demand and supply e.g. changing demographics, the world economy, sustainability, digital marketing, globalisation. • Concepts of business stewardship and triple-bottom line approaches to sustainability. 	
Recommended Reading & Required Reading	
<p>Required reading:</p> <p>Bowdin, G., Allen, J., O'Toole, W., Harris, R., McDonnell, I. (2010) <i>Events management</i>, 3rd edition. Oxford: Elsevier Butterworth-Heinemann.</p> <p>Bramwell, B. & Lane, B. (Eds) (2000) <i>Tourism Collaboration, and Partnerships: politics, practice and sustainability</i>. Channel View: Clevedon.</p> <p>Brotherton, B. (Ed) (2006) <i>The International Hospitality Industry. Structure, characteristics & issues</i>. Butterworth Heinemann: Oxford.</p> <p>Clarke, A. & Chen, W. (2007) <i>International hospitality management concepts & cases</i>. Butterworth Heinemann: Oxford.</p> <p>Cooper, C., Fletcher, J., Wanhill, S. and Gilbert, D. (2007) <i>Tourism Principles and Practice</i>. 3rd edition, Pearson Education:Harlow.</p> <p>Getz, D. (2012) <i>Event Studies</i>. 2nd edition, Oxford: Elsevier Butterworth-Heinemann.</p> <p>Hall, D. & Brown, F. (2006) <i>Tourism and Welfare: Ethics, Responsibility and Sustainable Well-Being</i>. CABI:Wallingford.</p> <p>Hawkins, R. & Bohdanowicz, P. (2012) <i>Responsible hospitality: Theory and practice</i>. Oxford: Goodfellow Publishers.</p> <p>Raj, R., Walters, P. & Rashid, T. (2009) <i>Events management: an integrated and practical approach</i>. London: Sage.</p> <p>Tum, J., Norton, P. & Nevan Wright, J. (2005) <i>Management of event operations</i>. Oxford: Elsevier Butterworth-Heinemann.</p> <p>Recommended reading:</p> <p>Hall, C. M. (2005) <i>Tourism: Rethinking the social science of mobility</i>. Pearson: Harlow.</p> <p>Hall, C. M. (2008) <i>Tourism Planning: policies, processes and relationships</i>. 2nd edition. Pearson: Harlow.</p> <p>Ineson, E. (2005) <i>Current issues in international tourism development</i>. Business Education Publishers:Sunderland.</p> <p>Jones, E. and Haven-Tang, C. (2005) <i>Tourism SMEs, Service Quality and Destination Competitiveness</i>. CABI: Wallingford.</p> <p>Masterman, G. (2007) <i>Sponsorship for a return on investment</i>. Oxford: Elsevier Butterworth-Heinemann.</p> <p>Page, S.J (2007) <i>Tourism Management: Managing for Change</i>, 2nd edition. Oxford: Butterworth-Heinemann.</p> <p>Ritchie, B.R. & Crouch, G. (2003) <i>The Competitive Destination: a sustainable tourism perspective</i>. CABI:Wallingford.</p> <p>Rogers, T. (2008) <i>Conferences and conventions: a global industry - second edition</i>. Oxford: Elsevier Butterworth-Heinemann.</p> <p>Williams, A. (2002) <i>Understanding the Hospitality Consumer</i>. Butterworth Heinemann: Oxford.</p> <p>In addition:</p> <ul style="list-style-type: none"> • Various Mintel reports 	

- WTO Tourism Market Trend reports
- Travel Trade Gazette
- Mintel Tourism Analyst
- Audience
- Conference and incentive travel
- Stadium and Arena Management
- Stage
- The Main Event

Access to Specialist Requirements

Library and learning resources

HLT 7036: Research Methods

Module Title			Module Number	JACS Subject Code(s) and % of each subject	ASC Category(ies)
Research Methods			HLT7036	X210	7
Level (3 to 8)	Credits	ECTS Credit	Module Value	%Taught in Welsh	Module Type
7	20	10	2.0	0	Taught
Teaching Period			Pre-requisites		
Semester 2					
Module Leader		School(s)		Campus	
Stanislav Ivanov (module leader) Vesselin Blagoev Maya Dafinova		Varna University of Management		Varna	
Assessment Methods					
Assessment Type	Duration/Length of Assessment Type	Weighting of Assessment	Approximate date of submission		
PRES	15 minutes	50%	13 th March 2017		
WRIT (Research Proposal)	3000 words	50%	10 th April 2017		
Aim(s)					
This module aims to extend the essential skills of conducting systematic enquiry in tourism, hospitality and event management. It will explore the major paradigms and debates in tourism, hospitality and events management research and seek to develop students as ethical and reflexive researchers.					
Learning Outcomes					
On completion of this module, the student should be able to:					
Critically evaluate quantitative and qualitative research paradigms.					
Appreciate the importance and relevance of theoretically-informed research practice and the relationship between epistemology, theoretical perspective, methodology and methods.					
Demonstrate knowledge and understanding of a range of research designs and their appropriate utilisation.					
Source, evaluate and appropriately reference information from a range of sources					

Develop a research proposal appropriate for an Independent Research Project, which demonstrates consideration of epistemology, theory and reflexivity.

Learning and Teaching Delivery Methods

Lecture/Workshops: 48 hours

Student-centred learning: 152 hours

Indicative Content

Epistemological stances, e.g. positivism, post-positivism, constructionism, interpretivism, their contributions and limitations.

Academic and practice-based research.

The research process: literature review, problem formulation, data collection and analysis.

Qualitative and quantitative methodologies and methods, e.g. questionnaires, interviews, focus groups, participant observations, secondary sources.

Research ethics.

Developing a research proposal.

Qualitative and quantitative data analysis, interpretation and evaluation.

Recommended Reading & Required Reading

Required reading:

Bryman, A. (2012) *Social Research Methods*, 4th Edition. Oxford: Oxford University Press.

Crotty, M. (1998) *The Foundations of Social Research, meaning and perspective in the research process*.

London: Sage.

Gilbert, N. (2008) *Researching Social Life*, 3rd Edition. London: Sage.

Robson, C. (2011) *Real World Research*, 3rd Edition. Chichester: John Wiley & Sons.

Sarantakos, S. (2012) *Social Research*, 4th Edition. Basingstoke: Palgrave Macmillan.

Schutt, R.K. (2012) *Investigating the Social World: The Process and Practice of Research*, 7th Edition,.

Thousand Oaks: Sage.

Seale, C. (2012) *Researching Society and Culture*, 3rd Edition. London: Sage.

Veal, A.J. (2011) *Research Methods for Leisure and Tourism*, 4th Edition. London: Financial Times/Prentice Hall.

Recommended Reading

Alvesson, M. and Skoldberg, K. (2009) *Reflexive Methodology: New vistas for qualitative research*, 2nd edition. London: Sage.

- Bernard, H. R. and Ryan, G. W. (2010) *Analysing Qualitative Data – Systematic Approaches*. Thousand Oaks: Sage.
- Botterill, D. and Platenkamp, V. (2012) *Key Concepts in Tourism Research*, London: Sage.
- Clough, P. and Nutbrown, C. (2012) *A Student's Guide to Methodology*, 3rd edition. London: Sage.
- Field, A. (2013) *Discovering Statistics using IBM SPSS Statistics*, 4th edition. London: Sage.
- Gray, D.E. (2013) *Doing Research in the Real World*, 3rd edition. London: Sage.
- Hammersley, M. and Atkinson, P. (2007) *Ethnography: Principles in Practice*, 3rd Edition. London: Routledge.
- Hart, C. (1998) *Doing a Literature Review*. Sage: London.
- Hesse-Biber, S. N. and Leavy, P. (2011) *The Practice of Qualitative Research*, 2nd edition. Thousand Oaks: Sage.
- Jennings, G. (2010) *Tourism Research*, 2nd edition. Milton,,: John Wiley & Sons Australia, Ltd.
- Krueger, R. A. and Casey, M. A. (2009) *Focus Groups: A Practical Guide for Applied Research*, 4th edition. Newbury Park, CA: Sage.
- Lee-Treweek, G. and Linkogle, S. (2000) *Danger in the field: Risk and ethics in social research*. London: Routledge.
- Pallant, J. (2010) *SPSS Survival Manual*, 4th Edition. Buckingham: Open University Press.
- Rose, G. (2011) *Visual Methodologies: An introduction to the interpretation of visual materials*, 3rd edition. London: Sage.
- Saunders, M., Lewis, P. and Thornhill, A. (2012) *Research Methods for Business Students*, 6th edition. Harlow: Financial Times/ Prentice Hall.

Access to Specialist Requirements

SPSS

HLT 7039: Exploring Hospitality and Tourism Landscapes

Module Title		Module Number	JACS Subject Code(s) and % of each subject	ASC Category
Exploring Hospitality and Tourism Landscapes		HLT 7039		
Level	Credits	Module Value	% Taught in Welsh	Module Type
7	20	2.0	0%	
Teaching Period		Pre-requisites	ECTS Value	
Semester 2		None	10	
Module Leader		School(s)	Campus	
Stanislav Ivanov (module leader) Miroslava Dimitrova Maya Ivanova Irena Erbakanova		Varna University of Management	Varna and Sofia	
Assessment Methods				
Assessment Type	Duration/Length of Assessment Type	Weighting of Assessment	Approximate Date of Submission	
Group Presentation	1500 word equivalency	25%	Week 6	
Individual Written Assignment	4,500	75%	Week 9	
Aim(s)				
The aim of this module is to give students the opportunity to experience and assess physical and cultural resources which contribute to hospitality and tourism identities and experiencescapes				
Learning Outcomes				
By the end of the module students will be able to:- Appreciate the physical and cultural resources of a landscape Critically evaluate consumer demand for physical and cultural landscapes in a specified region Understand the role and impact of stakeholders within the specified landscape Develop a regional strategy, based on the physical and cultural resources of a chosen case study in order to enhance its hospitality/ tourism identity/ experiencescape.				
Learning and Teaching Delivery Methods				
Lectures	24 hours			

Seminars	24 hours
Student Centred Learning	152 hours
Indicative Content	
Forms of hospitality and tourism which are embedded in landscapes, such as heritage, natural features, wine, and food,	
Consumer demographics, trends in market demand, national and international perspectives	
Local, regional, national and international government policies and initiatives; local resident perspectives, labour market potential and requirements	
Competitive and comparative advantage and destination identity	
Concept of Sense of Place and innovative applications to hospitality and tourism	
Debates surrounding authenticity in the hospitality and tourism experience	
Potential contribution of a variety of hospitality and tourism experiences to specific landscapes	
Review the economic, environmental and cultural impact of the development/ redevelopment upon the landscape	
Recommended Reading and Required Reading	
Required Reading:	
Ritchie, J.R.B., & Crouch, G.,I.(2003) <i>The Competitive Destination; A Sustainable Tourism Perspective</i> . Wallingford, UK, CABI	
Recommended Reading:	
European Commission (2012) <i>Reference Document on Best Environmental Management Practice in the Tourism Sector</i> Joint Research Centre (Institute for Prospective Technological Studies & Sustainable Production and Consumption Unit) June. Available at http://susproc.jrc.ec.europa.eu/activities/emas/documents/TOURISM_BP_REF_DOC_2012j.pdf	
Frochot, I. & Batat, W. (2013) <i>Marketing and Designing the Tourist Experience</i> . Oxford, UK, Goodfellows Publishers Limited.	
Timothy, D. J. (2011) <i>Cultural Heritage and Tourism: An Introduction</i> . Bristol, UK, Channel View Publications.	
Williams-Forson, P. & Counihan, C. (eds) (2012) <i>Taking Food Public; Redefining Foodways in a Changing World</i> . Abingdon, UK, Routledge (available as an ebook)	
The following journals contain papers relevant to this module:	
Annals of Tourism	
European Journal of Tourism Research	
International Journal of Hospitality Management	
International Journal of Contemporary Hospitality Management	

International Journal of Wine Business Research

Journal of Destination Marketing & Management

Journal of Heritage Tourism

Access to Specialist Requirements

Library and learning resources