



Service management

Undergraduate degrees in events, hospitality, retail, tourism and travel



University of Brighton



▲ The School of Service Management has state-of-the-art facilities including the culinary arts studio.



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An established reputation

We are at the forefront of teaching, research and consultancy in events, hospitality, retail, tourism and travel.

Quality and innovation

We have established a national and international reputation for the quality and innovation of our courses across a range of subject areas. Our staff, students and graduates have been contributing to the development of management within the service sector for more than 30 years.

In the Times' Good University Guide (2011), we ranked sixth overall out of 47 universities for the subject areas of hospitality, leisure, recreation and tourism. The University of Brighton also ranked third for student satisfaction.

High profile with employers

Our undergraduate courses have a high profile with employers within the different sectors, and our record and reputation for preparing graduates as employees who are actively recruited by companies is excellent. Courses not only focus on the specific topic of the degree, but learning is fully complemented by a programme of management studies, personal development support, academic skills and career planning.

Informed by research

Our research centre has an international reputation supported by an annual tourism conference that addresses some of the most significant issues and challenges of our time. As part of our research work, we have developed close relationships with global institutions such as the World Travel and Tourism Council and the United Nations World Tourism Organisation.

Widely published

Our staff regularly publish the outcomes of their research in a variety of ways from books – some of which have been translated into different languages and which you can see on the cover of this brochure – to research reports and scholarly articles in leading academic journals.

▲▲▲ 97.47 per cent of our graduates are either employed, self employed or continuing their studies approximately six months after leaving.

▲ 10 per cent of students at the School of Service Management achieve a first class honours degree.



◀ One of our strengths is how we support our students through academic and personal tutoring. This photo shows a student discussing a project with principal lecturer Harvey Ellis.

▲▲ Whilst on a field trip to Wimbledon, students debated what Wimbledon tells us about Englishness, critiqued the Wimbledon brand and commented on the relationship between sponsors or suppliers and the club.
▲ After graduating hospitality students enjoy a wealth of opportunities in luxury hotels, fine restaurants, bars and clubs.



▲▲▲ The School of Service Management works with other institutions on the HOTPOT project to improve the quality of restaurant menus on both sides of the channel for

the benefit of disadvantaged and vulnerable people.

▲ International Travel Management students at the Institute of Travel and Meetings annual conference.



The School of Service Management has a long standing working relationship with Walt Disney World, Florida. Each year students could be selected for a year-long internship in this unique resort. The internship provides students with the opportunity to get some real life work experience relating to their degree. Our students have worked on the front desk at the Disney hotels – meeting and greeting guests from all over the world.

Other students have worked in the park itself, providing information to guests, solving problems and learning about crowd control. Students studying for a retail degree have had the opportunity to work in the retail outlets where they have learnt how to effectively market the Disney merchandise. Students studying event management have been able to plan, organise and run their own events for the student workforce within the resort.

Professional partnerships

We work closely with industry and professional bodies to ensure our courses are up-to-date and relevant.

Industry relevance

Our courses are designed through consultation with industrial advisory groups and then continually developed to reflect the latest thought from the sectors. We are proud of these strong links with industry, which make our undergraduate courses both up-to-date and relevant.

Professional partnerships

We work with a broad selection of professional bodies and global institutions.

- The Institute of Travel and Meetings (ITM)
- The Institute of Customer Services
- The Consortium of Retail Universities
- The British Retail Consortium
- World Travel and Tourism Council
- The United Nations World Tourism Organisation

Practical hands-on experience

The majority of our tutors have spent many years working in industry at companies including J Sainsbury plc, Sheraton Hotels and Heathrow Airport before joining the university. As well as teaching, they also act as consultants for external clients and much of the knowledge gained here is integrated into the courses.

Visiting speakers

Our courses are highly industry-relevant. We have welcomed guest lecturers from a wide range of national and international organisations who offered our students valuable insight into their professional experiences in industry:

- Air Berlin: general manager UK and Ireland
- All England Lawn Tennis and Croquet Club, Wimbledon: manager of tours
- Civil Aviation Authority: head of crisis management
- Compass Group: group HR director
- Eastbourne Borough Council: conference and group travel manager
- Eastbourne Festival: festival director
- Gossypium Ethical Clothing: managing director
- Institute of Customer Service: regional director
- House of Fraser: buyer
- JD Wetherspoon: retail audit manager
- Liberty: fashion director
- Save the Children: retail director
- Spinnaker exhibition productions: director
- Tesco: store manager
- Thorpe Park: education facilitator
- Tiger Tea Event: managing director
- UMI Hotels: founder and director
- World Duty Free: retail training manager.



▲▲▲ The School of Service Management is involved in ProfitNet, a learning network established to help companies share, increase and apply knowledge.

▲▲ We focus on providing event students with the skills to manage, market and run their own successful events or to work within an events company.



▲▲ James Ullman, Head of Audit with JD Wetherspoon and School of Service Management graduate, returning as a guest speaker for final year students.

▲ On return to university from placement, students will attend a series of workshops to reflect on what they have learnt.

Focused on your career

We are proud of our reputation for producing highly employable and adaptable graduates.

Gain work experience

All courses include work placement opportunities. This allows you to:

- apply your studies to real-life situations
- gain experience of the recruitment and interview process
- make useful contacts with employers.

Career planning from day one

All courses include a Career Planning Agreement and include activities that encourage you to analyse your interests and skills and to match them with possible career options. The University Careers Centre provides specialist support.

Develop transferable skills.

Our degrees are academically respected. They are an excellent way to develop skills in handling information, writing reports, working with people and in teams, handling numbers and analysing complex information. These skills will serve you well whether you develop a career in service management or another area.

Develop specialist skills

All of our degrees include optional modules to allow you to personalise your degree to your interests. There are choices ranging from management and business skills to event design, gastronomy, destination marketing and fashion retailing.

Industry relevance

Students are supported by a friendly, approachable and professional team of tutors who have a vast range of industry-based experience. Tutors are able to offer expert teaching and support in marketing, advertising, strategy and management disciplines including finance and HR.

Wide range of careers

Our courses offer graduates a wide range of employment opportunities. Our graduates have successful careers with companies such as Morgans Hotel Group, Four Seasons Hotels, JD Wetherspoon, Disney, American Express, Tussauds Group, Virgin Atlantic, TUI, Burberry, Vitabiotics and Tesco.

Graduates may also progress to postgraduate study and research.



After graduating from the School of Service Management with Retail Marketing BA(Hons), Filip Jicinsky took up a coveted retail position at the head office of The Seafood Restaurant, in Padstow, Cornwall. Filip was introduced to Rick and Jill Stein's organisation through the university's Knowledge Transfer Partnership (KTP) programme which brings together projects between successful companies, the university and recent graduates.

Filip worked with his university supervisors Harvey Ells and Chris Dutton to increase the overall efficiency of the retail operations and used his knowledge of retail marketing to advise on their future strategic planning and new product development programme. As a result of the two-year project retail sales increased by 26.3 per cent with retail profits up by 106 per cent for the same period.



▲▲▲ In the 2010 National Student Survey, 91 per cent of tourism students were pleased with the learning resources available.
▲▲ Students can gather information about

a range of careers by talking to School of Service Management staff about their professional work. From lectures to online resources, career planning is integrated into all courses.



▲▲ On campus there is a computer poolroom with PCs and a learning technologies suite with Apple iMacs, connected to scanners and printing facilities. ▲ Seating areas situated across campus provide the perfect opportunity to enjoy the sun in Eastbourne, 'the sunniest place in the UK'.

► The Culinary Arts Studio is a modern teaching facility used for a variety of purposes such as product launches, menu development and demonstrations.



An excellent environment

The School of Service Management is based at our Eastbourne campus where there are approximately 700 students studying events, hospitality, retail, tourism and travel-related courses.

Ideal location

The School of Service Management is located on the edge of the South Downs National Park, about five minutes walk from the seafront, and 20 minutes from the pier and Eastbourne town centre.

Despite the seaside location Eastbourne is only 44 miles south of the M25. There are frequent trains from Eastbourne to Brighton, London Victoria, Gatwick Airport and Ashford International (Eurostar). Eastbourne is less than two hours drive away from both Heathrow Airport and the Channel Tunnel and just over an hour away from Gatwick Airport.

Teaching facilities

Courses are made up of a series of lectures, seminars and workshops. Lectures are taught in our main lecture theatre, Ward Hall, which seats over 200 students, and seminars take place in tutorial rooms across campus, all fitted with projection screens, computer and audio systems for presentations. Workshops generally consist of no more than 40 students, allowing more interaction with teaching staff.

Library and computing facilities

The School of Service Management has library, study and computing facilities within the campus.

There is a three-floor library with a wide variety of books tailored to all courses taught. Various group workrooms, silent study areas and wireless internet access make Queenwood library an ideal place to study for all students.

Clubs and societies

Whatever your game or level, the university and our Students' Union (UBSU) can find a way for you to develop your skills and enjoy your sport. Most are run by students for students, with the help of professional staff and coaches.



▲▲▲ Eastbourne Pier was officially opened in 1870. Atlantis nightclub now occupies the end of the pier which is popular with students.

▲▲ The University of Brighton has more than 30 different sport clubs.
▲ The start of the 100-mile South Downs Way is next to the campus.



International outlook

No matter where in the world you are from, we look forward to welcoming you to the School of Service Management where you will join students from over 60 countries around the world.

Commitment to students

The School of Service Management welcomes international students from all countries and cultures and is committed to doing everything we can to help you enjoy your time at university and to succeed in your studies.

Caring environment

We offer a range of support services designed to make the transition into student life as easy as possible.

International students at the School of Service Management benefit from attending the university's orientation programme which aims to help you settle into life at the university and in the UK. During the programme you will be able to see where you will be studying, get to know Eastbourne, meet university staff, find accommodation and make new friends.

International students are eligible to apply for a range of scholarships and bursaries offered by the University of Brighton. We are also able to provide both academic and English language support to help you perform at your best during your time here.

International partners

The School of Service Management has partnerships with a range of institutions for our undergraduate courses:

- Angell Akademie, Freiburg, Germany
- International University of Applied Sciences, Bad Honnef, Germany
- ROC van Amsterdam, Netherlands
- Ecole de Management de Normandie, Deauville, France
- Heidelberg International Business Academy, Germany
- Zaragosa Hotel Management School, Spain.

▲▲ The International Students' Society (ISS) is run by international students for international students. All of our overseas students are members of the ISS.

▲ The University of Brighton contributes more than £330m to the local economy, employs over 2,600 members of staff and attracts over 21,000 students.

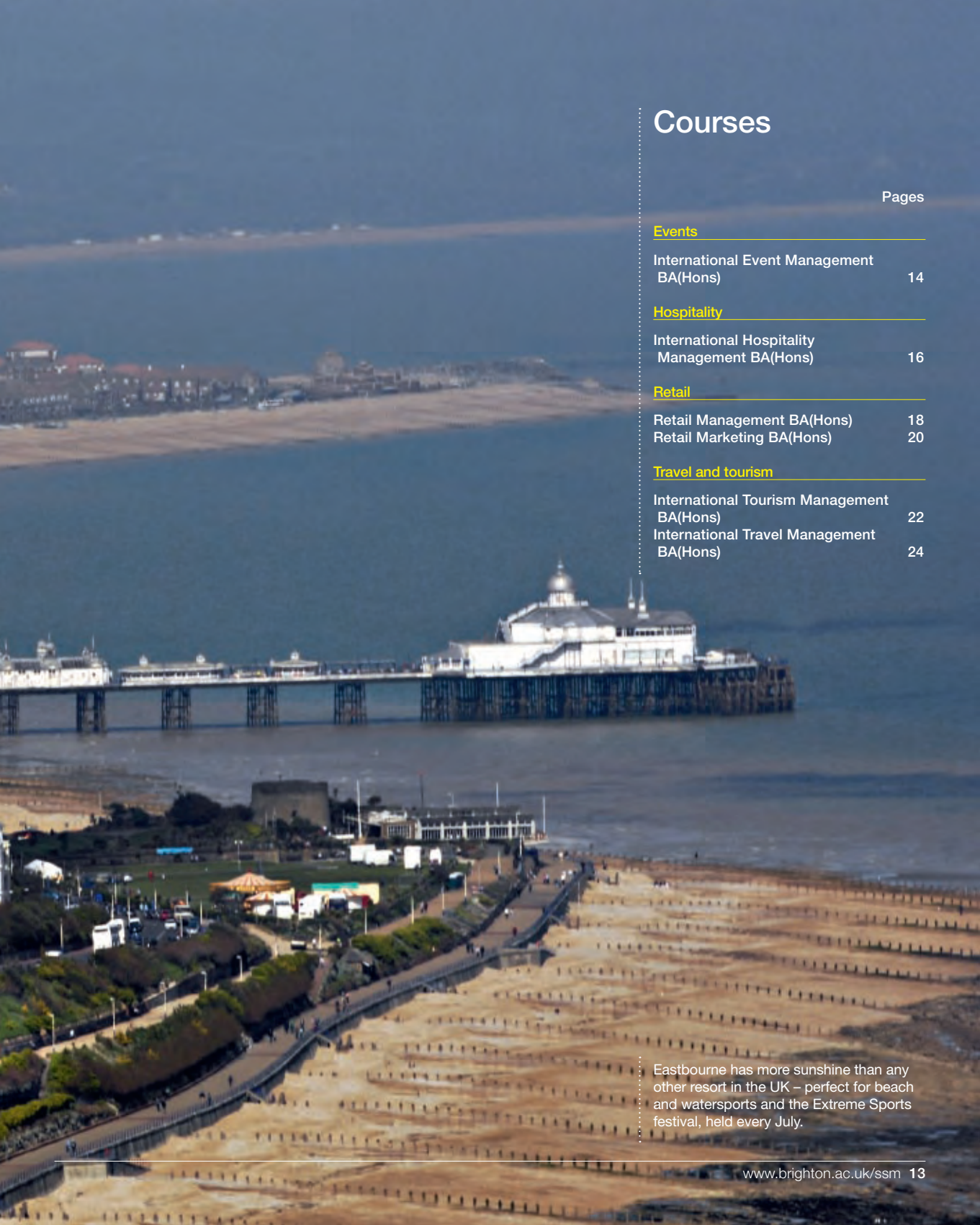


◀ With over 35 per cent of the student body coming from a non-UK background, the School of Service Management is a truly international place to be.

▲▲ Due to its close proximity to mainland Europe, this part of England enjoys significantly warmer weather than other parts of the country.

▲ International Tourism Management student on work placement at Sandele Eco-Retreat in The Gambia.





Courses

Pages

Events

International Event Management
BA(Hons) 14

Hospitality

International Hospitality
Management BA(Hons) 16

Retail

Retail Management BA(Hons) 18
Retail Marketing BA(Hons) 20

Travel and tourism

International Tourism Management
BA(Hons) 22
International Travel Management
BA(Hons) 24

Eastbourne has more sunshine than any other resort in the UK – perfect for beach and watersports and the Extreme Sports festival, held every July.

International Event Management

BA(Hons)



Whether you want to stage sporting or music events, promote film premieres, raise money for your favourite charity through the organisation of fundraising events, or be responsible for launching new products, then this course can help you achieve your goals.

This course covers legal and licensing requirements, health and safety requirements, risk management, project planning, operational management and logistics. This course will help you to develop the knowledge, management skills and strategic thinking required to be successful in this exciting industry.

Course structure

This course is taken over three or four years depending on whether you take a work placement. The first two years enable you to develop essential knowledge about your area of study, providing a solid foundation for specialisation in the third year. Upon completion of year two you will have the opportunity to take a 48-week work placement, which will usually be paid.

The course delivery is taught through a mix of lectures, seminars, workshops, case studies, fieldwork, industry expert input, tutorials and independent study.

You will gain knowledge and understanding of:

- the concepts, theories and techniques specific to the management of international events
- analytical approaches in selecting, applying and evaluating management principles
- contemporary issues related to the international events industry.

Career opportunities

When you complete your degree, you will have in-depth knowledge of the events industry, core management skills and a range of transferable skills.

All of these will be attractive to employers throughout an extensive range of sectors. Your knowledge and skills will enable you to work in a variety of job roles such as operational and strategic management, human resources management, product development, public relations and marketing communications. Graduates may also progress to postgraduate study and research.

Our graduates have started successful careers with companies such as Sheraton Skyline Hotels, De Vere Hotels, Lord's Cricket Ground, The Basement, 20-20 Events Management Ltd and Edinburgh International Festivals.

Examples of placements and projects

During your time at the School of Service Management, you will have the opportunity to put your study into practice through work placements and in your final year project. The following are typical examples of placements and of final year projects.

Placements

- Fabric and O2 nightclubs
- Universal Resort, Orlando
- Starlight Foundation, Canada
- Marie Curie Cancer Care

Final year projects

- To critically evaluate the impact of the 4 July entertainment on daily operations and how it affected service quality for guests at Walt Disney World.
- To critically analyse the Disney College Program marketing communications from the student perspective.
- To critically analyse the significance of service quality and examine the importance it has for Walt Disney World® Resorts.
- To critically analyse literature surrounding event impacts, and identify the impacts the food and wine festival had on Epcot's daily operations.

UCAS code N820

Course length

Full-time: 3 years

Sandwich: 4 years (including placement)

Location

School of Service Management,
Eastbourne

Find out more

School of Service Management

+ 44 (0)1273 643667

service.management@brighton.ac.uk

Syllabus

Year 1

- International Event Dynamics
- The Event Customer
- Applied Learning Techniques
- Event Operations
- Economics and the Business Environment
- Marketing Principles

Year 2

- Event Project Planning
- Managerial Accounting
- Managing People
- Crisis Management and Risk in the Event Industry
- Event Management and Marketing in Action
- Research Methods

Optional placement year – see page 26

Final year

- Final year dissertation or placement project
- Theorising the International Events Industry
- Business Strategy

Sample optional modules:

- Customer Relationship Marketing
- Destination Marketing
- Destination Niche Tourism: Development and Management
- Event Design
- Festivals and Events: A Cross-Cultural, Comparative Perspective
- Fundraising and Sponsorship for Events
- International Management
- Sport Tourism
- The Law Relating to Events



Lauren O'Brien International Event Management BA(Hons)

I chose to study International Event Management at Eastbourne because of the the great variety of modules included in the course. I felt that the University of Brighton created a well-rounded course that would help me develop into a skilled professional. With the industry connections held at the university it created greater opportunities to work in the field.

Since starting at the University of Brighton it has opened the door to a variety of both national and international placements including my recent summer internship for ZSL London Zoo event department. I also work as a student ambassador which has allowed me to develop my people skills.

Eastbourne is a close-knit community and I have met some wonderful friends during my time here. All the staff at the university are very supportive and helpful, making it very easy to build a positive relationship with them.



Michael Williams Events course leader

Michael joined the school in March 2008 as a member of the event management team. Prior to joining the university, he was responsible for managing the festival programme at the Royal Botanic Gardens, Kew. After graduating in event management, Michael worked for the Harrogate International Festival.

During this time, he also continued his interest in event management education, presenting his work at the Third International Event Management Research Conference at the Australian Centre for Event Management in Sydney. His research and teaching interests are in the planning, design, management and social and cultural impacts of music and cultural events.

International Hospitality Management BA(Hons)



UCAS code N221

Course length

Full time: 3 years

Sandwich: 4 years (including placement)

Location

School of Service Management,
Eastbourne

Find out more

School of Service Management

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The hospitality industry encompasses a diverse range of opportunities. It is an industry that relies on people who are passionate about what they do and are committed to making guests feel special. Whether your passion is for luxury hotels, fine restaurants, bars and clubs or corporate events and conferences, hospitality is the career for you.

The course covers the academic elements of the global hospitality industry alongside management studies, such as human resources and marketing, ensuring that you are equipped with the knowledge and skills required to be successful in this exciting and challenging industry.

Course structure

This course is taken over three or four years depending whether you take a work placement. The first two years will enable you to develop essential knowledge about your area of study, providing a solid foundation for specialisation in the third year. Upon completion of year two you will have the opportunity to take a 48-week work placement, which will usually be paid.

The course is taught through a mix of lectures, seminars, workshops, case studies, fieldwork, industry expert input, tutorials and independent study.

You will gain knowledge and understanding of:

- a wide range of contemporary issues related to the international hospitality industry including historical, current and future developments
- selecting, applying and evaluating a range of hospitality and management principles
- business scenarios within the global hospitality industry and formulated strategies for resolving them.

Career opportunities

When you complete your degree, you will have in-depth knowledge of the hospitality industry, core management skills and a range of transferable skills. All of these will be attractive to employers throughout an extensive range of sectors. Your knowledge and skills will enable you to work in a variety of job roles such as operational and strategic management, human resources management, product development, public relations and marketing communications.

Recent graduate positions include senior events manager at Lord's Cricket Ground, front office manager at MacDonald hotels and assistant manager at The Regency Club. Graduates may also progress to postgraduate study and research. Our graduates have started successful careers with companies such as Intercontinental Hotels, Marriott Hotels, Four Seasons Hotels, JD Wetherspoon and Fabric London Nightclub.

Examples of placements and projects

During your time at the School of Service Management, you will have the opportunity to put your study into practice through work placements and in your final year project. The following are typical examples of placements and of final year projects.

Placements

- Walt Disney World, Florida
- Corney & Barrow Wine Bars
- Chewton Glen Country House Hotel
- Radisson Blu Hotels and Resorts

Final year projects

- To investigate the use of hotel refurbishment programmes as a marketing strategy for organisational growth.
- To examine the effect of a change in ownership on hotel's labour turnover.
- To evaluate the impact that competitive strategies have on service delivery.

Syllabus

Year 1

- International Hospitality Business
- Food and Drink Operations
- Applied Learning Techniques
- Economics and the Business Environment
- Marketing Principles

Year 2

- Hospitality Design and the Environment
- Managerial Accounting
- Managing People
- Hospitality Resourcing and Business Performance
- Hospitality Management in Action
- Research Methods

Optional placement year – see page 26

Final year

- Final year dissertation or placement project
- Contemporary Issues in International Hospitality
- Business Strategy

Sample optional modules:

- Change Management
- Customer Relationship Marketing
- Financial Issues in the International Hospitality industry
- Gastronomy
- Food, Society and Culture
- International Management
- Oenology
- Public Relations
- Service Quality
- Wine Marketing



Dave Berry International Hospitality Management graduate

When applying for universities I looked into their reputation and location, and the University of Brighton Eastbourne campus seemed perfect.

I loved the fact it was by the sea and that all the staff and students seemed so happy and friendly. After attending their open day my decision was made and I didn't even visit my other university choices.

Whilst studying at the School of Service Management I learnt to become more self-confident, self-aware, self-motivated, and generally learn more about myself as a person and what I wanted from life. I now have a catering management job and have also launched my own street dance company with the knowledge gained from my degree.

I would whole-heartedly recommend the School of Service Management at the University of Brighton. The staff are passionate, friendly, intelligent and down to earth.



Gillian Parfitt Hospitality course leader and placement tutor

Gillian's career in the hospitality industry began with a graduate training programme in Switzerland with the luxury Sunstar group. Following periods in London hotels, she joined the De Vere Hotel group as a duty manager in their Bournemouth and Eastbourne hotels, specialising initially in the conference and sales sector and latterly as human resources manager.

Gillian opened her own restaurant in Eastbourne, and managed this with her husband until joining the hospitality team at the university. Her areas of teaching include all aspects of food and drink service, accommodation services management, environmental issues in hospitality and applied learning techniques. Gillian's personal interests are in the development of effective student learning and study skills.

Retail Management

BA(Hons)



UCAS code N240

Course length

Full time: 3 years

Sandwich: 4 years (including placement)

Location

School of Service Management,
Eastbourne

Find out more

School of Service Management

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This degree course combines the study of the specialist topics you need for a successful career in retail operations with modules in general management. Students benefit from the school's strong links with industry, in particular with the Institute of Customer Service and the British Retail Consortium.

The regular guest lecture programme also ensures that you are up to date with current issues in the retail industry.

Course structure

This course is taken over three or four years depending on whether you take a work placement. The first two years enable you to develop essential knowledge about your area of study, providing a solid foundation for specialisation in the third year. After year two you will have the opportunity to take a 48-week work placement, which will usually be paid.

The course is taught through a mix of lectures, seminars, workshops, case studies, fieldwork, industry expert input, tutorials and independent study.

You will gain knowledge and understanding of:

- operational issues associated with retail whilst being introduced to the key principles of business management
- a wide range of contemporary issues related to an increasing variety of global retail activities
- theories, techniques and concepts which are used strategically across the range of retail sectors.

Career opportunities

Retail skills can be employed across a wide spectrum of working environments including marketing, project management, research and many other specialist roles such as product management, sales management, human resources management, retail operations, buying and product development.

Recent graduate positions include store manager at J Sainsbury and buyer, bags at Topshop. Past students have started successful careers with companies such as Burberry, Vitabiotics, Tesco, Ted Baker, Habitat, EDF Energy, New Look and River Island. Graduates may also progress to postgraduate study and research.

Examples of placements and projects

During your time at the School of Service Management, you will have the opportunity to put your study into practice through work placements and in your final year project. The following are typical examples of placements and of final year projects.

Placements

- Tesco
- House of Fraser
- Vauxhall Motors
- Burberry
- Universal Resort, Florida

Final year projects

- The impact of counterfeit luxury goods on the value of ownership of luxury brands in the UK.
- Corporate social responsibility in the alcohol industry.
- Customer relationship management: consumer awareness of and attitudes towards the collection and utilisation of personal information.
- Shoplifting in UK fashion stores from a retailer's perspective: a case study of Brighton.
- The fashion innovator and the fashion consumer.

Syllabus

Year 1

- Retail Environment
- Branding and Consumer Psychology
- Retail Location and Operations
- Economics and the Business Environment
- Marketing Principles
- Applied Learning Techniques

Year 2

- Visual Merchandising and Consumption
- Buying and Supply Chain Logistics
- Retail Management in Action
- Managerial Accounting
- Managing People
- Research Methods

Optional placement year – see page 26

Final year

- Final year dissertation or placement project
- Contemporary Retail Trends
- Business Strategy

Sample optional modules:

- Fashion Retailing
- Change Management
- Public Relations
- Retail Consultancy
- International Management
- Service Quality
- Food, Society and Culture
- Customer Relationship Marketing
- Ethical Retailing and CSR



Sarah Clayton
Retail Management BA(Hons)

The Retail Management degree appealed to me for a number of reasons. I couldn't resist the lure of being near the beach and the South Downs, but more so because of the positive reputation the course has.

With a mixture of lectures, workshops and one-to-one tutorials, the learning style of the course is varied and suited my way of thinking.

I have covered a broad range of subjects including the overall retail function, distribution and supply chain management and general management disciplines. In the final year I was able to choose a number of modules and this enabled me to explore other areas that I may not have necessarily considered otherwise.

The dissertation is a significant part of the final year and it has been great to be able to explore my interest in visual merchandising in more detail. I am currently applying for positions in retail buying and am looking forward to developing my career over the coming years.



Dan Bennett
Course leader (retail marketing and retail management)

Prior to joining the school Dan was an account manager for a London-based IT company and research consultant. He has been Chair of the Faculty Recruitment and Admissions Group and gained national acclaim for his work on the use of student ambassadors in higher education.

He is a visiting lecturer at Queens University's International Study Centre and teaches on the CIM postgraduate diploma course for the Oxford College of Marketing. Dan is currently undertaking his PhD in the credibility and frequency of marketing communications.

His other interests include relationship-based approaches to marketing and the history of marketing. He is a chartered marketer and member of the Chartered Institute of Marketing and the Academy of Marketing.

Retail Marketing BA(Hons)



UCAS code N551

Course length

Full time: 3 years

Sandwich: 4 years (including placement)

Location

School of Service Management,
Eastbourne

Find out more

School of Service Management

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As one of the most established and nationally recognised courses available in this subject, this degree is renowned for teaching quality, student achievement and graduate success. It was designed and is regularly reviewed, in consultation with industry and covers a practical understanding of the retail industry alongside specialist marketing studies.

This degree will attract those of you considering working in a retail head office environment or a buying/merchandising role.

Course structure

This course is taken over three or four years depending on whether you take a work placement. The first two years will enable you to develop essential knowledge about your area of study, providing a solid foundation for specialisation in the third year. After year two you will have the opportunity to take a 48-week work placement, which will usually be paid.

The course is taught through a mix of lectures, seminars, workshops, case studies, fieldwork, industry expert input, tutorials and independent study.

You will gain knowledge and understanding of:

- the retail marketing function
- key concepts, theories and issues related to marketing
- selecting, applying and evaluating retail industry and marketing principles to problems
- a wide range of contemporary issues related to the retail industry.

Career opportunities

Our students progress into a range of marketing-related roles and recent graduate positions include brand manager for a cosmetics firm, direct marketing manager for an international insurance provider, trafficker at MySpace, buyer at Ralph Lauren (Boston) and merchandiser at Long Tall Sally.

An increasing number of our students are also being offered internships during their final year and recent employers in this area include Hello magazine, Isabelle Oliver, Bright Light PR, Yellow Door (Mary Porter), Coast and Agent Provocateur.

Examples of placements and projects

During your time at the School of Service Management, you will have the opportunity to put your study into practice through work placements and in your final year project. The following are typical examples of placements and of final year projects.

Placements

- Yellow Door PR
- Hello magazine
- Agent Provocateur
- Burberry
- Walt Disney World, Florida

Final year projects

- Social retailing. Consumer perspectives on the use of social media as a promotional tool within the retail industry.
- Do you trust them? An investigation on the credibility of cosmetics adverts and the influence they have upon female consumers.
- Can you see me? Assessing the level of consumer recall of brands featured in films.

Syllabus

Year 1

- Retail Environment
- Branding and Consumer Psychology
- Retail Location and Operations
- Media Studies
- Marketing Principles
- Applied Learning Techniques

Year 2

- Visual Merchandising and Consumption
- Buying and Supply Chain Logistics
- Retail Management in Action
- Finance for Marketing
- Marketing Communication and Advertising
- Research Methods

Optional placement year – see page 26

Final year

- Final year dissertation or placement project
- Contemporary Retail Trends
- Strategic Marketing Management

Sample optional modules:

- Fashion Retailing
- Change Management
- Public Relations
- Customer Relationship Marketing
- Retail Consultancy
- International Management
- Service Quality
- Food, Society and Culture
- Wine Marketing



Michael Freeman Retail Marketing graduate

My favourite thing about studying in Eastbourne was the community feeling that you get from the campus. The tutors are very supportive and you build such a good rapport with them that they become more than just your teacher.

The facilities, like the Apple Mac computer room and gym, are excellent. I really appreciated the supportive staff at these places as well.

I am now working for a company that specialises in alternative dietary needs and am in charge of exploring new overseas sales opportunities for the product ranges. It's a varied role and a more entertaining aspect includes the launching of a new product for animals with special dietary needs.



The marketing team are all chartered marketers and are regularly involved in research and consultancy activities that keep their knowledge and skills current.

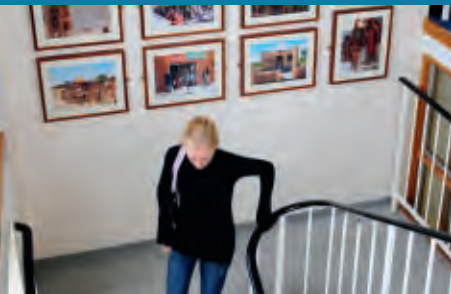
They are able to draw upon industry examples and students benefit from seeing how the theory is applied in practice through the use of case studies and live assessments.



The Chartered
Institute of Marketing

International Tourism Management

BA(Hons)



UCAS code N840

Course length

Full time: 3 years

Sandwich: 4 years (including placement)

Location

School of Service Management,
Eastbourne

Find out more

School of Service Management

+ 44 (0)1273 643667

service.management@brighton.ac.uk

22 www.brighton.ac.uk/ssm

Internationally orientated and recognised, this course integrates the school's key strengths of tourism and management and benefits from our well-established links with significant tourism organisations such as the United Nations World Tourism Organisation and the Tourism Society (UK).

This degree has been specifically designed to equip you with the knowledge, flexibility and understanding required to respond to the wide range of global challenges associated with tourism.

Course structure

This course is taken over three or four years depending on whether you take a work placement. The first two years enable you to develop essential knowledge about your area of study, providing a solid foundation for specialisation in the third year. After year two you will have the opportunity to take a 48-week work placement, which will usually be paid.

The course is taught through a mix of lectures, seminars, workshops, case studies, fieldwork, industry expert input, tutorials and independent study.

You will gain knowledge and understanding of:

- the application and evaluation of tourism management strategies
- culture and society within tourism.
- planning, development and implementation of sustainable tourism
- image and identity of tourism destinations.

Career opportunities

Travel and tourism skills can be used across a wide spectrum of working environments including marketing, consultancy, project management, research and many other specialist roles such as product management, resort management, sales management, human resources management, travel and tourism operations and local tourism development. Graduates may also progress to postgraduate study and research.

Our graduates have started successful careers with companies such as TUI AG, Kuoni Destinations, Civil Aviation Authority, American Express and Virgin Atlantic.

A number of our graduates have set up their own businesses building on their entrepreneurial skills: Six Senses Resorts and Spas, The Cruise Clinic and a backpacker's hostel in Cambodia.

Examples of placements and projects

During your time at the School of Service Management, you will have the opportunity to put your study into practice through the work placement and in your final year project. The following are typical examples of placements and of final year projects.

Placements

- Walt Disney World, Florida
- English Heritage
- National Trust
- Universal Studios Resort, Florida
- UK and international tourist information offices

Final year projects

- Risk perception of air travellers: a limited study of Lufthansa passengers and air crew.
- To evaluate the economic impact of tourism on the city of Orlando.

Syllabus

Year 1

- International Tourism Dynamics
- Travel and Tourism Geography
- Tourism Impacts
- Economics and the Business Environment
- Marketing Principles
- Applied Learning Techniques

Year 2

- Tourism, Planning and Development
- Tourism, Society and Culture
- Tourism Management in Action
- Managerial Accounting
- Managing People
- Research Methods

Optional placement year – see page 26

Final year

- Final year dissertation or placement project
- Contemporary Issues in International Travel and Tourism
- Business Strategy

Sample optional modules:

- Business Morality
- Cruise Management
- Destination Marketing
- eTravel
- Eco Tourism
- Customer Relationship Marketing
- Festivals and Events
- International Management
- Sport Tourism
- Rural Tourism Development and Management



Felix Rottmann International Tourism Management BA(Hons)

As an international student there were three main reasons I studied this course at the University of Brighton.

Firstly, the School of Service Management is known to be one of the best places in the UK for this particular degree. We are lectured by distinguished academics in the fields of niche and sustainable tourism.

Secondly, it is a truly international university which welcomes international students and allows them to meet one another through the numerous events organised by the International Students Society (ISS).

Thirdly, I was attracted by the opportunity of undertaking a placement year. This is something I believe will make me more competitive in the job market once I graduate. I have just finished my placement in The Gambia, West Africa, working for the number one ethical travel destination in the world, Sandele Eco-Retreat – a priceless experience.



Graham Shephard Tourism course leader

Graham comes from an established travel industry background having worked in both tour operations and the leisure industry in past years. He studied his first degree in International Tourism Management at the University of Brighton and for his MSc in eTourism at the University of Surrey.

He joined the university as a lecturer in 1995. Graham is committed to maintaining links with the industry sectors of both travel and tourism and ensuring that these links continue to benefit both students and the courses available.

He, with other colleagues, organised the successful Travel Industry Forum in 2008 and has cooperated with the Institute of Travel and Tourism on industry liaison development. His research interests are in the sport and adventure tourism sectors, winter sports tourism, eTravel and the travel sectors.

International Travel Management

BA(Hons)



UCAS code N920

Course length

Full time: 3 years

Sandwich: 4 years (including placement)

Location

School of Service Management,
Eastbourne

Find out more

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This course focuses on the knowledge and skills you will require to be successful in today's fast-moving, dynamic and highly competitive travel industry. It has a strong international theme and has been designed in consultation with industry professionals. Operational and academic elements of the travel industry are integrated with management studies.

Course structure

This course is taken over three or four years depending on whether you take a work placement. The first two years enable you to develop essential knowledge about your area of study, providing a solid foundation for specialisation in the third year. After year two you will have the opportunity to take a 48-week work placement which will usually be paid.

The placement year is taken within the business travel industry and the final year project will reflect your time spent in the sector.

The newly established link with the Institute of Travel and Meetings allows you to follow a specialist progression in business travel through your second year and into your final year

The course is taught through a mix of lectures, seminars, workshops, case studies, fieldwork, industry expert input, tutorials and independent study.

You will gain knowledge and understanding of:

- the concepts, theories and critical issues faced by the international travel industry
- the history and organisational structure of the travel industry, issues of operation and development and the principles of management
- specialist areas such as business travel, aviation and transportation.

Career opportunities

Travel and tourism skills can be used across a wide spectrum of working environments including marketing, consultancy, project management, research and many other specialist roles such as product management, resort management, sales management, human resources management, travel and tourism operations and local tourism development. Graduates may also progress to postgraduate study and research.

Past students have started successful careers with companies such as TUI, Neilsons, Ski Bound, Thomas Cook and National Rail.

Examples of placements and projects

During your time at the School of Service Management, you will have the opportunity to put your study into practice through work placements and in your final year project. The following are typical examples of placements and of final year projects.

Placements

- STA Travel
- SET Tours
- Travel Nation
- Erna Low Property
- Sportif International
- Amadeus UK

Final year projects

- To investigate the correlation between business to business (B2B) customer retention and customer profitability in the travel and tourism industry.
- To critically evaluate the crisis management procedure of placement organisation.
- Aviation and climate change: a consumer's perspective.

Syllabus

Year 1

- International Travel Dynamics
- Travel and Tourism Geography
- The Holiday Business
- Economics and the Business Environment
- Marketing Principles
- Applied Learning Techniques

Year 2

- International Transportation
- Business Travel
- Travel Management in Action
- Managerial Accounting
- Managing People
- Research Methods

Optional placement year – see page 26

Final year

- Final year dissertation or placement project
- Contemporary Issues in International Travel and Tourism
- Business Strategy

Sample optional modules:

- Cruise Management
- Change Management
- Customer Relationship Marketing
- eTravel
- Ecotourism
- International Management
- Niche Tourism Trends and Development
- Rural Tourism Development and Management
- Transport Terminals
- Aviation in the Twenty-first Century



Claire Matthews
International Travel Management BA(Hons)

I chose this degree course at the University of Brighton as it was the only course at degree level in the UK to focus on just the travel side of the industry. As I draw near to the completion of the course, I can really say I have had such a fantastic time studying here.

The tutors have substantial knowledge and industry experience, with such drive and enthusiasm for the subject. The school has strong professional links within the industry through its placement programme and with the regular use of guest speakers.

Not only have I been equipped with the knowledge and skills required to be successful in the dynamic and competitive travel industry, I have also been fortunate to gain firsthand experience through taking industrial placements with British Airways and NBC Universal Studios in Orlando, Florida. It has been set in stone, with thanks to the School of Service Management, that the travel industry is where I aspire to be.

ITM

INSTITUTE OF TRAVEL & MEETINGS



NEW ITM-endorsed business travel specialism

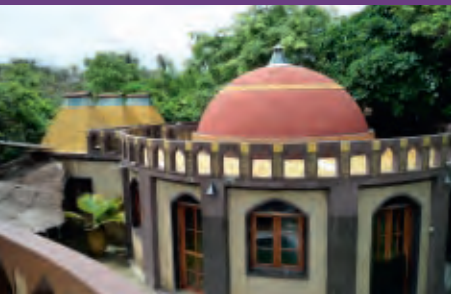
For any student wanting to follow a career in business travel, the International Travel Management degree now offers additional endorsement from the Institute of Travel and Meetings (ITM), the leading professional body for business travel in the UK and Ireland.

Full-time students can enhance their career prospects and graduate employment opportunities, by following the ITM business travel route after progressing to year 2 of their course.

How will you benefit?

- Degree accreditation from ITM
- Free student membership to ITM
- Preferential access to ITM members for research purposes
- Key guest speakers from the business travel sector
- Assistance with placement opportunities
- Introduction to graduate opportunities in the fast paced business travel sector.

Placements



Our courses include the option of taking a work-based placement, which is usually salaried. This involves working for at least 48 weeks as an employee to gain practical experience of applying your studies in a relevant work environment.

Recent students have taken roles including: product executive, marketing assistant, customer support, trainee travel consultant, cabin crew, tourist information advisor, eco tourism advisor, welcome centre host/hostess and local government tourism department trainee. Our placement office can help you with finding a placement company and supports you throughout your placement. Support usually includes at least one visit to your place of work, whether based in the UK or abroad. The placement year is taken after the second year of study. You then return to university for your final year.

The benefits of this experience include:

- you can apply the knowledge of your degree subject in a real-life working situation
- the knowledge gained from your time in a professional environment will inform your final year project work and academic study
- you will develop contacts that could lead to an offer of a permanent position by your employer after you graduate
- the vast majority of placements are salaried, some students save money for their final year of study
- successful completion of professional training is recognised on your degree certificate when you graduate
- you will gain first-hand experience of the recruitment and interview process
- you get the opportunity to travel, to earn and to enjoy a different way of living for a year, with many students living abroad
- you will have a competitive edge at interviews over other graduates as you will have practical experience as well as your degree.



Rachel Ball International Hospitality Management BA(Hons)

My work placement has exceeded all my expectations and I've been able to actively use my academic study in real life business and vice versa. My personal development has soared from being in the working environment.

Corney and Barrow is one of London's leading wine bar companies. The operations director took me on to join the team as a trainee assistant manager. I couldn't believe my luck. This involves a high level of responsibility, commitment and determination.

Throughout my first three months I was taught the managerial side of the bar – how to open and close the bar, order wine, coordinate rotas, cash reconciliation, reading the profit and loss account, and scrutinising daily revenues.

Fulfilling a management role whilst on placement is something I never expected. Every day I deal with wine suppliers, glitches in service, customer complaints and personnel issues. I have recently taken over the Health and Safety department within the bar ... strange how everything I learnt at university is now paying off!

Find out more
School of Service Management
+44 (0)1273 643667
service.management@brighton.ac.uk

How do I get my degree?

Module credits

A degree is made up of 360 credits, which are split between your three years of study. We offer modules worth 10, 20 and 40 credits, which are divided into core modules and optional modules. Core modules must be studied and optional modules are chosen from a list according to your personal interests and future career needs.

The syllabus examples show how each module forms part of your degree and the types of subjects studied. In your final year you will complete a dissertation or placement project worth 40 credits. The remaining 80 credits are made up of two core modules that are worth 20 credits each and optional modules.

Graduate outcomes

Upon completion of your course you will have developed a range of transferable skills, including:

- being able to think logically, critically and imaginatively
- being able to undertake research effectively using a range of methods and sources
- communicating ideas and concepts clearly through a variety of media, including spoken and written English and visual representations
- delivering outputs within a set timeframe by working responsibly and efficiently on your own and as part of a team
- working in an ethical and professional way
- applying a multi-disciplinary approach to problem solving in an ever-changing business context
- being an independent, lifelong learner.



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Foundation degree courses

Final year top-up degrees



Foundation degree courses

A foundation degree award (FdA) will help you advance your career and consolidate your experience and knowledge by studying for a formal qualification. These courses have been developed in consultation with employers to integrate work-related activities with existing and new knowledge and skills. A foundation degree is equivalent in level to the first two years of an honours degree.

In association with our partner institution City College Brighton and Hove (CCBH) we offer foundation degree (FdA) awards in the following areas:

- Food and Culinary Arts
- Hospitality and Event Management
- Travel and Tourism Management

All of these courses are run at CCBH. For further information please contact City College Brighton and Hove on 01273 667759 or visit www.ccb.ac.uk.

In addition, Sussex Downs College (SDC), another of our partner institutions, offers foundation degree awards in:

- Food and Culinary Arts
- Retail Enterprise

For further information please contact Sussex Downs College on 01323 637637 or visit www.sussexdowns.ac.uk.

Progression

On successful completion of the foundation degree, students can apply for a one-year top-up degree at the University of Brighton in a relevant discipline such as international hospitality, international event or international travel and tourism management.

Final year top-up degrees

Our top-up courses are designed to give you the opportunity to further your academic and professional career. They offer a combination of theory and practice, which allows you to develop skills that can be used in different specialist professional settings.

We offer the following 12-month top-up degrees:

- International Event Management
- International Hospitality Management
- International Tourism Management
- International Travel Management
- Retail Management
- Retail Marketing.

How does the top-up year work?

After successful completion of your previous study (eg foundation degree or studies at our partner colleges in Germany, Switzerland, The Netherlands, Norway or Spain) you have the opportunity to top-up to a subject-related BA(Hons) by taking your final year. The final year is made up of 120 credits. We offer modules worth 10, 20 and 40 credits, which are divided into core modules and optional modules.

Entry requirements

In order to qualify for direct entry to the top-up degrees UK students need to successfully pass their HND or FdA; EU and international students need to successfully pass their HND/FdA equivalent studies (subject to necessary subjects being covered).

For more information please request a copy of our top-up degree brochure by contacting 01273 643645 or visit www.brighton.ac.uk/ssm/topup.

Find out more
School of Service Management
+44 (0)1273 643667
service.management@brighton.ac.uk

Postgraduate opportunities

The School of Service Management offers distinctive and well-established postgraduate opportunities in which students can specialise in aspects of tourism, events or hospitality.

Events

International Event Management MSc

Whether organising events as part of a multi-national corporation's marketing communications strategy, hosting international mega-events to showcase destinations on a global stage, or bringing communities together in celebration of their unique cultures, events have increasingly featured as key tools in strategic development plans.

Hospitality

International Hospitality Management MSc

Our International Hospitality Management MSc recognises both the continuing importance and value of the global hospitality industry in both entrepreneurial and economic terms and its impact on the environment. The programme offers an innovative and visionary approach in the study of hospitality as both an essential service and its role in the economic and social phenomena.

Culinary Arts MA

This degree aims to meet an identified need for an industry-specific masters for people who are either intending to enter the hospitality and retail industries with a particular interest in food, its preparation, service and consumption or who are already at the developmental stage of their careers in appropriate food-related businesses.

Tourism

International Tourism Management MSc

The links between tourism and sustainable development are clear. International organisations such as the World Bank, the World Tourism Organization, the European Union, and national/regional bodies like national ministries and regional development agencies see tourism as an important tool for economic diversification and regeneration, poverty reduction and socio-economic integration. This degree will enable a critical understanding of the role of tourism in development and equip students with the tools to work in this exciting area.

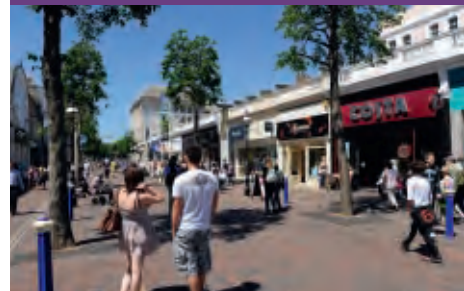
Tourism and Social Anthropology MA

Our knowledge and understanding of the world and of our place within it is significantly influenced by the experience of tourism, and by being a tourist. The synergies between tourism and social anthropology are clear here since social anthropology aims to understand the social relations that underpin what it means to be human.

Tourism and International Development MSc

'People on the move' has become an integral part of history, culture and economies for many regions of the world. These forms of mobility have had a powerful influence on identity, representation and business environments in developed, as well as less developed, nations. Culture, tourism and business entrepreneurship are seen to come together to form a highly mobile 'experience economy' with the tourist performing an integral part of the cultural system at the destination.

You can see full details of these postgraduate degrees on the School of Service Management website www.brighton.ac.uk/ssm.



Find out more
School of Service Management
+44 (0)1273 643667
service.management@brighton.ac.uk

How to apply



Applying for a full-time course

To apply for a full-time course you should make your application through the University and Colleges Admissions Service (UCAS). The code for the University of Brighton is (BRITN) B72.

Important dates and deadlines

- For all UCAS courses, UCAS can receive applications from 1 September.
- The closing date for UK and other EU applicants is 15 January.
- For non-EU applicants, the closing date is 30 June but it is advisable to apply earlier if possible.

The application process

Application stage

Generally from July to January

- Find out general information about the University of Brighton and the School of Service Management by exploring our websites and by coming to an open day. See www.brighton.ac.uk/opensdays for dates and details.
- Apply to Brighton through UCAS.

Offer stage

Generally from December to March

- Your application is considered by our admissions team and offers are sent out through UCAS.
- If you receive an offer from us you will be invited to a course-specific day where you can meet students and staff and find out more about your chosen course and about life at the School of Service Management. You will be offered the opportunity to talk to one of our student ambassadors. You will also receive copies of our newsletter.
- When you have heard back from all the universities you applied to, you will need to tell UCAS which course will be your first choice and which course will be your second choice.

Acceptance to enrolment stage

Generally from August to September

- In August after you have received your results you will get confirmation of your place based on your results.
- The university will contact you with details of how to enrol onto your course and send our information about being a new student.

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Money

By choosing to study a university course you are making an investment in your future; a university qualification generally means better employment prospects and improved earning power.

Fees and funding

Up-to-date information on fees and government funding can be found on our website www.brighton.ac.uk/money.

The University of Brighton offers bursaries and scholarships to help you through university.

The different help includes the following:

- **University of Brighton bursaries**
For full-time UK and EU undergraduate students up to £1,080 depending on your family income. This money doesn't need to be repaid.
- **Scholarships**
For full-time UK, EU and international students who have been recognised for their achievements. Worth £1,000, this money doesn't need to be repaid.
- **Sports Scholarships**
For selected students. To support the development of elite, talented and disabled athletes. Worth £300–£1,000, this money doesn't need to be repaid.

The government recently made changes to the way higher education is funded. These changes mean that if you already have a degree or higher education qualification and you choose to study another course at either the same or lower level (an equivalent or lower qualification or ELQ) you will have to pay tuition fees at a higher rate to cover the full cost of your tuition and you will not be eligible for government student support funding such as grants and loans, or for a university bursary.

Some courses and qualifications are exempt from the ELQ policy. To find out how you are affected contact Registry at the University of Brighton on 01273 644644 or enquiries@brighton.ac.uk.

International students

The University of Brighton attracts over 2,000 international students from over 100 countries every year, contributing to a university with a truly cosmopolitan fee.

We value the unique contribution our international and EU students make to the university community and we offer a range of support services designed to make the transition into student life as easy as possible.

For all overseas students this includes:

- free orientation programme (including free accommodation)
- free Heathrow or Gatwick airport pickup (at beginning of orientation programme)
- free English language support throughout your first year
- dedicated international welfare and support staff to assist you
- free membership to the International Students' Society (ISS).

For non-EU students who are paying international fees, this also includes:

- guaranteed accommodation for all first year international students if your application is received before 15 July
- fixed-rate fees payable for the duration of your course (five per cent discount for full early payment)
- 75+ international scholarships.

For more information visit our website at www.brighton.ac.uk/international.



Financial advice and help

The university's welfare team can provide personalised financial advice as well as information on money management.

For further information on all your money concerns visit www.brighton.ac.uk/money.

Find out more
School of Service Management
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service.management@brighton.ac.uk

Accommodation



All University of Brighton students have access to well-priced, good quality accommodation either in halls, university-managed housing or in the private sector.

Halls of residence

Our aim is to offer all first-year undergraduate students who meet application criteria a place in halls. To be eligible and to give your application the best chance of success you need to meet certain criteria and deadlines. Visit www.brighton.ac.uk/accommodation for more information.

Welkin Halls in Eastbourne

This halls of residence is situated close to the university's study sites as well as being within easy reach of the town centre and seafront.

- Set in landscaped gardens with gated entrances.
- All rooms are en suite, fully furnished and have computer points.
- The bedrooms are grouped into self contained flats with shared kitchen/communal areas.
- A catered hall, which gives you a complimentary breakfast and an evening meal included in the costs, Monday to Friday during term time.
- Six rooms for students with disabilities.
- A number of larger rooms available.

Private accommodation

If you opt for private rented accommodation, you get to choose your location, type of accommodation and flatmates. Many students find they prefer the independence this offers and Eastbourne offers very high standard in this type of accommodation.

Old Town: A little distance from the main town centre, but large houses offer perfect accommodation for students.

Town centre: In the heart of the bar, club and shopping areas. Accommodation can be a little more expensive, but rooms can be spacious considering the central location.

Meads: Situated between the university campus and the town centre, so it's convenient for both. A very quiet residential area.

Find out more
School of Service Management
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Student support

We want you to get the most out of your time at university. There are many sources of support, whatever your needs.

Study support

Libraries and computers

The Learning Resources Centre houses the library and computer facilities. There are also a large number of connection points, many wireless, for personal laptops located around our campuses, providing access to the university's networked services as well as the internet.

Studentcentral

Studentcentral is the University of Brighton student intranet where you can access learning resources including the main library catalogue, electronic journals, databases and websites relevant to your course. Studentcentral also links you into Blackboard, our virtual learning environment, where you can access module outlines, lecture notes, assessment tasks and other materials to help you with each of your modules. Studentcentral also helps you stay in touch with the social side of university and before you start you will be able to access an area especially for new students.

Study support sessions

During the autumn term, weekly study support sessions are provided free on each campus for anyone who might need to boost skills such as essay preparation, time management, taking notes, memorising information, writing and editing, presentation or revision techniques.

Support networks in the School of Service Management

The School of Service Management provides a sense of identity in a friendly community. Even before you begin your course, our student ambassadors are there to help.

All students are assigned an academic tutor who will be available for regular tutorials. We also have a specialised student support tutor who offers confidential and non-judgemental support and a special learning difficulties liaison tutor. Our academic, support, administrative and technical staff all work closely together to ensure that your experience at the School of Service Management is both rewarding and successful.

Student support services

The university provides a range of services for students including:

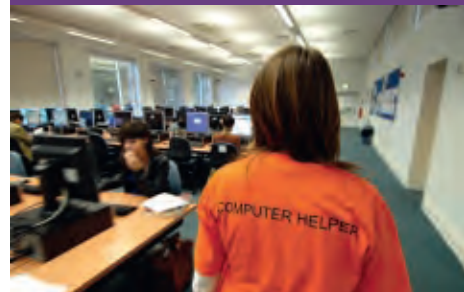
- career development
- healthcare, chaplaincy
- childcare
- counselling
- disability and dyslexia
- welfare advice
- help for care leavers.

Eastbourne has its own one-stop student centre. To find out more about student support visit www.brighton.ac.uk/studentlife.

Continuing support

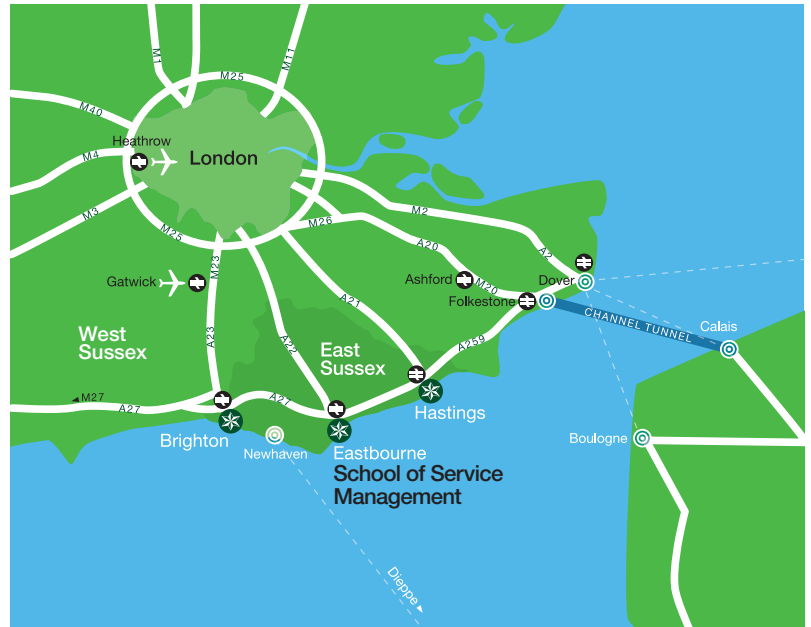
The Brighton Graduate Association (BGA) is the official graduate association of the University of Brighton, offering a lifelong link to the university and the friends you'll make while you're here.

The graduate association provides its members with many benefits and discounts. These include continued access to one-to-one careers advice and guidance from the university's careers service, entrepreneurial business advice for those thinking of starting their own business, as well as continued use of the university's libraries and sports facilities. You will also receive discounts on postgraduate courses at the university as well as many other privilege discounts with local and national companies.



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Getting to Eastbourne and the School of Service Management



By rail

- Eastbourne is about 90 minutes from London Victoria, 40 minutes from Brighton and 30 minutes from Hastings.

By coach

- National Express coaches depart for Eastbourne from London Victoria coach station three times a day.

By car

- Eastbourne is approximately 54 miles from London, 25 miles from Brighton and 17 miles from Hastings.

By bike

- Travelling by bike in Eastbourne is easy. All of our students are encouraged to do so, and bike storage is provided on campus.

On foot

- The campus is within walking distance of Eastbourne town centre.

We recommend you use a journey planner when visiting the university for up-to-date travel information. The School of Service Management address is Darley Road, Eastbourne BN20 7UR.

For a journey planner visit www.theaa.com or google maps is one of the many available on the internet.

For train times visit www.nationalrail.co.uk.


For coach details visit www.nationalexpress.com.

Find out more
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service.management@brighton.ac.uk

Eastbourne



key

-  University site/building
-  Accommodation
-  Train station
-  Parking

Useful contacts

University switchboard	01273 600900
School of Service Management	01273 643667
Accommodation	01273 643810
Admissions	01273 644644
Enrolment	01273 642191
Fees, loans and grants	01273 642819
	01273 642821
Fee assessment	01273 642822
Disability and dyslexia	01273 643799
Childcare	01273 642022
Student Services	01273 642895
University of Brighton Students' Union	
– UBSU	01273 642746

International callers please use prefix +441273 in place of 01273

Other contacts

Advice about higher education
www.aimhigher.ac.uk

Student finance

08456 077577
www.studentsupportdirect.co.uk

UCAS

www.ucas.com

This brochure was printed in October 2010. The University of Brighton makes every effort to ensure the accuracy of this brochure and will take all reasonable steps to provide the courses and services described in it and in supplementary documentation. It cannot, however, guarantee their provision in the event of circumstances beyond its control (such as lack of demand, changes in government policy or industrial action) but in such an event, will make reasonable effort to provide a suitable alternative. In accepting any offer of a place, you consent to incorporation of this notice as a term of contract between you and the university. All students are required to abide by the university's regulations which are available on request.

Find out more

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Jargon buster

Aimhigher: A government initiative to help more young people get to college and university by providing information and running events to raise aspirations and inform.

Alumni: Former student of the university. The Brighton Graduate Association (BGA) offers a range of benefits and support for University of Brighton graduates.

Bursary: A sum of money given to a student by a university or college to help with study and living costs.

Campus: A place where university buildings are situated – also known as a site. The University of Brighton has five main campuses: Eastbourne, Moulsecoomb, Falmer, Grand Parade and Hastings.

Clearing: The period of time when students can gain places on courses that still have places. The system operates mainly after students receive A-level results in August, although it is open from July.

Dean: A senior member of university staff. At the University of Brighton a dean is the head of a faculty.

Dissertation: An extended report or essay, usually involving research and completed in the final year of a degree course.

EU students: Students who normally live in the EU member countries.

Faculty: Part of the way a university is organised. Brighton has six faculties and the School of Service Management is in the Faculty of Education and Sport.

Foundation courses: Generally lasting one year, foundation courses are pre-degree courses.

Foundation degree: An employment-related university-level qualification which is designed to equip students with the skills that employers are looking for. Generally lasting two years.

Fresher: A student who is new to university. Welcome Week is the first week of university, when activities are run specifically for new students.

Further education (FE): Study taken after the age 16 and before university.

Gap year: A year when a student takes a break from education, usually between A-levels or further education and university.

Grant: A sum of money given to a student by a public or government body.

Halls of residence: A building managed by the university where students live, on or near to a university campus.

Higher education (HE): University-level education taken after the age of 18.

Higher National Diploma: A higher education-level qualification similar to a foundation degree.

Honours degree: Undergraduate degree taking three or four years of full-time study, leading to a qualification such as BA(Hons) or BSc(Hons).

International student: Students who normally live in countries outside the UK and European Union (EU).

Lecture: A teaching session with a group of students. Lectures take many forms from a formal talk to interactive discussions

Mature student: For entry to higher education programmes, a mature student is classed as someone who is aged 21 years or over. To be means-tested for tuition fees, a student must be 25 or over – otherwise a student's parents are assessed for contributions.

Module: A self-contained unit of study. All School of Service Management degrees are organised in modules.

NUS: National Union of Students.

Open days: An opportunity for prospective students to visit the university, talk to staff and the students before making their UCAS application.

Placement: A period of time spent at a place of work sometimes as part of a course.

Postgraduate: Level of study (masters or PhD) that follows an honours degree.

Research: The quest for new knowledge and understanding. University academic staff all undertake research in their specialist subject area and publish the results as books, reports and academic papers. Research students are undertaking research to gain a qualification, usually a PhD (Doctor of Philosophy).

Scholarship: Money awarded to students to help them complete their study. The awards are usually given on the basis of academic merit or talent.

School: A university academic department.

School of Service Management: One of the departments of the university.

Semester: Half an academic year. The first semester usually runs from September to January and the second semester runs from February to June.

Seminar: Teaching sessions in small student groups and led by a tutor.

Site: A place where university buildings are situated – also known as a campus. The University of Brighton has five main campuses: Eastbourne, Moulsecoomb, Falmer, Grand Parade and Hastings.

Studentcentral: The University of Brighton's student virtual learning environment.

Student loan: Low-interest loans provided by the government to pay for student tuition fees and living costs while studying a university-level course.

Students' Union: Independent organisation for students, providing a broad range of services which include advice, clubs and societies, bars and shops.

Taster sessions: Short lectures or seminars designed to give potential students a flavour of higher education in a specific subject.

Tuition fees: A fee which covers the cost of a course.

Tutor: An academic member of staff. Students are assigned an academic tutor to help advise on study.

Tutorial: A session during which a tutor teaches or assists one or more students. More informal than a lecture or seminar and it may focus on academic and/or personal matters.

UCAS: Universities and Colleges Admissions Service. The organisation in the UK where applications are processed for entry onto full-time university courses. Visit www.ucas.com.

UCAS Extra: A period of time between March and June when students without a university offer can apply.

UK students: Students who normally live in England, Scotland, Wales or Northern Ireland.

Undergraduate: University-level study before a student completes his or her degree.

Validation: The process that university courses go through to check they attain a high academic standard.

Vice-Chancellor: Head of the university. Our Vice-Chancellor is Professor Julian Crampton.

Virtual learning environment: A web-based resource which gathers together all the learning material for a module such as lecture notes, assessment guide, feedback and laboratory results.

Vocational courses: Courses related to work which are more practical and hands-on, with actual skills being taught as well as theory-based knowledge.

Widening participation: Activities that encourage under-represented groups to take part in university life.

**This publication is
available in alternative
formats on request.**

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