

Programme Specification

BA International Tourism Management with Spanish or Mandarin



1. Programme title	BA (Honours) International Tourism Management with Spanish or Mandarin
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/A
5. Final qualification	BA (Honours) International Tourism Management with Spanish or Mandarin
6. Year of validation Year of amendment	
7. Language of study	English
8. Mode of study	Full time/ TKS

9. Criteria for admission to the programme

For year one admission, Middlesex University general entry requirements apply, including GCSE's (grades A to C) in Mathematics and English language. Applicants whose first language is not English are required to achieve 6.0 in IELTS or an equivalent recognised by Middlesex University.

For entry with advanced standing to year 2 (or final year), candidates must have achieved both 120 credits at level one (or 240 credits including 100 at level two) and must have successfully met the relevant learning outcome and syllabus requirements of the programme.

The equivalence of qualifications from outside UK will be determined according to NARIC guidelines.

The Immersion year (Year Abroad in a Spanish-speaking country or China) is compulsory for students who start as Beginners.

Post A-Level students in either Spanish or Mandarin will be evaluated to confirm their language level.

10. Aims of the programme

The programme aims to:

- Equip students with the knowledge and skills, including fluency in Spanish or Mandarin, needed to advance in a career in international tourism and to facilitate recognition of the implications of management and social science perspectives on decision making for tourism professionals. Key objectives of the programme are to enhance students' employability and transform their international experiences.
- Develop an understanding of international tourism, structure of the tourism industry, global trends within the tourism market, tourist behavior, contemporary business/destinations and how to optimize the economic use of opportunities and resources in tourism with a focus on Spanish and Mandarin speaking areas.
- Develop knowledge and understanding of the political, social and cultural context of tourism and critically evaluate the various impacts of the global economy upon societies with a focus on Spanish and Mandarin speaking areas.
- To develop students' academic capacity through critical and reasoned arguments based on the collection, synthesis, analysis and interpretation of information on key management, marketing and policy issues in tourism and hospitality including carrying out an independent research project with a focus on Spanish and Mandarin speaking regions.
- Produce graduates with the knowledge and understanding of the complexities involved in the expansion of tourism and therefore endowed with a range of cognitive/intellectual, transferable and practical attributes, including specialised Spanish or Mandarin tourism industry terminology, enabling them to be flexible and efficient individuals adaptable to a diverse and dynamic economic sector as well as across cultures.
- Develop students practical work and academic experience by students who start as either Total Beginners or as Post A-Level in Spanish or Mandarin, completing the degree in 3 or 4 years, including an Immersion Year which they can complete through Exchange, Placement or a combination of both (please see Diagrams below), thereby maximising's students employability.

11. Programme outcomes*

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. particular disciplines, concepts and theories underpinning academic and industry debates in international tourism
2. the structure of the international tourism industry tourism, including market, contemporary business / destinations and optimization of opportunities and resources in tourism with a focus on Spanish and Mandarin speaking areas
3. the political, social and cultural context of tourism and of the various impacts of the

Teaching/learning methods

Students gain knowledge and understanding through

1. Classroom based delivery including diverse methods of teaching through on-campus based activities, interactive lectures, seminars, workshops, individual projects and field trips (local and international). Classroom-based teaching will be fully supported by a wide range of online materials in the target languages through the MyLearning facility.
2. Interactive language teaching seeking to develop students' four skills (speaking, writing, listening and reading) at the

<p>global economy upon societies with a focus on Spanish and Mandarin speaking areas.</p> <ol style="list-style-type: none"> 4. the wider role of public and private sectors and how they relate to tourism provision in general and to Spanish and Mandarin speaking areas 5. critical synthesis, analysis and interpretation about key management, marketing and policy issues in tourism and hospitality with a focus on Spanish and Mandarin speaking regions. 6. Spanish and Mandarin languages to the levels fluency, specifically for the purposes of comprehension and communication in social and tourism related work environments; 7. the linguistic structures of the Spanish and Mandarin languages; the social norms and conventions of everyday life in societies where Spanish or Mandarin are spoken 8. and key aspects of the history, politics and cultures of contemporary Spain, Latin America and China including the role of tourism. 	<p>appropriate level ensures students' progress from total beginners to bilingual fluency. This is strengthened through continuous formative and summative assessment, exercises and practice of all the language skills at the appropriate language level through the medium of subject-related issues and themes.</p> <ol style="list-style-type: none"> 3. The most modern methods are utilized in the delivery of the language interactive sessions such audiovisual means (videos, audios, posters, images, etc.), internet, authentic material, digital material and so forth, and including in-house designed material at the appropriate language level, in the target languages. 4. Private study will engage students in the breadth and depth of reading required to gather the material needed for participation in the interactive sessions and the development of assignments <p>Assessment methods</p> <p>Students' knowledge and understanding is assessed by</p> <ol style="list-style-type: none"> 1. A combination of written examinations and a variety of coursework, oral and aural examinations, project work and self-evaluation. 2. Regular formative assessment also takes place in all language classes with a combined focus of content and grammar at the appropriate levels. 3. Written work designed to allow students to show their understanding of key issues, debates and controversies through well argued and substantiated writing in the target languages at the appropriate level 4. Examinations will test a student's knowledge of core material and ability to use material concisely to explore argumentative questions in a time constrained mode. 5. Presentations will test a student's ability to convey material and arguments clearly and concisely in class 6. Portfolios will show how students accumulate knowledge and understanding over a period of time
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<p>B. Skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Assess the merits of concepts, theories that underpin academic and industry debates in international tourism in Spanish or Mandarin. 2. Abstract and synthesise evidence, and summarise, analyse and interpret texts relating to the history, politics and cultures of Spain, Latin America and China in the target languages. 3. Plan, design, execute and present a piece of independent research based work, including an independent research project. 4. Employ a variety of social survey and interpretative methods for the collection, analysis and understanding of data on tourist behaviour. 5. Demonstrate fieldwork skills of observing and recording including interviews conducted in Spanish or Mandarin 6. Speak, read, write and understand Spanish and Mandarin including specialised Spanish or Mandarin tourism industry terminology. 7. Use bibliographic skills, including accurate citation of sources and consistent use of conventions in the presentation of academic work. 	<p>Teaching/learning methods</p> <p>Students learn cognitive skills through</p> <ol style="list-style-type: none"> 1. Lectures, seminars, directed reading and coursework, language classes and tutorials, and through using case studies, together with the student's own independent study and the period of residence abroad. Each core module examines key issues and demonstrates the concrete application of theory and concepts. 2. Interactive seminars that will require students to gather and synthesise appropriate material and use the material to explain and evaluate key issues, debates and controversies. 3. The preparation and research required for coursework assignments that focus on key academic debates and arguments and discussion of this material in seminars and tutorials 4. Opportunities for question and answer sessions in formal lectures will permit students to explore issues in detail and share examples to support arguments <p>Assessment methods</p> <p>Students' cognitive skills are assessed by</p> <ol style="list-style-type: none"> 1. Written examinations, coursework, project work and oral presentations and examinations, tests students' ability to concisely present academic arguments in a cogent and structured manner. 2. Coursework essays enable students to demonstrate their ability to assemble a diverse range of material, show awareness of differing approaches and to make evaluative judgements. 3. Written examinations allow students to demonstrate their understanding of a range of concepts and issues within a constrained period. 4. Oral presentations and examinations are evaluated with regard to the level of analysis, coherence of argument and evidence of independent critical discussion. 5. Other coursework methods (e.g. fieldwork and other reports) assess the student's ability to assemble a range of
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	<p>material and apply it to the resolution of a particular problem.</p> <p>6. Students are given formative and summative feedback on their coursework seminar presentations and exams to enable them to further progress their cognitive skills.</p>
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<p>12. Programme structure (levels, modules, credits and progression requirements)</p>

<p>12. 1 Overall structure of the programme</p>
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Four-Year Programme

Year One

(Level 4)

SPA1101 MCH1001	SPA1102 MCH1002	TOU1013 International Tourism Industry & employability	TOU1011 Tourism and society
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Year Two

(Level 5)

SPA2211 MCH2011	TOU2011 Contemporary Tourism Management	TOU2013 Researching people and places	Optional modules
SPA2212 MCH2012		TOU2014 Experiential learning overseas	

Year Three

(COMPULSORY)

ONE YEAR ABROAD	SPA3000 MCH3000	SPA3100 MCH3100
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Final Year

(Level 6)

SPA3011 MCH3005	TOU3013 Tourism Policy-making	TOU3011 Creative Branding in Tourism	Optional modules
SPA3012 MCH3006			

Three-Year Programme with two summer placements (for Beginners and post-A Level)

Year One

(Level 4)

**SPA1101
MCH1001**

**SPA1102
MCH1002**

TOU1013
International Tourism
Industry &
employability

TOU1011
Tourism and society

(COMPULSORY)

SUMMER PLACEMENT **SPA2000**
MCH2000

Year Two

(Level 5)

**SPA2211
MCH2011**
**SPA2212
MCH2012**

TOU2011
Contemporary
Tourism Management

TOU2013
Researching people
and places
TOU2014
Experiential learning
in the field

Optional modules

SUMMER PLACEMENT **SPA3100**
MCH3100

Final Year

(Level 6)

**SPA3011
MCH3005**
**SPA3012
MCH3006**

TOU3013
Tourism
Policy-making

TOU3011
Creative Branding in
Tourism

Optional modules

Three-Year programme with two summer placements (for Post-A Level)

Year One

(Level 4)

SPA1211 MCH1011	TOU1012 Opportunities and resources in Tourism	TOU1013 International Tourism Industry & employability	TOU1011 Tourism and society
SPA1212 MCH1012			

(COMPULSORY)

SUMMER PLACEMENT	SPA2000 MCH2000
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Year Two

(Level 5)

SPA2311 MCH2003	TOU2011 Contemporary Tourism Management	TOU2013 Researching people and places	Optional modules
SPA2312 MCH2004		TOU2014 Experiential learning in the field	

(COMPULSORY)

SUMMER PLACEMENT	SPA3100
MCH3100	

Final Year
(Level 6)

SPA3099 DISS / PROJ	TOU3013 Tourism Policy-making	TOU3011 Creative Branding in Tourism	Optional modules
MCH3099 DISS / PROJ			

Three-Year programme (for Post-A Level)

Year One
(Level 4)

SPA1211 MCH1011	TOU1012 Opportunities and research in Tourism	TOU1013 International Tourism Industry & employability	TOU1011 Tourism and society
SPA1212 MCH1012			

Year Two
(Level 5)

SPA2311 MCH2003	TOU2011 Contemporary Tourism Management	TOU2013 Researching people and places	Optional modules
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SPA2312 MCH2004		TOU2014 Experiential learning in the field	
Final Year (Level 6)			
SPA3099 DISS / PROJECT	TOU3013 Tourism Policy-making	TOU3011 Creative Branding in Tourism	Optional modules
MCH3099 DISS / PROJECT			
<p>Honours Degree: 360-480 credits Diploma: 240-300 credits Certificate: 120-180 credits</p> <p>Optional modules at Level 5 Students can also choose from the following: Aviation and transport management (15 credits) Tourism business (15 credits) Tourism enterprise and revenue management (15 credits) Emerging Markets: China and Latin America (15 credits) Tourism languages (e.g. German, French, Spanish /Mandarin) (15 credits)</p> <p>Optional modules at Level 6 Students can also choose from the following: Hospitality business management (15 credits) Supply chain management in tourism (15 credits) Event planning and management (15credits) City tourism and the visitor economy (15 credits) Internship (30 credits) Social media and viral marketing (15 credits)</p>			

12.2 Levels and modules		
Level 4		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

<p>Students must take all of the following:</p> <p>Pathway One Beginners students</p> <ul style="list-style-type: none"> • SPA1101 Spanish Language for Tourism Written • SPA1102 Spanish Language for Tourism Spoken • MCH1001 Business Mandarin Written • MCH1002 Business Mandarin Spoken • TOU1011 Tourism and Society • TOU1013 The international tourism industry & employability <p>Pathway Two post-A Level students must take two 15 credits compulsory language modules</p> <ul style="list-style-type: none"> • SPA1211 Spanish Language 2 for Tourism: Culture & Society in Latin America 1 • SPA1212 Spanish Language 2 for Tourism: Culture & Society in Latin America 2 • MCH1011 Business Communication in Mandarin 1 • MCH1012 Business Communication in Mandarin 2 • TOU1011 Tourism and Society • TOU1012 Opportunities and Resources in Tourism • TOU1013 The international tourism industry & employability 	<p>No options</p>	<p>90 credits</p>
<p>Level 5</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p>Pathway One Beginners</p> <ul style="list-style-type: none"> • SPA2211 Spanish Language 2 for Tourism: Culture & Society in Latin America 1 • SPA2212 Spanish Language 2 for Tourism: Culture & Society in Latin America 2 • MCH2011 Business Communication in Mandarin 1 • MCH2012 Business Communication in Mandarin 2 • TOU2011 Contemporary Tourism Management • TOU2013 Researching people and places • TOU2014 Experiential learning overseas <p>Pathway Two post-A Level students must take all of the following</p> <ul style="list-style-type: none"> • SPA2311 Spanish Language 3 for Tourism: Tourism & Economy in Spain • SPA2312 Spanish Language 3 for Tourism: Tourism & Economy in Latin America • MCH2003 Mandarin: Culture & Society 3 • MCH2004 Mandarin: Culture & Society 4 • TOU2011 Contemporary Tourism Management • TOU2013 Researching people and places 	<p>Students must also choose from the following:</p> <ul style="list-style-type: none"> • TOU203 Aviation and transport management (15 credits) • TOU2018 Tourism enterprise and revenue management (15 credits) • TOU2016 Emerging Markets: China and Latin America (15 credits) • TOU2022 Tourism languages (e.g. German, French, Spanish, Mandarin) (15 credits) • SPA2000 Study Abroad I • MCH2000 Study Abroad I 	<p>180 credits</p>
<p>Level 6</p>		
<p>COMPULSORY</p>	<p>OPTIONAL</p>	<p>PROGRESSION REQUIREMENTS</p>

<p>Students must take all of the following:</p> <p>Pathway One Beginners</p> <ul style="list-style-type: none"> • SPA3011 Spanish Language 3 for Tourism: Tourism & Economy in Spain • SPA3012 Spanish Language 3 for Tourism: Tourism & Economy in Latin America • MCH3004 Mandarin: Culture & Society 1 • MCH3005 Mandarin: Culture & Society 2 • TOU3013 Tourism policy making • TOU3011 Creative Branding in Tourism <p>Pathway Two post-A Level students</p> <ul style="list-style-type: none"> • SPA3099 Dissertation / Consultancy Project • MCH3099 Dissertation / Consultancy Project • TOU33013 Tourism policy making • TOU33011 Creative Marketing in Tourism 	<p>Students must also choose from the following:</p> <ul style="list-style-type: none"> • TOU3015 Event sector (15 credits) • TOU3016 Supply chain management in tourism (15 credits) • TOU3014 Event planning (15credits) • TOU3023 Tourism in cities (15 credits) • MBS3001 Internship (30 credits) • SPA3000 Study Abroad I • SPA3100 Study Abroad II • MCH3000 Study Abroad I • MCH3100 Study Abroad II 	<p>360 credits</p>
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12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)	
Module level	Module code

13. Curriculum map
See attached.

14. Information about assessment regulations
There are no special regulations applying to the programme. The regulations applying to the programme are those common to the University.

15. Placement opportunities, requirements and support

- Students who start as Beginners will be required to complete an Immersion Year in their chosen language in a country where either Mandarin or Spanish is spoken. The Immersion Year may be taken as Exchange, a combination of Exchange and Placement, or only as Placement.
- All students who start as Beginners and Post A-Level may also complete the full programme in three years by taking a placement/exchange in two summers during their first and second and during their second and third year of study.
- Students who start as post A-Level, depending of their language development may be allowed to complete the programme without the Immersion Year.
- Students who start as Spanish post A-Level (or equivalent) or as Mandarin post A-Level, depending of their language development, may be allowed to complete the programme without the Immersion Year, by taking their second year as Exchange Students abroad for which they will be required to complete the equivalent of 120 graded-credit, programme-relevant, modules at a partner university.
- Students are encouraged to spend their third year abroad in one of the countries of their chosen modern language. Support is available under the ERASMUS/SOCRATES student exchange, or British Council English language assistantship or Comenius language assistantship schemes.

16. Future careers (if applicable)

Graduates of the programme might expect to go into a career in the tourism industry (for example working for a tour operator) or into the public sector element of tourism (for example working for a National Tourist Board) or to go on to post-graduate study (examples have been the MA in Marketing and Communications, MA in Environment and Tourism). Since graduates have a range of Business knowledge and skills they might also expect to find work in Business areas not specifically related to Tourism.

Students from this programme will be able to find posts overseas or working with Travel organisations requiring language skills (Travel Agencies, Airlines, Tour Operators) or in countries with Spanish as a main language. Other opportunities for work will include airlines, hotel management.

Graduates will be equipped to apply for positions in National Tourist Boards, Travel Agencies, Tour Operators, Airlines and to undertake further study at post-graduate level in Tourism.

Autonomous learning skills will equip graduates to think reflectively about their career potential and to evaluate alternative career possibilities.

17. Particular support for learning (if applicable)

The programmes do not require any subject specific support other than references in the Library and the Mandarin and Spanish specific materials in MyLearning. The Hendon Library is well resourced and the regularly updated language and content specific materials in MyLearning. Online journal provision is available through the Library at the Hendon Campus but the main learning support will be the teaching staff. There is English and writing support through the Campus based English Language and Learning Support services.

English language and numeracy support

Information and library service workshops

Information technology workshops

Use of Management/Marketing and Human Resource Management Resource Based Learning rooms

Programme and Module handbooks
 Programme and Module Leaders
 Module Tutors
 Induction and orientation programme
 Student support, duty advisers, counsellors, careers service: GAAs, SLAs
 Student email and internet access

18. JACS code (or other relevant coding system)	NVR4 (Spanish) N8T1 (Mandarin)
19. Relevant QAA subject benchmark group(s)	Hospitality, Leisure, Sport and Tourism, Languages and related studies

20. Reference points

- QAA Guidelines for programme specifications
- QAA Qualifications Framework
- Middlesex University Regulations
- Middlesex University Learning Framework – Programme Design Guidance, 2012

21. Other information

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information can be found in the student programme handbook and the University Regulations.

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Curriculum map for *BA International Tourism Management with Spanish or Mandarin*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding	
A1	The contribution of particular disciplines in explaining the nature and development of tourism. A range of theories and concepts that are used to explain the nature of tourism;
A2	The domestic and international dimensions of tourism, and the dynamics of change; The patterns and characteristics of tourist behaviour; ways in which tourism impacts upon modern society in social, economic, cultural and environmental terms;
A3	The wider moral and ethical issues involved in tourism;
A4	The role of public and private sectors and how they relate to tourism provision;
A5	Another language (Spanish or Mandarin), specifically for the purposes of comprehension and expression (communication) in social and work environments;
A6	The linguistic structures of Spanish and Mandarin
A7	The social norms and conventions of everyday life in Spanish and Mandarin speaking societies and key aspects of the politics, cultures and business environment of contemporary Spain, Latin America and China.
Skills	
B1	Assess the merits of contrasting theories, explanations, paradigms and policies relating to tourism;
B2	Articulate knowledge and understanding of key aspects of the chosen language;
B3	Judge and reason critically and evaluate evidence;
B4	Develop a sustained and reasoned argument;
B5	Abstract and synthesise evidence, and summarise, analyse and interpret texts relating to the politics and cultures of the modern society of Spain, Latin America and China.
B6	
B7	
B8	

Programme outcomes															
A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8	
Highest level achieved by all graduates															

Module Title	Module Code by Level	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7	B8
		Opportunities and resources in tourism	TOU1012	✓	✓	✓	✓				✓		✓	✓		
Tourism and society	TOU1011	✓	✓	✓					✓		✓	✓				
The International tourism industry and employability	TOU1013	✓	✓	✓	✓				✓		✓	✓				
Spanish Language for Tourism Written	SPA1101					✓	✓			✓						
Spanish Language for Tourism Spoken	SPA1102					✓	✓			✓						
Spanish Language 2 for Tourism: Culture & Society in Spain	SPA1211				✓	✓	✓			✓	✓	✓				
Spanish Language 2 for Tourism: Culture & Society in Latin America	SPA1212					✓	✓	✓		✓		✓	✓			
Business Mandarin Written	MCH1001					✓	✓			✓						
Business Mandarin Spoken	MCH1002					✓	✓			✓						
Business Communication in Mandarin 1	MCH1011					✓	✓	✓		✓		✓	✓			
Business Communication in Mandarin 2	MCH1012					✓	✓	✓		✓		✓	✓			

Spanish Language 2 for Tourism: Culture & Society in Spain	SPA2211					✓	✓	✓		✓		✓	✓			
Spanish Language 2 for Tourism: Culture & Society in Latin America	SPA2212					✓	✓	✓		✓		✓	✓			
Spanish Language 3 for Tourism: Tourism & Economy in Spain	SPA2311	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Spanish Language 3 for Tourism: Tourism & Economy in Latin America	SPA2312	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Study Abroad I	SPA2000					✓	✓		✓		✓	✓	✓			
Study Abroad I	MCH2000					✓	✓		✓		✓	✓	✓			
Emerging Markets: China and Latin America	TOU2016	✓	✓	✓	✓			✓	✓		✓	✓	✓			
Business Communication in Mandarin 1	MCH2011					✓	✓	✓		✓		✓	✓			
Business Communication in Mandarin 2	MCH2012					✓	✓	✓		✓		✓	✓			
Mandarin; Culture & Society 1	MCH2003	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Mandarin: Culture & Society 2	MCH2004	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Contemporary tourism management	TOU2011	✓	✓	✓	✓				✓		✓	✓				
Researching people and places	TOU2013	✓	✓	✓	✓				✓		✓	✓				
Experiential learning in the field	TOU2014	✓	✓	✓	✓				✓		✓	✓				
Customer Service Management Tourism in Hospitality	TOU2015	✓	✓	✓	✓				✓		✓	✓				
Tourism enterprise and revenue management	TOU2018	✓	✓	✓	✓				✓		✓	✓				
Aviation and transport management	TOU2023	✓	✓	✓	✓				✓		✓	✓				
Learning from part-time	MBS2013															
Spanish Language 3 for Tourism: Tourism & Economy in Spain	SPA3011	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			

Spanish Language 3 for Tourism: Tourism & Economy in Latin America	SPA3012	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Mandarin; Culture & Society 1	MCH3005	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Mandarin: Culture & Society 2	MCH3006	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Dissertation/Consultancy Project	SPA3099	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Dissertation/Consultancy Project	MCH3099	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
Spanish Study Abroad I	SPA3000					✓	✓		✓		✓	✓				
Spanish Study Abroad II	SPA3100					✓	✓		✓		✓	✓				
Mandarin Study Abroad I	MCH3000					✓	✓		✓		✓	✓				
Mandarin Study Abroad II	MCH3100					✓	✓		✓		✓	✓				
Internship	MBS3001															
Creative Branding in Tourism	TOU3011	✓	✓	✓	✓				✓		✓	✓				
Tourism Policy Making	TOU3013	✓	✓	✓	✓				✓		✓	✓				
Event planning – Heritage Tourism	TOU3014	✓	✓	✓	✓				✓		✓	✓				
Tourism in cities	TOU3023	✓	✓	✓	✓				✓		✓	✓				
Mobile and Social Media marketing	MKT3012	✓	✓	✓	✓				✓		✓	✓				
Tourism Supply and Sector Analysis	TOU3016	✓	✓	✓	✓				✓		✓	✓				
Customer Service Management Tourism in Hospitality	TOU3020	✓	✓	✓	✓				✓		✓	✓				

