

Programme Specification
B.A. (Hons.) International Hospitality
and Tourism Management (top-up)



1. Programme title	BA (Hons International Hospitality and Tourism Management (Top-Up)
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Programme accredited by	
5. Final qualification	Bachelor of Arts (Honours)
6. Academic year	2013-14
7. Language of study	English
8. Mode of study	Full Time / Part Time / Distance Learning

9. Criteria for admission to the programme

The programme has been designed so that for level 6 entry, students should have an HND or equivalent in a relevant subject with a merit profile, a foundation degree or two years of successful degree level study in a relevant degree. Applicants whose first language is not English are required to achieve 6.0 in IELTS overall (with a minimum of 5.5 in each component) or an equivalent qualification recognised by Middlesex University.

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

10. Aims of the programme

The programme aims to:

1. To prepare and develop graduates for a supervisory / management role in the hospitality and /or tourism industries
2. To develop understanding and knowledge of the products, organisation and structure of the hospitality and tourism sector.
3. To develop students' intellectual capabilities of analysis and interpretation, critical evaluation, selection and synthesis, reasoned argument, research and problem solving
4. To develop graduates who are autonomous learners and who are able to demonstrate effective leadership, group working, IT, numerical and communication skills
5. To produce graduates who have a range of generic, transferable attributes enabling them to

communicate effectively, work individually and in teams to guidelines (both defined and self-defined), be innovative and adaptable to change, manage and reflect on their own learning and who can contribute and respond effectively to the demands of their chosen profession

6. To provide understanding of progressive sustainability concepts, environmental impacts and ethical issues for the industry

7. To produce students able to collect, analyse and interpret information on key issues in International Tourism and Hospitality Management, and to use this to construct reasoned, evidenced argument a range of interpersonal and transferable graduate skills appropriate for a career in the tourist industry

8. To develop the student's ability to apply theory to practice through the use of case studies.

11. Programme outcomes	
<p>A. Knowledge and understanding</p> <p>On completion of this programme the successful student will have knowledge and understanding of :</p> <ol style="list-style-type: none"> 1. A critical understanding of the international tourism and hospitality business environment 2. A knowledge of how contemporary models of competitive analysis are applied to the hospitality industry 3. A systematic understanding of how planning and managing in Tourism and Hospitality inter-relate with strategic change. 4. A critical understanding of marketing management in the international tourism and hospitality sector. 5. A critical understanding of key issues in policy and planning in the contemporary global tourism industry. 6. Specialist knowledge of issues relating to the growth and development of the global events industry. 	<p>Teaching/learning methods</p> <p>Students gain knowledge and understanding through</p> <p>Students gain knowledge and understanding through</p> <p>Lectures (tutor led) and interactive seminars will be used to convey core material and to stimulate and develop critical discussion of contemporary issues</p> <p>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> <p>Group work and interactive sessions in class will develop the practice of sharing and pooling information</p> <p>Assessment Methods</p> <p>Students' knowledge and understanding is assessed by</p> <p>A variety of forms of written work designed to allow students to show their understanding of key issues, debates and controversies through well argued and substantiated writing</p> <p>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.</p> <p>Presentations will test a student's ability to convey material and arguments clearly and concisely in class</p> <p>Portfolios will show how student's accumulate knowledge and under- standing over a period of time</p>
<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate a capacity for critical argument and evaluation 2. Synthesise the relationships between different aspects of specialist management functions in relation to the general management of international hospitality operations 3. Relate issues of tourism policy to the 	<p>Teaching/learning methods</p> <p>Students learn cognitive skills through</p> <p>Interactive seminars that will require students to gather and synthesise appropriate material and use the material explain and evaluate key issues, debates and controversies</p> <p>The preparation and research required for coursework assignments that focus on key academic debates and arguments and</p>

<p>management of tourism at a number of different levels from the international down to the local.</p> <ol style="list-style-type: none"> 4. Apply the key concepts dealt with in the academic and professional literature. 5. Learn independently and apply that learning to real life examples 6. Evaluate relevant specialist theory and practice in the context of the contemporary global tourism and hospitality industry. 	<p>discussion of this material in seminars and tutorials</p> <p>Opportunities for q and a in formal lectures will permit students to explore issues in detail and share examples to support arguments</p> <p>Assessment Methods</p> <p>Students' cognitive skills are assessed by</p> <p>Written assignments will test students ability to present well supported cogent arguments</p> <p>Examinations will test students ability to concisely present relevant material in a structured argument</p>
<p>C. Practical skills</p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Analyse problems in complex business situations; evaluate potential solutions. 2. develop case studies gathering a range of material, selecting an appropriate choice of material and communicating this selection effectively either orally or in writing, 3. work with and manage a small team, dealing with problems, risks and uncertainty effectively and developing decision making skills; 4. self appraise and critically reflect on their own work 5. research material for reports and essays and apply that material selectively in developing a reasoned argument 	<p>Teaching/learning methods</p> <p>Students learn practical skills through</p> <p>Interactive seminars, group work, workshops, informal presentations and tutorials as these permit lively gathering and exchange of research material</p> <p>Assessment Methods</p> <p>Students' practical skills are assessed by</p> <p>Live presentations in class using a range of presentation techniques</p> <p>Coursework assignments requiring the embedding of specific case studies</p> <p>Reflective coursework assignments</p>
<p>D. Graduate skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Clarify career objectives & develop plans to achieve them 2. Learn flexibly and effectively from diverse opportunities 3. Communicate persuasively using a range of media 4. Contribute positively to team performance 5. Use ICT to improve personal productivity 6. Collect, analyse and critically interpret numerical data 	<p>Teaching/learning methods</p> <p>Students acquire graduate skills through</p> <p>Planning and preparing to deliver assignments to a brief and to a schedule</p> <p>Interactive seminar activities</p> <p>Working in small groups to develop presentations and case studies</p> <p>learn practical skills through</p> <p>Assessment Method</p> <p>Students' graduate skills are assessed by</p> <p>Reflective coursework assignments</p>

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12. Programme structure (levels, modules, credits and progression requirements)

12.1 Overall structure of the programme

HND with Merit (overall)

TOU3330 Hospitality & Tourism Marketing 30 credits	TOU3002 Policy and Planning in Tourism 30 credits	TOU3925 Event Management 30 credits	TOU3195 Strategic Management in the Hospitality Environment 30 credits
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This is a top-up programme intended to provide a bridge between the student's work on Higher National Diploma – or equivalent – and the hospitality profession at graduate level. The BA programme is intended for students to take a broader view of both their profession and the service industry.

The award consists of four distinct level six, year long modules, designed to meet the needs of this particular student population. The programme consists of one module examining the near and far environments through a study of hospitality business strategy (3195). A second module (3330) looks at marketing within Hospitality and Tourism developing the students' understanding of current international trends and changing approaches to marketing whilst a third module (3925) develops students' knowledge and critical awareness of the events industry as one of the fastest growing sectors of the Tourism and Hospitality sector. The fourth module (3002) analyses tourism policy from the local to the global level through a study of key issues facing the tourism industry and relates policy to planning strategies in the public sector. The module's focus is on the global level and on comparative analysis of national policy. All modules use an extensive range of examples and case studies to reflect the industry's global nature.

12.2 Levels and modules

Starting in academic year 2010/11 the University is changing the way it references modules to state the level of study in which these are delivered. This is to comply with the national Framework for Higher Education Qualifications. This implementation will be a gradual process whilst records are updated. Therefore the old coding is bracketed below.

COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Level 6 (3)		

Students must take all the following modules: TOU3002 Tourism Policy and Planning TOU3195 – Strategic Management in the Hospitality Environment TOU3925 – Event Management TOU3330 – Hospitality and Tourism Marketing	N/A	N/A
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12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
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13. Curriculum map

See attached.

14. Information about assessment regulations

Middlesex University and Business School Assessment Regulations apply to this programme, without exception.

15. Placement opportunities, requirements and support (if applicable)

Not applicable for this programme

16. Future careers (if applicable)

Evidence shows that students obtaining a degree qualification in tourism and hospitality are in high demand, in what is a fast growing sector in this country and abroad. The majority of students leaving this programme obtain either junior management positions or places on management training schemes in the industry.

17. Particular support for learning (if applicable)

- Information Learning Resource Service facilities especially subject specific journals and databases
- English language and numeracy support (Learning Development Unit)

- Information and library service workshops
- Information technology workshops
- Use of Management/Marketing and Human Resource Management Resource Based Learning rooms
- Programme Handbook and Module Handbooks and programme and module leaders/tutors
- Student support, Unihelp advisers, careers service and disability support services.
- Induction and orientation programme
- Access to graduate teaching assistants
- Access to student counsellors
- Module and programme material on the VLE

18. JACS code (or other relevant coding system)

19. Relevant QAA subject benchmark group()

Hospitality, leisure, sport and tourism

20. Reference points

- QAA Guidelines for programme specifications
 - QAA Qualifications Framework
 - QAA Hospitality, Leisure Sport and Tourism Benchmarks
 - School Curriculum and Development Strategy
 - University Teaching, Learning and Assessment Strategy
 - University Academic Regulations
 - Framework for Higher Education Qualifications (FHEQ) benchmark
 - Middlesex University Regulations
 - Middlesex University Learning Framework – Programme Design Guidance, 2012

21. Other information

Indicators of quality:

- Student achievement
- Buoyant enrolment
- Student feedback evaluation forms
- External examiners reports
- Student employability

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Annual Monitoring reports
- Boards of Study
- Student focus groups
- Module evaluation and report

- Peer teaching observations
- Student evaluation
- Validation and review panels

See Middlesex university's Learning and Quality Enhancement Handbook for further information

Please note programme specifications provide 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 about the programme can be found in the rest of your programme handbook and the university regulations.

Curriculum map for [title of Programme]

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		Practical skills	
A1	A critical understanding of the international tourism and hospitality business environment and of the impacts of various sectors of the industry	C1	Analyse problems in complex business situations; evaluate potential solutions.
A2	A knowledge of how contemporary models of competitive analysis are applied to the hospitality and tourism industry	C2	develop case studies gathering a range of material, selecting an appropriate choice of material and communicating this selection effectively either orally or in writing,
A3	A systematic understanding of how planning and managing in the Tourism and Hospitality industry inter-relate with strategic change.	C3	work in a small team, dealing with problems, risks and uncertainty effectively and developing decision making skills;
A4	A critical understanding of marketing in the international tourism and hospitality sector and/ or its various sub-sectors	C4	self appraise and critically reflect on their own work
A5	A critical understanding of key issues in policy formulation and planning in various sectors of the global tourism industry	C5	research material for reports and essays and apply that material selectively in developing a reasoned argument
A6	Specialist knowledge of issues relating to the growth and development of the global events industry.	C6	developing a business proposal for a tourist activity
A7	An understanding of the ethical dimensions to the tourism and hospitality industry	C7	

Cognitive skills		Graduate Skills	
B1	Demonstrate a capacity for critical argument and evaluation	D1	Clarify career objectives & develop plans to achieve them
B2	Synthesise the relationships between different aspects of specialist management functions in relation to the general management of international hospitality operations	D2	Learn flexibly and effectively from diverse opportunities
B3	Relate issues of tourism policy to the management of tourism at different spatial scales.	D3	Communicate persuasively using a range of media
B4	Apply the key concepts dealt with in the academic and professional literature.	D4	Contribute positively to team performance
B5	Learn independently and apply that learning to real life examples	D5	Use ICT to improve personal productivity
B6	Evaluate relevant specialist theory and practice in the context of the contemporary global tourism and hospitality industry	D6	Collect, analyse and critically interpret numerical data
B7		D7	

Programme outcomes																										
A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6		
Highest level achieved by all graduates																										
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	

Module Title	Module Code by Level	Programme outcomes																									
		A 1	A 2	A 3	A 4	A 5	A 6	A 7	B 1	B 2	B 3	B 4	B 5	B 6	C 1	C 2	C 3	C 4	C 5	C 6	D 1	D 2	D 3	D 4	D 5	D 6	
Tourism policy and planning	TOU3002					x		x	x		x	x	x	x		x		x	x		x		x	x	x	x	
Hospitality and tourism marketing	TOU3330		x	x	x				x			x	x	x	x	x			x	x	x	x	x	x	x	x	
Strategic management in the hospitality environment	TOU 3195	x	x	x				x	x	x			x	x	x	x			x		x	x	x				
Event Management	TOU3925	x			x	x	x		x	x		x	x			x	x	x	x	x	x		x		x	x	