

## Programme Specification



<b>1. Programme title</b>	BSc (Hons) International Hospitality and Tourism Management (Top-Up)
<b>2. Awarding institution</b>	Middlesex University
<b>3a Teaching institution</b>	Middlesex University (Hendon)
<b>3b Language of study</b>	English
<b>4a Valid intake dates</b>	September
<b>4b Mode of study</b>	FT for each intake
<b>4c Delivery method</b>	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
<b>5. Professional/Statutory/Regulatory body</b>	N/A
<b>6. Apprenticeship Standard</b>	N/A
<b>7. Final qualification(s) available</b>	BSc (Hons) International Hospitality and Tourism Management (Top-Up)
<b>8. Academic year effective from</b>	2024/25

### **9. Criteria for admission to the programme**

Higher National Diploma in Hospitality Management or Travel and Tourism or equivalent with overall merit for students whose first language is not English an IELTS score of 6.0 is required.

## 10. Aims of the programme

The programme aims to:

- Produce graduates who are creative, enterprising and innovative, as well as adaptable to change, effective communicators, capable of working individually, in teams and across cultures.
- Build the capacity of students to become strategic problem-solvers in the context of experiential and practice-based teaching and learning scenarios.
- Encourage students to positively embrace the challenges and opportunities of innovation.
- Ensure students develop critical understanding of the relationships and synergies between the different sub-components of the international hospitality and tourism super-structure.
- Facilitate student understanding of the centrality of equality, inclusion, and social justice within decision-making processes central to the contemporary global hospitality and tourism industries.
- Equip students with the knowledge, skills and confidence to carry out rigorous independent research and to showcase high levels of industry-relevant digital literacy.
- Enable students to develop a comprehensive, critically-informed understanding of the main research approaches (ethnographic, pragmatic qualitative, quantitative) applied in the context of hospitality and tourism studies.
- Promote student knowledge and understanding of major sustainability challenges facing hospitality and tourism and the UN Sustainable Development Goals (SDGs).
- Develop graduates with a nuanced understanding of the complexity of the international policy-making landscape within which hospitality and tourism take place.
- Ensure students acquire the relevant numeric and entrepreneurial skills in order to enhance their employability credentials in the contemporary global labour market.
- Ensure students have a holistic, ambition-infused understanding of the career options open to them in hospitality, travel, tourism management, as well as other industrial sectors, including events, and transport.

## 11. Programme outcomes\*

### A. Knowledge and understanding

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

1. The ways in which radical creativity can assist in successfully responding to many of the challenges faced by the contemporary global hospitality and tourism industries.
2. The growing importance of equity, inclusion and social justice within decision-making at local, national and international levels.
3. The main research approaches (ethnographic, pragmatic qualitative, quantitative) applied in the context of hospitality and tourism studies.
4. The range of sustainability challenges facing the contemporary global hospitality and tourism industries and how key stakeholders are attempting to address these e.g. UN SDGs
5. The complexity of the international policy-making landscape within which hospitality and tourism take place.
6. A range of different theories relating to innovation within hospitality and tourism organisations.
7. The diverse range of career options provided by the travel, tourism and hospitality sectors.

### Teaching/learning methods

Students gain knowledge and understanding through:

Engagement with key concept videos, student-led discussions and other learning activities that will take place during face-to-face seminars, workshops and tutorials. There will be a strong emphasis on diverse, practice-based approaches to teaching and learning which will be fully supported by a wide range of online materials via the Mylearning facility. Key concept videos will concisely introduce and examine key concepts/theories and how they relate to real-world scenarios. Seminars, workshops and tutorials will be highly interactive and provide stimulating fora for exchanging ideas while developing critical thinking skills. Q & A sessions, polls, and quizzes will assist in the development of practice-based knowledge and understanding. We shall offer large, engaging and interactive, teaching sessions where necessary.

### Assessment methods

Students' knowledge and understanding is assessed by:

A variety of authentic, industry-relevant methods of assessment will be deployed to benchmark students' learning. These will include a range of innovative, practice-based assessment tasks, and various forms of assignments. Such assessments enable students to demonstrate an understanding of theory and practice, the ability to assemble evidence and use it to solve problems, awareness of different approaches and the capacity to sustain a coherent and reasoned argument. Written assignments allow students to demonstrate their understanding of a range of concepts and issues by way of responding to a clear brief. Students are given detailed formative and summative feedback on their coursework, presentations and other forms of assessment to enable them to further progress their skills.

<p><b>B. Skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Deploy essential skills relevant to the operation and strategic management of international hospitality and tourism in a variety of contexts.</li> <li>2. Demonstrate high-level communication skills (oral, digital and written)</li> <li>3. Successfully apply graduate-level numeracy skills relevant to hospitality operation and tourism business.</li> <li>4. Apply relevant research skills in response to different case studies or project-based scenarios.</li> <li>5. Access, select and critically analyse a range of learning resources using digital technology and relevant software to manage and present material creatively.</li> <li>6. Demonstrate autonomy in taking responsibility for their own work and development within a supported framework.</li> <li>7. Demonstrate the ability to work flexibly, either alone or as part of a team.</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students learn skills through participation in:</p> <p>A range of interactive learning processes, practice-based scenarios and experiential activities. These will encompass the development of key digital, communication and numeracy skills that we know are highly valued by contemporary employers. For example, students will analyse real-life case studies of successful international hospitality businesses. They will acquire the skills necessary to analyse hospitality industrial structure, business ownership and the competitive market. These teaching and learning methods will prepare students for effective work in hospitality management roles.</p> <p><b>Assessment methods</b></p> <p>Students' skills are assessed by:</p> <p>A wide range of different assessment tasks which have been carefully designed to ensure students incrementally acquire the range of skills and practical abilities required to become high-performing leaders and change-makers within the context of the contemporary global hospitality and tourism industry. Ensuring students master the key technologies that underpin the operation of much of the industry is a key priority. To that end, students will be required to produce – to professional standards - all of which will require them to demonstrate the ability to engage flexibly, critically and pragmatically with relevant digital platforms and technologies. Communication skills (oral, written and digital) will be both developed and tested by the diverse, practice-based forms of assessment deployed across the programme. And core leadership skills will be fostered by way of the various group-based, or collaborative, tasks that students will be required to undertake.</p>
--	--

12. Programme structure (levels, modules, credits and progression requirements)		
<b>12.1 Structure of the programme</b>		
<b>Full Time</b>		
<b>Year 1</b>	<b>Semester 1</b>	<b>Semester 2</b>
	TOU3026 Event Planning and Management (30)	TOU3010 Tourism Strategy, Policy and Innovation (30)
	TOU3033 Aviation and Passenger Transport Management (30) <b>Or</b> TOU3923 Heritage, Tourism and Digital Media (30)	TOU3030 Hospitality Management (30)
<b>Part Time</b>		
<b>Year 1</b>	<b>Semester 1</b>	<b>Semester 2</b>
	TOU3026 Event Planning and Management (30)	TOU3010 Tourism Strategy, Policy and Innovation (30)
<b>Year 2</b>	<b>Semester 1</b>	<b>Semester 2</b>
	TOU3033 Aviation and Passenger Transport Management (30) <b>Or</b> TOU3923 Heritage, Tourism and Digital Media (30)	TOU3030 Hospitality Management (30)

12.2 Levels and modules		
Level 6		
<b>Compulsory</b>	<b>Optional</b>	<b>Progression requirements</b>
Students must take all of the following:  TOU3026 Event Planning and Management (30)  TOU3010 Tourism Strategy, Policy and Innovation (30)  TOU3923 Hospitality Management (30)	Students must also choose at least 1 from the following (semester 1):  TOU3033 Aviation and Passenger Transport Management (30)  TOU3923 Heritage, Tourism and Digital Media (30)	

\*Please refer to your programme page on the website re availability of option modules

<b>12.3 Non-compensatable modules</b>	
<b>Module level</b>	<b>Module code</b>
N/A	

### **13. Information about assessment regulations**

This programme will run in line with general University Regulations: [Policies | Middlesex University](#)

### **14. Placement opportunities, requirements and support (if applicable)**

N/A

### **15. Future careers / progression**

We are strongly committed to ensuring that graduates are well-situated to secure appropriate, graduate-level employment in whichever sub-sector of the industry they are most enthusiastic about. It is our belief that the strong practice-based, experiential focus of the programme, in combination with targeted support for MDX Works, and other sources, will ensure this occurs. We are also mindful of the opportunities for graduates to pursue related programmes of post-graduate study to further enhance their employability credentials.

### **16. Particular support for learning**

- Programme induction workshop for all students within the first induction week.
- All academics in the department, including programme leaders provide up to four hours of office hours on a weekly basis which students can make use of without making an appointment.
- The Learner Enhancement Team (LET) can provide one-to-one tutorials and workshops for those students needing additional support with literacy and numeracy.
- Availability of guidance from library staff, including a dedicated Tourism subject Librarian.
- E-mail access to academics and support services.

- Comprehensive information in programme and module handbooks.
- Facilities and equipment available to assist students with disabilities.
- Access to careers information and an Employability Service staffed with careers advisers with extensive knowledge of career options in business and marketing.
- Middlesex University Library and subject librarian will provide access to specialist learning resources i.e., journals, textbooks, reports etc. For ease of access for students based at Hendon, the library has facilities for inter-library loans and photocopying of any articles required. The library can also provide texts/articles or chapters where possible in electronic format for students. Other articles may be obtained from the British Library in London where a similar provision is provided.
- MyLearning/Moodle provides additional information and resources to support students. Course materials, links to resources and interactive exercises are provided.
- Students may undertake a research project at their workplace where relevant and possible.
- UniHelp: the University's central service through which students can access a range of support for any concerns that might arise throughout their study.
- Counselling and Mental Health Team – provides mental wellbeing support and a confidential individual counselling service to help students manage any challenges affecting them emotionally or psychologically that they might face during their study.
- Disability and Dyslexia Service – supporting an inclusive teaching and learning environment which caters for all students.
- Student Welfare Advice Team – providing information and advice on funding matters and housing.
- International Student Advice Team – providing information and advice on visa and immigration concerns, for both international applicants and current international students.
- Business and Management Progression and Support Team – providing ongoing student support to ensure students progress on their programme.

<b>17. HECoS code(s)</b>	100087, 100100
--------------------------	----------------

<b>18. Relevant QAA subject benchmark(s)</b>	Events, Hospitality, Leisure, Sport and Tourism
--	--

<b>19. Reference points</b>
-----------------------------

N/A

## 20. Other information

N/A

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.

## 21. Curriculum map for [BSc International Tourism Management]

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

<b>Knowledge and understanding</b>	
A1	The ways in which radical creativity can assist in successfully responding to many of the challenges faced by the contemporary global hospitality and tourism industries.
A2	The growing importance of equity, inclusion and social justice within decision-making at local, national and international levels.
A3	The main research approaches (ethnographic, pragmatic qualitative, quantitative) applied in the context of hospitality and tourism studies.
A4	The range of sustainability challenges facing the contemporary global hospitality and tourism industries and how key stakeholders are attempting to address these e.g. UN SDGs.
A5	The complexity of the international policy-making landscape within which hospitality and tourism take place.
A6	A range of different theories relating to innovation within hospitality and tourism organisations.
A7	The diverse range of career options provided by the travel, tourism and hospitality sectors.
<b>Skills</b>	
B1	Deploy essential skills relevant to the operation and strategic management of international hospitality and tourism in a variety of contexts.
B2	Demonstrate high level communication skills (oral, digital and written)
B3	Successfully apply graduate-level numeracy skills relevant to hospitality operation and tourism business.
B4	Apply relevant research skills in response to different case studies or project-based scenarios.
B5	Access, select and critically analyse a range of learning resources using digital technology and relevant software to manage and present material creatively.
B6	Demonstrate autonomy in taking responsibility for their own work and development within a supported framework.
B7	Demonstrate the ability to work flexibly, either alone or as part of a team.

		A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	B5	B6	B7
Event Planning and Management (30 credits)	TOU 3026	X	X		X			X	X	X	X	X	X	X	X
Hospitality Management (30 credits)	TOU 3030	X	X		X			X	X	X	X	X	X	X	X
Tourism Strategy, Policy and Innovation (30 credits)	TOU 3010	X	X	X	X	X	X		X	X		X	X	X	X
Heritage, Tourism and Digital Media (30 credits)	TOU 3923	X	X		X	X		X	X	X	X	X	X	X	X