



**In collaboration with Niels Brock Copenhagen Business College**

**BA (Hons) International Hospitality and Tourism Management (Top-Up)**

**Curriculum**

**Programme outcomes**

The programme aims to:

* prepare and develop graduates for a supervisory/management role in the hospitality and /or tourism industries.
* develop understanding and knowledge of the products, organisation and structure of the hospitality and tourism sector.
* develop students’ intellectual capabilities of analysis and interpretation, critical evaluation, selection and synthesis, reasoned argument, research and problem solving.
* develop graduates who are autonomous learners and who are able to demonstrate effective leadership, group working, IT, numerical and communication skills.
* 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.
* provide understanding of progressive sustainability concepts, environmental impacts and ethical issues for the industry.
* 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.
* develop the student’s ability to apply theory to practice through the use of case studies.

**Module Code** TOU3012

**Module Title** Tourism Policy and Planning

**Credit** 30

#### Aims

This module examines some of the contemporary issues facing tourism through a global to local framework. The module aims to provide a critical awareness and understanding of alternative policy and planning approaches and the institutions involved in formulating policy responses. Case studies are used to explore the potential and limitations of different theoretical approaches.

#### Learning Outcomes

###### Knowledge

On completion of this module the successful student will be able to:

1. Critically review and evaluate the different institutions and actors involved in the policy making and planning process;
2. Critically evaluate different theoretical approaches to tourism policy and planning;
3. Demonstrate a critical understanding of the key concepts and terms associated with policy and planning of tourism;
4. Relate theory to practice through the use of case study material;

###### Skills

This module will call for the successful student to:

1. Undertake the in depth research necessary for an analytical case study of national tourism policy; 6.Transform and present data using sophisticated oral, visual and written presentation skills;
2. Exercise critical judgement in evaluating the limitations and merits of alternative approaches to policy and planning;
3. Synthesise material from a range of sources and use the material effectively to support argument.

#### Syllabus

•Policy and planning - history, concepts and terminology

•International perspectives on tourism policy - key institutions their roles, responsibilities and limitations

•Current issues in Tourism and alternative policy responses - globalisation, climate change, poverty alleviation, global economic cycles, labour and employment, disaster and crisis management

•National tourism policy - the role of the state, industry, non- governmental organisations, domestic tourism

•Regional and local level policies - regeneration, city planning, mega events, community and destination planning

#### Learning, Teaching and Assessment Strategies

###### Formative Assessment

Students are encouraged to submit drafts of their work to tutors to get feedback before final submission. LDU sessions are available to assist with developing presentation skills. A seminar session in term one will involve peer activity to assist students in preparing their presentations.

In term two sessions will be provided in the seminar schedule to assist with report writing skills. Later in term two sessions on preparing exam answers and writing model answers will help students to prepare for the end of year exam. In addition staff will give revision lectures.

###### Summative Assessment

1. **Coursework ( 50%)**

A case study of national tourism policy for an allocated destination country. The case study consists of an in class presentation (10%) and a final report (40%) of 2500 words. The presentation will take place in term one and students will use the feedback from this to help them prepare the final report. Report submission – week 16. Assesses LOs 1,2,4,5,6 and 8.

1. **Examination (50%)**

A seen examination paper of two hours requiring students to answer two questions from a choice of 6.

##### Feedback

Feedback on all assessed work ( formative and summative) will be given in class, via email, on Moodle. Feedback will be either generic or individual but will usually incorporate elements of both.

#### Assessment Weighting

Coursework: 50%

Examination: 50%

#### Learning Materials

Your online reading lists can be accessed from Mycopenhagenbusinesscollege and the My Study area of UniHub. They highlight essential and recommended reading for all modules you are registered on.

**Module Code** TOU3195

**Module Title** Strategic Management in a Hospitality Environment

**Credit** 30

#### Aims

This module builds upon student's knowledge of the business of the Hospitality Industry from both theoretical and practical experiences. The aim is to familiarise students with research and practice in the field of Strategic Management, Organisational behaviour, Human Resource Management, Work Psychology, Entrepreneurship, Business Strategy in light of current affairs, technology, culture and globalisation to develop an ability to apply decision-making theories to hospitality operations whilst appreciating the difficulties and consequences of making changes within an organisation. The module builds upon learning of Tourism as a business from Global Tourism Dynamics in the first year, and International Tourism Management in the 2nd year. It has links with Human Resource Management in a global context (although not a pre requisite) and works alongside the Service Encounter module to provide an Organisational perspective.

#### Learning Outcomes

##### Knowledge

On completion of this module the successful student will be able to:

1. Demonstrate systematic understanding and detailed knowledge of generic strategic theories for competitive positioning in an historical and organisational context, as applied to hospitality and tourism organisations;
2. Critically analyse theoretical frameworks and techniques in Business and Corporate Strategy and logically apply them to assess various business types;
3. Analytically apply relevant Organisational Behaviour principles and theories of Human Resource Management in dynamic service organisational environments;
4. Scrutinize the impact of key issues including technology, ethics, environment, culture, work ethics and globalisation on strategic management, decision making, and organisational behaviour in tourism and hospitality businesses;

##### Skills

This module will call for the successful student to:

1. Successfully apply/analyse learned knowledge (e.g. from academic research) to practice;
2. Plan, organise and manage time with research and performance measurement criteria developed for the purpose;
3. Communicate research findings, peer assessment judgements, and personal reflection on E-learning platforms and analyse work experiences.

#### Syllabus

Learning on this module centres on the following topic areas:

* Business Strategy- models, theories, planning, implementation and control
* Theoretical frameworks of Global Corporate Strategy

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* Strategic Management Issues, Managing Change
* Hospitality Business Formats, relevance of public voluntary sectors
* CSR and Ethics in Strategic Management
* International strategies
* The Organisational and Global Environment
* Organisational Control and Culture, Leadership
* Organisational Conflict
* Global issues in employment- gender, work patterns, knowledge accumulation, technology

#### Learning, Teaching and Assessment Strategies

Formal lectures outline the principles and theories of Strategic Management, Organisational Behaviour and Human Resource Management relating research with current practices, their application and development to the global hospitality industry. Lectures follow a structured pattern described in the module guide, with all lecture materials being readily available to the students via the VLE. Additional support materials available online allow students to read beyond the lectures and focus on specific aspects of the lecture topics through examples in detail. Weekly seminars initially support the lectures, consolidating the students' grasp of theoretical materials during the first weeks of the term and then developing into case study analysis, followed with student-centred work on researching pre agreed organisations. The seminar tutor then becomes a facilitator, with increased importance given to student-led discussions, formal meetings and workshops.Extensive use of case study materials allows for research into a wide range of international and local hospitality organisations.

#### Assessment Scheme

##### Formative Assessment

Feedback consists of structured tutor feedback on seminar contributions, on work-in-progress during the project, and peer evaluation of individual reports (Learning Outcomes 1-6).

##### Summative Assessment

Assessment consists of two components selected to ensure students demonstrate an overall understanding of relevant concepts and techniques as well as the ability to apply and critique them in appropriate contexts.

##### Coursework (50%)

Individual report- students analyse businesses and write a 2000 word report. These are peer and tutor evaluated. Students will receive written feedback on the reports (LOs 1,2,4,5 and 6 in Week 11).

##### Examination (50%)

This is a two hour seen examination paper requiring students to answer questions related to the course materials, strategic theorems studied, their research and analysis of their chosen organisation. (LOs 2,3,5,6 and 7 in week 24).

#### Assessment Weighting

Coursework: 50%

Examination: 50%

##### Learning Materials

Your online reading lists can be accessed from the My Study area of UniHub. They highlight essential and recommended reading for all modules you are registered on.

Module Code TOU3330

Module Title Hospitality &Tourism Marketing

Credit 30

##### Aims

This module aims to facilitate students to apply generic principles of marketing management to the tourism industry, with a particular focus on distinguishing characteristics of hospitality and tourism products. This module centres on three themes: the process involved in systematic marketing analysis and strategic planning, the uniqueness of social media marketing and critical issues in hospitality and tourism marketing. The module builds on the knowledge students will have obtained in their second year TOU2012 The Tourist and complements other final year modules such as TOU3922 Cultural & Heritage Tourism and TOU3925 Event Management.

#### Learning Outcomes

##### Knowledge

On completion of this module the successful students will be able to:

1.Critically evaluate the design of marketing mix and the dynamic marketing environment; 2.Understand good content is the key to engagement in social media;

1. Review critical issues and challenges faced by marketers today, including customer relationship management and destination branding;

##### Skills

This module will call for the successful students to:

1. Undertake a systematic analysis and propose coherent and strategic solutions to a given hospitality or tourism organisation;
2. Create original content and select appropriate measurement strategies on a social media platform to meet the marketing objectives of an organisation;
3. Compare and contrast empirical research evidence to meet a specified brief.

##### Syllabus

**Strategic planning and marketing in hospitality and tourism**

•Strategic planning process

•Situational analysis

•Setting marketing direction and objectives

##### Uniqueness of social media marketing

•e-Marketing and e-Customers

•Search engine optimisation and website design

•Strategic planning for Social Media

•Social Media Optimization (SMO)

##### Critical issues in hospitality and tourism marketing

•Customer relationship management

•Destination branding

#### Learning, Teaching and Assessment Strategies

Learning will be facilitated through formal lectures introducing the key theories/issues and interactive seminar sessions discussing relevant academic journal articles and students’ reflections on the topics. This module contains two formative assessment and three summative assessment components. Students will be directed to conduct further investigations in self-managed learning activities and formative assessments. Feedback on formative elements will be provided in seminars through anonymous peer assessment as a part of the tutor assessment.

##### Assessment Scheme Formative Assessment

1.A group presentation A 12-minute presentation scheduled in Weeks 7-90 demonstrating critical analyses and recommendations to marketing design and strategies of the company. (Achieving Learning Outcomes 1 and 4)

2.A short report that compares and contrasts the content design of social media .

##### Summative Assessment

1. An Social Media Marketing plan (individual, 40% - Achieving the Learning Outcomes 2 and 5)

•The task is to create an appropriate e-Marketing plan by week 15, for same case of the Assignment 1. Students are expected to link the proposed plan with the critical analysis of the Assignment 1.

1. An individual essay (50% - Achieving Learning Outcomes 3 and 6)

•The tasks are to conduct a critical literature review on one of the critical marketing issues, and to critically evaluate its impacts on hospitality or tourism marketing. This assessment involves two stages: a 10-minute presentation in pairs (20%) scheduled in Weeks 18-22 outlining the initial review and a 2,000-word individual essay (40%) to be submitted by Week 25.

#### Assessment Weighting

Coursework: 100%

#### Learning Materials

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**Module Code** TOU3925

**Module Title** Events Management

**Credit** 30

##### Aims

The aim of this module is threefold: to develop a critical understanding of the events industry, the impacts and legacy of events and event strategy, planning and management. During Term 1 students will be introduced to a range of corporate, sporting and arts and cultural events and festivals, from community festivals to hallmark and mega events and different academic perspectives on their classification. They will also explore their origins, current and future trends so that they develop a depth of knowledge of the event industry and analyse the impacts, sustainability and legacy of events. Taking a case study approach, the motivations and roles of the private, public and third sectors in the development and execution of events will also be discussed and analysed. The third theme in the module, the strategy, planning and management of events will be explored in Term 2 at the end of which students will develop an event strategy and implementation plan.

#### Learning Outcomes

##### Knowledge

On completion of this module the successful student will be able to:

1. Critically assess the current and future strategic role of events in business, tourism and the community;
2. Compare and contrast the sub-sectors of the events industry and the motivations of the private, public and third sectors involved in hosting and funding events;
3. Critically evaluate the impacts and legacies of events and methodologies for evaluating these impacts;

##### Skills

This module will call for the successful student to:

1. Develop a creative and sustainable event concept;
2. Adopt the role of the event project manager and prepare a detailed plan for staging an event; 6.Apply marketing and design principles to promote an event;

7.Prepare a detailed budget for an event; 8.Apply their legal knowledge to event planning; 9.Undertake a risk assessment for an event.

#### Syllabus

•Academic approaches to typologising and classifying events.

•History, growth and future trends of sporting, corporate and cultural events and festivals.

•Motivations, roles and involvement of the public, private and third sectors in event planning and management.

•The event industry: venues/sites and event suppliers.

•International case studies from the public, private and not for profit sectors exploring different strategic and practical approaches to the development of events as part of the development and revitalisation of the tourism product, regeneration, sense of place and community pride.

•The measurement of economic, political, social-cultural, regeneration and environmental impacts, outcomes and events legacies.

•Event planning and management: event design & production; budgeting; sponsorship; HRM; volunteer management; marketing; project management; staging events; event logistics; ‘greening’ events; health and safety; legal issues; risk management; and evaluation of events.

#### Learning, Teaching and Assessment Strategies

Lectures will be used to introduce major concepts, themes and theoretical frameworks and seminars to apply theory to practice.

Students will interact with practitioners through organised trips, speakers from the event industry and their own self-directed visits to festivals and events. Students are expected to engage with the VLE and other technologies for their e-Portfolio and social media. The tutor will also be available for synchronous, asynchronous and face to face tutorials during the teaching term.

#### Assessment Scheme

##### Formative Assessment

Is an e-Portfolio. Students will prepare an ePortolio of reflective logs and activities such as case studies to develop their analytical and event management skills. (Learning Outcomes 1-9)

##### Summative Assessment

1. Case study analysis (2,500 words, Hand in: Week 14, Weighting: 30% of module marks). Students will be required to answer a series of questions drawing on the case study and their own independent research. (Learning Outcomes 1, 2 and 3).
2. Individual portfolio (no word limit, multi-media, Hand in: University deadline May, Weighting: 70% of module marks). Each student must develop an event concept and produce a portfolio that demonstrates they understand how to plan and evaluate a specific event. (LOs 4-9).

Formative feedback on both elements will be provided by email and face to face tutorials

**Assessment Weighting** Coursework: 100% **Learning Materials**

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