



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

##### Faculty of Professional and Social Sciences Business School 2019-20

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**Introduction**

### Your Programme Handbook

The purpose of this Handbook is to introduce you to your programme of study and to direct you to other general information about studying at Niels Brock Copenhagen Business College. The material in this document is as accurate as possible at the date of production; however, you will be informed of any major changes in a timely manner.

Your comments on any improvements to this handbook are welcome. Please put them in writing (an email will suffice) with the name of the Programme Handbook to Kathrine Lassen, Dean of Academic Affairs for Undergraduate Programmes [kat@brock.dk](mailto:kat@brock.dk).

### Information in Alternative Formats

This handbook can be found online at [www.copenhagenbusinesscollege.com/highereducation](http://www.copenhagenbusinesscollege.com/highereducation)

If you have a disability which makes navigating the website difficult and you would like to receive information in an alternative format, please contact Programme Administrator Helle Thomson at [het@brock.dk](mailto:het@brock.dk).

We can supply sections from this publication as:

* a Word document with enlarged type — sent by email or supplied on a CD or memory stick
* printed copy with enlarged type
* printed copy on non-white paper

Other formats may be possible. We will do our best to respond promptly. To help us, please be as specific as you can about the information you require and include details of your disability.

### The Student University Guide

Before reading this Programme Handbook you should read the Student University Guide; this guide contains information on more general university services and facilities, such as the VLE mycopenhagenbusinesscollege.com and the Library. It is important that you familiarise yourself with this information to get the most from your handbook.

### mycopenhagenbusinesscollege.com

All information that you require to support your learning is available on mycopenhagenbusinesscollege.com This document highlights key elements that you should be aware of and should be your first point of call, however all information in this document is available on mycopenhagenbusinesscollege.com

### Welcome to Middlesex!

##### Welcome from the Pro Vice-Chancellor and Executive Dean

I am delighted to welcome you to Middlesex University and in particular to the Business School.

Middlesex University Business School has been a major provider of business, management and professionally accredited programmes, for over fifty years, with an impressive track record of working in partnership with public, private sector and international organisations. The overall purpose of our programmes is to develop professionals who can manage ethically, sensitively and holistically in a range of

organisations in an increasingly global and rapidly changing environment. Our graduates can be found in almost all walks of business, industrial, community and professional life.

Today our programmes are specifically designed to meet the needs of employers and the professions, but, more importantly, your needs as students. With this in mind, our programmes aim to develop your personal and professional knowledge, skills and competence in order to enable you to realise your full potential. Your programme will almost certainly include opportunities for practical application, and where appropriate recognised by the relevant professional bodies.

As a University we provide you with a wide range of practical and pastoral support, including counselling and employability and careers services, a disability support service and money and welfare advice.

This programme handbook should be treated as our contract with you – keep it safely so that you can refer to it throughout your time here at Middlesex. It contains an overview of the framework of your programme and the content of its modules. It also signposts key contacts and information which you will need to progress your studies and to get the most out of your time with us.

From our side we will endeavour to deliver the best experience we can so that you can build on your skills and knowledge and realise your full potential. In return we expect you to engage actively in the learning process, to be fully committed to your studies and determined to succeed.

In your early weeks, this includes reading through this handbook and consulting the other information sources flagged here. You are not expected to absorb everything in detail, but to be aware of the main resource documents and their contents. In particular as an enrolled Middlesex student, you have certain rights but also specific responsibilities. See the full University Regulations on <http://www.mdx.ac.uk/about-us/policies/university-regulations>in particular ‘University Membership’, and if you have not already done so, explore <http://.www.unihub.mdx.ac.uk/>, the student portal, which contains detailed advice and support to assist you further.

I wish you well in your future studies and look forward to celebrating your success at your Graduation Ceremony.

##### Anna Kyprianou

Pro Vice-Chancellor and Executive Dean

+44 (0) 208 411 5753

[A.kyprianou@mdx.ac.uk](mailto:A.kyprianou@mdx.ac.uk)

### Welcome from your Programme Leader at Middlesex University

Welcome to the Top up programme in International Hospitality and Tourism Management. This Handbook provides the information you need to plan your studies at Middlesex over the next academic year. It probably looks like a lot of information to you but if you read it carefully it will give you a clear idea of what you need to do to successfully complete your course at Middlesex with the minimum of problems. It will give you a clear idea of what you can expect to get out of your study programme and it will help you to understand and plan your modules. There are details of each module – syllabus, teaching methods and assessment – so you will know what to expect. Of course at the beginning of the academic year you will also get supplementary material on each module to help you with your studies and from time to time the programme team will have additional information for you bringing you up to date with developments on the programme. Additional information may be emailed to you or notified at the Programme Board of Studies meeting.

In this Handbook you will find details of the staff who will be teaching on this Programme and information on how to contact them. As Programme Leader I hope that you will enjoy your time at Middlesex and that this Handbook is a useful source of information.

Your comments on any improvements that could be made to this handbook are welcome. The handbook must be read in conjunction with the University Guide and Regulations. Please contact me or arrange to come and see me if you have anything you would like to discuss about your programme.

Dr S Ramakrishnan [S.Ramakrishnan@mdx.ac.uk](mailto:S.Ramakrishnan@mdx.ac.uk)



### Welcome to Copenhagen Business College Welcome from your Dean of Academic Affairs

Welcome to the challenge of the BA (Honours) International Hospitality and Tourism Management programme at Niels Brock Copenhagen Business College.

The excellence that we aim for in this degree scheme is a result of a partnership between staff and students. We try to provide a broad and stimulating environment in which you can explore ideas and pursue projects. Our aim is to spark your enthusiasm and interest. However, this is also a rigorous academic course and we expect students to attain the highest possible standards. We provide you with a lot of freedom and expect you to take a responsible attitude towards the programme especially at the times when independent self-study and group activities are expected. It is up to you to meet this challenge.

We hope that you will enjoy your time with us and find International Hospitality and Tourism Management as exciting as we do.

**Wishing you *Good luck* with your studies!**

##### Kathrine Lassen

Dean of Academic Affairs for Undergraduate Programmes Niels Brock Copenhagen Business College

[kat@brock.dk](mailto:kat@brock.dk)

### Academic Calendar

##### 2019/2020 Academic Calendar - Undergraduate September starters

**September 2019**

22 Welcome

30 Teaching starts for autumn term

##### October 2019

21-25 Reality Check Week

##### November/December 2019

25-29 Programme Progress Review Week

13 Last day of teaching in the autumn term

##### December 2019/January 2020

20-2 University closed for Christmas vacation 20-5 Christmas vacation

##### January 2020

2 University re-opens after Christmas

6 Teaching starts for winter term

##### February 2019

17-21 Programme Progress Review Week

##### April 2019

4 End of teaching

7-17 Easter vacation

##### April 2019/May2020

24-16 End of year examinations

##### June 2020

Publication of progression decisions Final qualification results published

##### August 2019

Graduation Ceremonies

Deferred /reassessment examinations

##### September 2020

Publication of module results Publication of progression decisions Final qualification results published

##### Learning Framework Term dates

|  |  |  |
| --- | --- | --- |
| Autumn Term | Oct - Dec 2019 | (11 learning weeks) |
| Winter Term | Jan - Apr 2020 | (13 learning weeks) |
| Spring Term | Apr - Jul 2020 | (12 learning weeks) |
| Summer Term | Jul - Sep 2020 | (11 learning weeks) |

**Academic Calendars can be found at:** mycopenhagenbusinesscollege.com

## Part One - Programme Details

##### Your Department

Your programme is located within the Department of Marketing, Branding and Tourism at Middlesex University. This mix of subjects is unique and provides opportunities for students to study subjects and topics not found in other Universities. In an age of digitalization, globalisation and internationalisation, this mix reflects a growing, dynamic field of study, research and careers. Our aim in the Marketing, Branding and Tourism department is to engage with current issues such as social media, brand identity, international marketing, consumer demand in tourism and tourism policy to name just a few.

The collaboration between Middlesex University and Niels Brock Copenhagen Business College means that you are taught in Copenhagen by experienced staff within the framework of the BA (Hons) International Hospitality and Tourism Management of Middlesex University.

The academic staff at Niels Brock Copenhagen Business College are supported and assisted by a team of Programme administrators. In addition to the classroom teaching (and marking!) which staff carry out, many staff are also involved in one to one supervision of dissertations and research projects. From time to time the Department will host special events such as Seminars and Conferences. We hope that during this academic year you will take the opportunity to engage with staff members, academics and events.

### Your Programme Teams

The following members of staff have a major input into your programme and you will be able to find most of these, as well as other important contacts listed in your Key Contacts on my copenhagenbusinesscollege.com

##### At Middlesex University Sue Bleasdale

**Director of Operations Tourism Programmes**

Email: [S.Bleasdale@mdx.ac.uk](mailto:S.Bleasdale@mdx.ac.uk)

##### Olga Mourouti

**Director of Programmes for Marketing, Branding and Tourism**

Email: [O.Mourouti@mdx.ac.uk](mailto:O.Mourouti@mdx.ac.uk)

##### Sumeetra Ramakrishnan

**Programme Leader BA (Hons) International Hospitality and Tourism Management**

Email: [S.Ramakrishnan@mdx.ac.uk](mailto:S.Ramakrishnan@mdx.ac.uk)

**At Niels Brock Copenhagen Business College**

**Charlotte Forsberg**

**Executive Vice President/ Pro Vice-Chancellor**

Email**:** [**cfo@brock.dk**](mailto:cfo@brock.dk)

##### Kathrine Lassen

**Dean of Academic Affairs for Undergraduate Programmes**

Email**:** [**kat@brock.dk**](mailto:kat@brock.dk)

##### Helle Thomson Programme Administrator Email: [het@brock.dk](mailto:het@brock.dk)

**Learning Enhancement Team (LET)**

The LET can be contacted via mycopenhagenbusinesscollege.com

They will provide academic support to you in areas such as writing essays and reports, giving presentations and participating in academic discussions. They will work with you in seminars; you can also contact them for individual support.

##### Academic Affairs Counsellor

The Academic Affairs Counsellor works with Faculties to help students progress with their studies. You may be referred to the Academic Affairs Counsellor by your tutor or other support service when appropriate, to support you through your studies. Progression and Support Advisors are able to assist with:

* A change of personal circumstance (for example a period of illness or bereavement)
* Understanding your progression through the programme, within University and programme regulations
* Withdrawing from studies (either temporarily or permanently)
* Navigating and accessing other support services where students’ have complex and/or severe and ongoing support needs.

##### Librarian

**Gaby Lewin** is your Librarian at Copenhagen Business College. Gaby works closely with staff to ensure the resources and support that you need is available and provides information and research skills workshops. You can contact her if you require individual support or if you would like to suggest a book, DVD etc. for the library.

**Gaby Lewin** [**gle@brock.dk**](mailto:gle@brock.dk) **Personal Tutors**

Personal Tutors act as a point of contact for you – and the role is designed to:

* Direct you to alternative support services;
* Help you consider the possibility of postgraduate studies and/or career opportunities;
* Help you to plan and review your academic progress;
* Help you understand what you need to do to obtain the award you want;
* Help you to settle into the University;
* Help you plan and review and support your personal and academic progress;

We are committed to providing every student with a personal tutor. Do you have one? If not, then please e-mail your Dean of Academic Affairs Kathrine Lassen at [kat@brock.dk](mailto:kat@brock.dk)

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### Your Programme

The programme aims to develop an understanding of the academic and applied aspects of international tourism development and management.

Studying BA International Tourism Management at Copenhagen Business College will equip you with both academic background and practical skills that are necessary to meet the needs of the tourism and hospitality industry.

Each level of study is designed and structured in order to enhance students’ intellectual capabilities of analysis, interpretation, critical evaluation and research.

The programme offers a range of different teaching and learning activities and independent study.

### Your Modules

Full details of your modules are in Appendix 3 of this handbook.

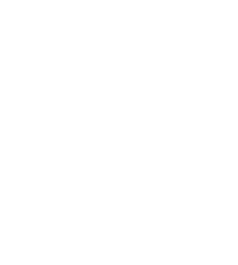
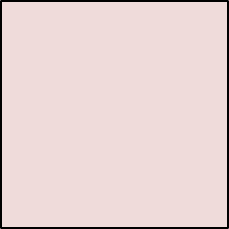
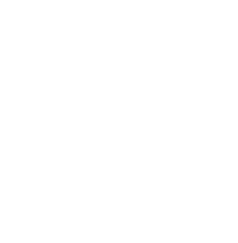
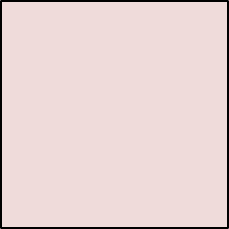
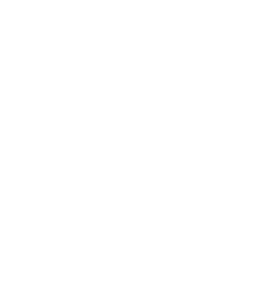
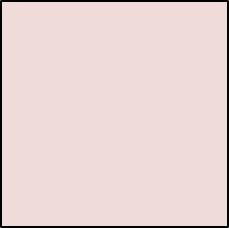
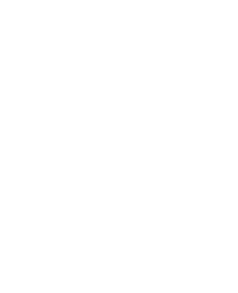
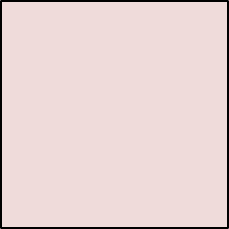
You can find a list of the modules you are currently registered for at mycopenhagenbusinesscollege.com

When you click on any of the modules you will be able to access associated learning materials (e.g. lecture notes), reading lists, information on the learning aims and outcomes and assessment methods as well the schedule for assessment which will include deadlines for the submission of your assessment.

# Programme Structure Diagram

BA (Hons) International Hospitality and Tourism Management (Top-Up) can be taken as either a full-time or part-time course. The programme structures for these courses are outlined in the programme structure diagram, below. These are to be taken within a 12 month period for full- time students, and a 24 month period for part-time students.

###### (Full Time)



TOU3195

TOU3012

TOU3330

TOU3925

Tourism Policy

and Planning

Strategic Management in the Hospitality

Environment

Hospitality and Tourism

Marketing

Events



*Year 2*

***(Part Time)***

When you click on any of the modules you will be able to access associated learning materials (e.g. lecture notes), reading lists, information on the learning aims and outcomes and assessment methods as well the schedule for assessment which will include deadlines for the submission of your assessment.



*Year 1*

Announcements for any of your modules will also appear in mycopenhagenbusinesscollege.com so you should log in and check each module regularly.

**Assessment schedule:** BA (Hons) International Tourism and

Hospitality Management (Top-Up)

This is Indicative only. Check your module handbook for full details.

|  |  |  |  |
| --- | --- | --- | --- |
| **Module code** | **Term one Weeks 1-11** | **Term two Weeks 12-23** | **Term three Week 24 and assessment Period** |
| **TOU3012**  Tourism Policy and Planning | Week 5 – group exercise – research and presentation (F). | Weeks 12-14  Week 20 Individual presentation (S)  Individual report (S) | Week 25 Examination (S) |
| **TOU3330**  Hospitality and Tourism Marketing | Weeks 6-11 Formative feedback in seminars | Weeks 16-18  Weeks 20-22 Formative feedback on Group project Project preparation presentation (S) | Week 25 Literature review (S) |
| **TOU3195**  Strategic Management in the Hospitality environment | Weeks 5 onwards Formative feedback in seminars | Weeks 14-18  Weeks 18-22 Draft presentation Presentation of (F) Group work (S) | Week 25 Examination |
| **TOU3925**  Event Management |  | Week 14  Week 18  Week 22 Group work (S)  Group project (S) Reflective diary (F) | Week 25 Individual essay (S) |

This is indicative only. For up-to-date details see the relevant module handbook. When you get them you should modify this table in order that you are able to plan your work over the year. In particular this allows you to identify particularly busy periods.

**IMPORTANT**: Assessment deadlines do occasionally change and while every effort has been made to ensure dates are correct at the time of publishing you should check your email and mycopenhagenbusinesscollege.com so you are aware of any changes.

For more information about assessment, including how to submit please refer to the section on ‘Submission, receipt, marking and return of assessment’.

### Programme costs

The following course-related costs are included in the fees:

* + A free electronic core textbook for every module,
  + All printing and copying required for your study,

Further details on specific additional equipment required which is not included in your fees can be requested from the Programme Leader.

Within the programme, there are field trips included within the Copenhagen area free of charge. In addition, you will have the opportunity of participating in both academic-led and social field trips that allow you to learn more about your subject area in the context of Denmark. These field trips can range in duration, from a day trip to overnight trips. Costs will vary per field trip, so you should talk to your Programme Leader about these particular trips. A price list of the proposed trips will be available in mycopenhagenbusinesscollege at the beginning of each semester to allow for ample planning

### Your Feedback Opportunities

Throughout your studies at Niels Brock Copenhagen Business College you will be given the opportunity to provide feedback on your programme. Details of all the opportunities available can be found on mycopenhagenbusinesscollege.com

The main way to provide feedback is through participating in [surveys](https://unihub.mdx.ac.uk/your-middlesex/your-middlesex-your-voice/student-feedback), and these can be at module and programme level. Your feedback in surveys will be acted upon to improve your experience and details of where student feedback has led to change can be found on mycopenhagenbusinesscollege.com

Each year of every programme is represented by student representatives – at least two students who are elected to work with students and academics to get feedback on what is good and what needs improving on your course. They represent you and make students’ voices heard, collaborating with everyone at university to create the best possible student experience, and working with management at Niels Brock Copenhagen Business College to create changes that will improve the learning experience for everyone.

[Programme Voice Groups](https://unihub.mdx.ac.uk/your-middlesex/your-middlesex-your-voice/student-feedback/programme-voice-groups) (PVG’s) are one of the main formal channels of communication between staff and students. They are a forum in which students (through the Student Representatives) and staff can constructively discuss areas of good practice as well as areas needing improvement, with the collective aim of enhancing the student experience. Students and Staff should both be given assurances they will not be penalised for raising issues at a PVG. Full details can be found on mycopenhagenbusinesscollege.com

The Programme Voice Groups for 2019/20 will take place during learning week 7 which is the week beginning Monday 11th November 2019.

Minutes and actions from previous PVG’s (formerly Boards of Study) should be made available to you through mycopenhagenbusinesscollege. Further guidance on the PVG’s can be found here***:*** [*https://unihub.mdx.ac.uk/your-middlesex/student-feedback/*](https://unihub.mdx.ac.uk/your-middlesex/student-feedback/)

#### Surveys

Throughout your time at Niels Brock Copenhagen Business College you will be asked to complete several surveys that request your feedback on your programme or modules. The aim of the surveys is to gather your feedback to make improvements to current and future cohorts of students, and enhance the quality of your experience. During your studies, you will be asked to complete the surveys listed below;

#### Module Feedback survey

You will be asked to complete a survey for each of your 4 modules. These are short online surveys that usually take place in term two, and provide module leaders an opportunity to consider and implement your feedback to improve the modules available on your programme.

##### Programme Evaluation

At the end of your studies you will be asked to complete a survey concerning the entire programme.

### How your Programme is Quality Assured

You may have not heard the terms 'quality assurance', 'academic quality', 'academic standards' before and now you have you may think they have nothing to do with you, however these terms are important to you and your programme. Full details on how we do this can be found [here](https://unihub.mdx.ac.uk/your-study/ensuring-quality).

'**Quality'** refers to how well Niels Brock Copenhagen Business College supports you in your learning and covers the following areas: the teaching, the support available, the resources available, and how you are assessed.

'**Standards'** refers to the level of achievement you need to succeed on your course and get your qualification. Standards should not vary from one higher education provider to another.

Having both quality and standards means that you and everyone else can have confidence in your degree and your education.

Quality assurance is therefore mainly about maintaining standards and ensuring you have the best possible experience. We have a range of quality assurance processes and procedures which include the following:

* + Programme approval and validation –The process a programme must go through before it can run. Because this is a British programme running in Denmark, we have to be reviewed by both British and Danish Quality Assurance Authorities.
  + Programme review – A process which looks at programmes every 6 years to see how they have been running.
  + Annual monitoring –a review of how programmes are doing every year.
  + External Examining – Independent moderators who help ensure academic standards are being met but are also comparable nationally.
  + Student feedback and representation – This includes student surveys, Boards of Study and student representation.

## Part Two - Resources and Support Available to You

The university has extensive resources and support available to all students. This section briefly lists the different resources and support services available to you and full details can be found on mycopenhagenbusinesscollege.

### Programme Level Resources Library Resources

The University provides a range of support and resources to help you with your studies and full details of the services can be found [here](https://unihub.mdx.ac.uk/your-study/library-and-it-support/library-services). As a Niels Brock Copenhagen Business College/Middlesex student you can access and expect the following from the Library;

* + A free eTextbook for each module you study. This is chosen by your module leader and can be read online or downloaded to a computer of handheld device, and is accessed via Mycopenhagenbusinesscollege.
  + Access to other learning materials with the most important gathered together on an online reading list created by your module leader a Librarian. Your reading list will be in your module area on Mycopenhagenbusinesscollege.
  + Access to Librarians, Academic Writing as well as Student Learning Assistants and IT experts available to help you and provide advice. If your query is more in depth you can make an appointment with your librarian, and they will also be coming into your seminars during the year to teach you skills which will help you succeed in your course.
  + Finally, there are online resources which you can use in your own time to study where and when you choose:
  + Student Support at Programme Level

### Student Support Services

The administration is the central service through which you can access a range of support for the kinds of concerns that might arise throughout your study here, and details of all support available to you can be found [here](https://unihub.mdx.ac.uk/your-support-services). Some of the services include:

**International Student Advice Team** – providing information and advice on visa and immigration concerns, for both international applicants and current international students.

### Employability

Middlesex University is committed to supporting you to develop your employability skills; we do this by designing your programme , **BA (Hons) International Hospitality and Tourism Management (Top Up)**, so that you have the opportunity to develop a key set of employability skills including team-working, self- management, business and customer awareness, communication, problem solving and the application of literacy, numeracy and information technology.

Niels Brock Copenhagen Business College provides a range of extra-curricular activities which can help develop your employability.

These include:

* + Mentoring
  + Workshops
  + Employer presentations

## Part Three - University Policies You Should Know

### Programme Regulations

As a student of Niels Brock & Middlesex University there are regulations and policies that you should make yourself aware of before you commence with your studies. These regulations detail the rules around assessment, how grades are awarded, and how assessment is conducted. This includes details on academic misconduct and what you should do if circumstances mean you cannot complete an assessment. Full details of the regulations can be found [here](https://unihub.mdx.ac.uk/your-study/assessment-and-regulations).

### Assessment

Assessment is an integral part of learning and you may hear it referred to as formative or summative.

The learning, teaching and assessment approaches used throughout your programme will encourage you to be actively involved in your learning and to co-operate with other students. We aim to give you prompt feedback on your learning as well as opportunities to reflect upon and learn from that feedback.

##### Learning and teaching methods

You will be actively involved in a range of learning, teaching and assessment approaches as part of International Tourism Management. Such active approaches aim to put you at the centre of your learning so you are involved and engaged in all aspects of your assessment and learning. Your programme will require your active participation in scheduled learning activities and engagement with your fellow students both individually and collaboratively, working and learning with other students as part of a small group. You will also be expected to undertake independent study in all the modules. Learning activities may thus occur both within and outside the classroom. As a tourism student you will also have various opportunities to learn through undertaking the fieldwork. Across the levels you will attend both day and overseas fieldtrips in different modules.

Your learning will also be supported by technology. Increasingly your tutors will be using existing and emerging learning technologies to engage you in e-learning activities. Your programme will be facilitated using a variety of media and online tools (Mycopenhagenbusinesscollege, podcasts, wikis, etc) which will allow you flexible access to a diverse range of online resources, quizzes and learning materials as well as collaborative tools with which you can engage and learn with your peers. Not confined by the time and space associated with traditional teaching methods you may take part in online discussions and learning activities from wherever you are studying. Your tutors and advisors will provide any support you may need whilst learning online.

By engaging with e-learning you will also be developing skills which are essential for your learning and are also highly valued by employers. These include but are not limited to:

working flexibly, communication, understanding of IT, team working and creating shared understandings based on quality resources and access to global expertise.

The KIS for each UG programme can be found on UNISTATS: [www.unistats.co.uk/Institutions/Details/10004351](http://www.unistats.co.uk/Institutions/Details/10004351)

**Formative Assessment**

This is designed to give you feedback on your performance and how it can be improved. As a result you will get detailed feedback on formative assessment but not a grade. Formative assessment is an important part of the learning process.

#### Summative Assessment

This is designed to measure the extent to which you have achieved the learning outcomes of a module and therefore the grade you will be awarded. Learning outcomes are the specific skills and knowledge that you are expected to demonstrate as a result of taking a module. Summative assessment should assess achievement of all learning outcomes in a secure, fair and accurate manner and on the MSc in International Tourism Management this will mainly comprise coursework, presentations although in some cases, other forms of assessment may also be used.

Please see the module narratives at the end of this handbook or your module handbooks for more information about the specific learning arrangements for your modules.

#### Submission and Receipt of Assessment

Your module handbooks have the precise details of when and how to submit your coursework (this will be electronically via Mycopenhagenbusinesscollege) and how you get a receipt confirming you have submitted it. Please refer to these and contact your module leader if you have any queries.

#### Exams

Information about exams, including the timetable and advice on preparing and revising is available on UniHub; <http://unihub.mdx.ac.uk/your-study/exams>

Past exam papers, if available, can be accessed via the My Study area of UniHub: [https://myunihub.mdx.ac.uk/web/home- community/mystudy](https://myunihub.mdx.ac.uk/web/home-%20community/mystudy) .Some module leader may also make examples of other forms of assessment available to students. If you are concerned about your exams then please contact your Academic Affairs Counsellor at [rlo@brock.dk](mailto:rlo@brock.dk)

#### Marking, Second marking and Moderation

A sample of assessments is moderated to ensure that grades have been recorded accurately. The sample shall be a minimum of 10% of assessments or 20% where the cohort is less than forty. In addition all distinctions and fails are moderated. All dissertations are double marked.

#### Return of Coursework

You are expected to keep a copy of all your coursework and it should be kept somewhere safe (for example on a memory stick). As the marked copy of your work is not normally returned to you it is important you keep a copy so you can understand the feedback you get properly. Where work on a particular module is returned, this will be

clearly stated in the module handbook, along with deadlines, after which it will be disposed of if not collected (normally six months).

Exam scripts are not returned to any student however you can obtain feedback on exam performance by contacting your module leader

### Results Confirmation

At the end of each academic year, module grades are considered and confirmed by an Assessment Board. Following the Board, individual results and your progression status will be released after the point, and will be made available in the My Study area on MyUniHub.

If any of your results are provisional they will be labelled as such. Further information on your results and assessment can be found in the University Guide, under the Your Study area of MyUniHub, in Mycopenhagenbusinesscollege.com or by seeking advice from your Progression and Support Team Officer. Further details can also be found in the University regulations.

##### Assessment Feedback

Feedback on your assessment (both formative and summative) provides the opportunity for you to reflect and to use the feedback as the basis for learning and to improve your work.

Feedback is in many ways more important than your grade because it is about getting you to do better next time. Do not get angry about your grade but approach the feedback in a positive light even if your grade is a poor one. Staff are always positive and will always try to identify your weak points in order to get you to do better next time.

Feedback can take many forms and may be informal. For example, it may be given and discussed orally in the classroom, or it may be more formal and delivered in written or audio form from academic staff or fellow students. Understanding your feedback is very important and to achieve this you are encouraged to discuss feedback with your peers and academic staff.

Receiving feedback on your work is an essential and important part of learning and so we provide regular opportunities for formative assessment, the purpose of which is to get detailed feedback on your performance so you get a regular update on how you are developing and to prepare you for any summative assessment.

Feedback on summative assessment will be offered in a variety of forms and all your work will be marked and moderated in line with the Code of Assessment Practice which can be found in section M of the University Regulations: [https://www.intra.mdx.ac.uk/key-](https://www.intra.mdx.ac.uk/key-information/assessment/assessment-documents) [information/assessment/assessment-documents](https://www.intra.mdx.ac.uk/key-information/assessment/assessment-documents)

##### You will normally be provided with feedback within 15 working days of the published submission date.

The nature of feedback you can expect in this programme includes: written comments; pro- forma comments; individual and group tutorial feedback; or other forms of effective and efficient feedback including online feedback. Arrangements for the provision of feedback are provided in detail in each module handbook.

**Progressing on your Programme**

##### Your grades

Your module handbooks will give information on how the marks for different items of summative assessment are combined to give your final grade. Also by looking at the Grade Criteria you can understand what standard your work must be to achieve the different grades. The Grade Criteria can be found in Section M of the Regulations.

The University has a 1-20 grading scale, with grade 1 being the highest grade and 20 the lowest, 16 is the minimum required to achieve a pass. It is important to note that all the individual components of summative assessment will be marked on the percentages first. Once all the components are graded on the percentages the overall percentages will be converted to the MDX grades.

The chart below illustrates how the grading scale equates to the level of classification:

|  |  |
| --- | --- |
| **Grade** | **Class of Honours Degree** |
| **1 - 4** | First |
| **5 - 8** | Upper second (2:1) |
| **9-12** | Lower second (2:2) |
| **13-16** | Third |
| **17** | **Fail** – marginal Compensation allowed |
| **18** | **Fail**  Compensation allowed |
| **19** | **Fail**  Compensation **not** allowed |
| **20** | **Fail** - Incorporating failure to participate in assessment necessary to achieve all learning outcomes.  Compensation **not** allowed |

**Further administrative grades** are also used to indicate re-assessment, deferrals and academic misconduct etc. The full scale can be found in the Assessment Regulations section in the Your Study area of UniHub: <http://unihub.mdx.ac.uk/study/assess/results>

If you have any questions about what your grades or status mean then you should look at the Assessment and Regulations pages on UniHub <http://unihub.mdx.ac.uk/study/assess> first and then talk to your Student Affairs Counsellor.

#### External Examiners

External Examiners are one way we assure the academic quality of your programme. They are subject experts who help assure that your Middlesex award is comparable to that at other UK universities by reviewing the programme curriculum, the assessment and the learning resources. Among other things they approve all exam papers before they are taken, attend the assessment board and write a report at the end of the year. You can obtain a copy of this report or information pertaining to external examining by contacting the Dean of Academic Affairs Kathrine Lassen at [kat@brock.dk](mailto:kat@brock.dk) . A link to further information on the role of External Examiners can be provided: [http://unihub.mdx.ac.uk/your-study/ensuring-](http://unihub.mdx.ac.uk/your-study/ensuring-quality/external-%20examiners) [quality/external- examiners](http://unihub.mdx.ac.uk/your-study/ensuring-quality/external-%20examiners)

### Academic Misconduct

You should be aware of the Universities academic misconduct policies and procedures. Taking unfair advantage over other students in assessment is considered a serious offence by the University. Action will be taken against any student who contravenes the regulations through negligence, foolishness or deliberate intent. Academic misconduct is a corrosive force in the academic life of the University; it jeopardises the quality of education and devalues the degrees and qualifications of the University. Academic misconduct takes several forms, in particular:

* + **Plagiarism** – using extensive unacknowledged quotations from, or direct copying of, another person’s work and presenting it for assessment as if it were your own effort. This includes the use of 3rd party essay writing services.
  + **Collusion** – working together with other students (without the tutors permission), and presenting similar or identical work for assessment.
  + **Infringement of Exam Room Rules** – Communication with another candidate, taking notes to your table in the exam room and/or referring to notes during the examination.
  + **Self-Plagiarism** – including any material which is identical or substantially similar to material that has already been submitted by you for another assessment in the University or elsewhere.

Full details on academic misconduct and the support available can be found [here](https://unihub.mdx.ac.uk/your-study/assessment-and-regulations/regulations).

### Extenuating Circumstances

Extenuating Circumstances are personal circumstances which have affected your performance in assessment and are brought to the attention of the Assessment Board when considering your academic performance.

For information about how to apply for Extenuating Circumstances please see information available on Mycopenhagenbusinesscollege.

### Attendance

Niels Brock Copenhagen Business College is keen to support all students to help enhance their academic potential. One of the ways we can do this is by monitoring attendance which will allow us to work with you to resolve issues that may prevent you from attending.

Studies have shown that a good attendance record has a positive impact on performance and therefore is an important factor in helping you to fulfil your academic potential. If your attendance is unsatisfactory, we will review your complete record.

If you experience difficulties beyond your control, which prevent you attending, you should notify your tutor who may be able to offer support and guidance. The University Regulations (C2.1) state every student must attend those teaching sessions specified in the regulations governing the module/programme. Full details of attendance monitoring policies can be found [here](https://unihub.mdx.ac.uk/your-study/attendance).

#### Things you should know about attendance

Your punctuality and attendance are important, not just for you but for your cohort and peers. If you are frequently late or your attendance falls below the required amount specified in your programme handbook your record will be reviewed.

* It is your responsibility to ensure your attendance is recorded and as a professional courtesy you should let your lecturer know if you are going to be, or have been absent.
* If you miss 3 or more sessions you must contact the Dean of Academic Affairs at [kat@brock.dk](mailto:kat@brock.dk)
* Students should make sure they have their student card when attending sessions.

#### Late arrival

We expect you to arrive on time for your lecture, seminar and other teaching and learning session. If students are more than 15 minutes late tutors have the right to refuse entry. If you do come late, please enter as quietly as possible so as not to disturb anyone. Failure to adhere to specific module policies may impair your ability to complete the required elements of the module.

## Appendix 1: Programme Specification

|  |  |
| --- | --- |
| **1. Programme title** | BA (Hons) International Hospitality and Tourism Management (Top-Up) Middlesex University  Middlesex University |
| **2. Awarding institution** |
| **3. Teaching institution** |
| **4. Programme accredited by** |
| **5. Final qualification** | Bachelor of Arts (Honours) |
| **6. Academic year** | 2016-17 |
| **7. Language of study** | English |
| **8. Mode of study** | Full Time / Part Time / Distance Learning |

##### Criteria for admission to the programme

Higher National Diploma in Hospitality Management or Travel and Tourism or equivalent level within hospitality or Travel and Tourism. For students whose first language is not English an IELTS score of 6.0 is required.

##### 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.

1. To develop the student’s ability to apply theory to practice through the use of case studies.
2. **Programme outcomes**

##### Knowledge and understanding

Knowledge and understanding of:

1.A critical understanding of the international tourism and hospitality business environment.

1. Knowledge of how contemporary models of competitive analysis are applied to the hospitality industry.
2. A systematic understanding of how planning and managing in Tourism and Hospitality inter-relate with strategic change.
3. A critical understanding of marketing management in the international tourism and hospitality sector.
4. A critical understanding of key issues in policy and planning in the contemporary global tourism industry.
5. Specialist knowledge of issues relating to the growth and development of the global events industry.

#### Teaching/learning methods

Students gain knowledge and understanding through Lectures (tutor led) and interactive seminars will be used to convey core material and to stimulate and develop critical discussion of contemporary issues. 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. Group work and interactive sessions in class with develop the practice of sharing and pooling information.

#### Assessment methods

Students’ knowledge and understanding is assessed by 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. 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. Presentations will test a student’s ability to convey material and arguments clearly and concisely in class. Portfolios will show how student’s accumulate knowledge and under- standing over a period of time.

##### Cognitive (thinking) skills

On completion of this programme the successful student will be able to: 1.Demonstrate a capacity for critical argument and evaluation.

1. Synthesise the relationships between different aspects of specialist management functions in relation to the general management of international hospitality operations.
2. Relate issues of tourism policy to the management of tourism at a number of different levels from the international down to the local.
3. 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.

#### Teaching/learning methods

Students learn cognitive skills through 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. The preparation and research required for coursework assignments focus on key academic debates and arguments and discussion of this material in seminars and tutorials. Opportunities for Q and A in formal lectures will permit students to explore issues in detail and share examples to support arguments.

#### Assessment methods

Students’ cognitive skills are assessed by:

-Written assignments will test students ability to present well supported cogent arguments.

-Examinations will test students ability to concisely present relevant material in a structured argument.

#### Practical skills

On completion of this programme the successful student will be able to: 1.Analyse problems in complex business situations; evaluate potential solutions.

1. Develop case studies gathering a range of material, selecting an appropriate choice of material and communicating this selection effectively either orally or in writing.
2. Work with and manage a small team, dealing with problems, risks and uncertainty effectively and developing decision making skills.
3. Self-appraise and critically reflect on their own work.
4. Research material for reports and essays and apply that material selectively in developing a reasoned argument.

#### Teaching/learning methods

Students learn practical skills through interactive seminars, group work, workshops, informal presentations and tutorials as these permit lively gathering and exchange of research material.

#### Assessment methods

Students’ practical skills are assessed by:

-Live presentations in class using a range of presentation techniques.

-Coursework assignments requiring the embedding of specific case studies.

-Reflective coursework assignments.

#### Graduate skills

On completion of this programme the successful student will be able to: 1.Clarify career objectives and 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.

#### Teaching/learning methods

Students acquire graduate skills through

-Planning and preparing to deliver assignments to a brief and to a schedule.

-Interactive seminar activities.

-Working in small groups to develop presentations and case studies.

#### Assessment methods

Students’ graduate skills are assessed by reflective coursework assignments.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **12. Programme structure (levels, modules, credits and progression requirements)** | | | | |
| **12. 1 Overall structure of the programme** | | | | |
| 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 theservice industry.  The award consists of four distinct level six, yearlong 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 (3012) analyses tourism policy from the local to the global level through a studyof 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** | | | | |
| COMPULSORY | | | OPTIONAL | PROGRESSION  REQUIREMENTS |
| **Level 6** | | |  |  |
| Students must take all the following modules:  **TOU3012**  Tourism Policy and Planning  **TOU3195**  Strategic Management in the Hospitality Environment  **TOU3925**  Event Management  **TOU3330**  Hospitality and Tourism Marketing | | | N/A | N/A |
| **12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)** | | | | |
| Module level | | Module code | | |
| *None* | | | | |
|  | **13. Curriculum Map** | | | |
| See Curriculum Map Attached | | | |

#### Information about assessment regulations

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

#### Placement opportunities, requirements and support (if applicable)

Not applicable for this programme.

#### 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.

#### 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

#### JACS code (or other relevant coding system)

NNF8.

#### Relevant QAA subject benchmark group(s)

Hospitality, leisure, sport and tourism.

#### 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

#### 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 programme handbook and the University Regulations.

## Appendix 2: Curriculum Map

In this section you will find details of all the learning outcomes for the programme, and the modules were you will achieve them.

The curriculum map was correct at the time this handbook was published but details change over time and therefore you should always refer to the latest version available on Mycopenhagenbusinesscollege.

#### Programme learning outcomes

|  |  |  |  |
| --- | --- | --- | --- |
| **Knowledge and understanding** | | **Cognitive skills** | |
| A1 | A critical understanding of the international tourism and hospitality business environment and of the  impacts of various sectors of the industry. | B1 | Demonstrate a capacity for critical argument and evaluation. |
| A2 | Knowledge of how contemporary models of competitive analysis are applied to the hospitality and tourism industry. | B2 | Synthesise the relationships between different aspects of specialist management functions in relation to the general management of international hospitality  operations. |
| A3 | A systematic understanding of how planning and managing in the Tourism and Hospitality industry inter-relate with strategic change. | B3 | Relate issues of tourism policy to the management of tourism at different spatial scales. |
| A4 | A critical understanding of marketing in the international tourism and hospitality sector and/ or its various sub-sectors. | B4 | Apply the key concepts dealt with in the academic and professional literature. |
| A5 | A critical understanding of key issues in policy formulation and planning in various sectors of the global tourism industry. | B5 | Learn independently and apply that learning to real life examples. |
| A6 | Specialist knowledge of issues relating to the  growth and development of the global events industry. | B6 | Evaluate relevant specialist theory and practice in the  context of the contemporary global tourism and hospitality industry. |
| A7 | An understanding of the ethical dimensions to the tourism and hospitality industry. |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Practical skills** | | **Graduate skills** | |
| C1 | Analyse problems in complex business situations; evaluate potential solutions. | D1 | Clarify career objectives & develop plans to achieve them. |
| 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. | D2 | Learn flexibly and effectively from diverse opportunities. |
| C3 | Work in a small team, dealing with problems, risks and uncertainty effectively and developing  decision making skills. | D3 | Communicate persuasively using a range of media. |
| C4 | Self-appraise and critically reflect on their own work. | D4 | Contribute positively to team performance. |
| C5 | Research material for reports and essays and apply that material selectively in developing a  reasoned argument. | D5 | Use ICT to improve personal productivity. |
| C6 | Developing a business proposal for a tourist activity. | D6 | Collect, analyse and critically interpret numerical data |
|  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 |

**Curriculum map for BA International Hospitality and Tourism Management**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module Title** | **Module Code** | **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** |
| Tourism Policy and Planning | TOU3012 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Strategic Hospitality Management | TOU3195 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Hospitality and Tourism Marketing | TOU3330 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Event Management | TOU3925 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Appendix 3: Module Narratives**

In this section you will find details of all the modules associated with your programme so that you can see what is involved in your programme and make any choices over option modules (if applicable).

The narratives were correct at the time this handbook went to print but details change over time and therefore you should always refer to the latest version available on Mycopenhagenbusinesscollege and the My Study area of myUniHub:

<https://myunihub.mdx.ac.uk/web/home-community/mystudy>

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

**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

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** 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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