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

Faculty of Professional and Social Sciences Business School 2022-23

Contents

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.

Information in Alternative Formats

This handbook can be found online at 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.

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 Intro Guide

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

Mitnielsbrock.dk

All information that you require to support your learning is available on mitnielsbrock.dk.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 copenhagenbusinesscollege.com and via mitnielsbrock.dk.

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

Welcome from your Programme Leader at Middlesex University

I am very happy to welcome you to the International Hospitality and Tourism Management Top Up programme. I realise it can be a bit daunting to come to a new place for just six months, so do look at the range of support offered to you in this handbook. Please make the most of them. Remember that this year will be over before you can blink with just 24 weeks of teaching with the last week just after Easter and the coursework deadline at the end of April. Therefore, one of the most useful things that you can do now is to familiarise yourself with the University and its procedures. Make sure that you find your timetable so that you can get off to a flying start – there is nothing worse than missing a few sessions at the start of the year because you are subsequently very likely to find it hard to catch up.

Your programme has three compulsory modules, each with a lecture and seminar, so do ensure that you know when they are scheduled. You will also take two optional modules each term and it is important that you register your choices. It is also important that you find out what assessment there is for each module and above all that you write down all the deadlines. You would be surprised at how many students fail a module because they don't realise what work is due and when. You have over 15 pieces of summative assessment plus formative assessment that is generally a draft for which you get feedback, so start to plan your year now. I would like to point out that the University does not give extensions to deadlines – if you have problems and are unable to complete an assessment, you may apply to defer the assessment to August but that can have all sorts of implications for you if you are here in person, particularly if you are on a T4 visa.

You will find the staff here approachable and supportive but do remember that the University does take attendance seriously. If you have any problems with a module or with its assessment do keep in contact with your module leader or your seminar tutor. We are all willing to help but we cannot do so if you don't keep in touch with us. I am just an email away.

Arrangements for this Year

Obviously, this is an exceptional year. At the time of writing the University is telling us that for final year students all teaching will be online, but of course that may change. We will be using two online platforms, Zoom and Kaltura Newrow. Lectures and seminars will remain one hour and ninety minutes respectively but the formats will try to adapt to the new situation. We will, however, expect the same level of preparation for both. All lectures will be recorded. All work will be submitted electronically through MyLearning and Turnitin. Because precise details are likely to change and because you will need the detail of procedures, you must look at your emails daily.

If we remain online for the entire year then any examinations are likely to be converted into essays. Any research that you are required to do will have to involve remote forms of contact rather than face to face interviews. Full details of how each module will run will be in your module handbooks.

With all best wishes for an enjoyable, if unusual, year at Middlesex!

Aram Eisenschitz
Senior Lecturer in Tourism Policy
Programme Leader BSc (Hons) International Hospitality and Tourism Management (Top-Up)
and MSc International Tourism Management

Welcome to Copenhagen Business College

Welcome from your Dean of Academic Affairs

Welcome to the challenge of the BSc (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

Academic Calendar

2022/23 Academic Calendar

Dates may be subject to change

September 2022	20	Welcome and induction
	27	Teaching starts for autumn term
October 2022	18-22	Reality Check Week
November 2022	22-26	Programme Progress Review Week
December 2022	17	Last day of teaching in the autumn term
December 2022	20-31	University closed for Christmas vacation
January 2023	3	University re-opens after Christmas
	10	Teaching starts for winter term
February 2023	14-18	Programme Progress Review Week
April 2023	8	End of teaching
	11-18	Easter vacation
April/May 2023		End of year examinations
June 2023		Publication of progression decisions Final qualification results published
August 2023		Graduation Ceremonies Deferred /reassessment examinations
September 2023		Publication of module results Publication of progression decisions Final qualification results published

Learning Framework Term dates

Autumn Term	Oct - Dec 2022	(11 learning weeks)
Winter Term	Jan - Apr 2023	(13 learning weeks)
Spring Term	Apr - Jul 2023	(12 learning weeks)
Summer Term	Jul - Sep 2023	(11 learning weeks)

Academic Calendars can be found at: copenhagenbusinesscollege.com

Part One - Programme Details

The Department

The programme is located within the Department of Marketing, Branding and Tourism. 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 digitalisation, 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 Department has around 40 members of Academic Staff (including 4 Professors) who have a wide range of specialisations. The academic staff are supported and assisted by a team of Programme administrators and Graduate assistants. In addition to the classroom teaching (and marking) which staff carry out, many staff are also involved in one to one supervision of Dissertations, Research projects and PhDs. Research activities cover a wide range of topics and research outcomes will inform classroom teaching especially in the final year of undergraduate study and at post-graduate level. 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 Team

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

Olga Mourouti
Director of Programmes for Marketing, Branding and Tourism
Email: O.Mourouti@mdx.ac.uk

Aram Eisenchitz
Programme Leader BSc (Hons) International Hospitality and Tourism Management
Email: A.Eisenschitz@mdx.ac.uk

At Niels Brock Copenhagen Business College

Charlotte Forsberg
Executive Vice President/ Pro Vice-Chancellor
Email: cfo@brock.dk

Kathrine Lassen
Dean of Academic Affairs for Undergraduate Programmes
Email: kat@brock.dk

Helle Thomson
Programme Administrator
Email: het@brock.dk

Academic Affairs Counsellor

The Academic Affairs Counsellor, Raquel Lopez (rlo@brock.dk), 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 (gle@brock.dk**)** 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.

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

Your Programme

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

Studying BSc (Hons) 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.

There are a range of optional modules for you to choose from depending on your academic interests.

Programme Specification

You can find more information about this course in the link below:

A British degree in the heart of Copenhagen (copenhagenbusinesscollege.com)

Programme Structure Diagram

BSc (Hons) International Hospitality and Tourism Management (Top-Up) can be taken as either a full-time or part-time course. The programme structure is 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.

	Compulsory (90 Credits in total)			Optional modules (30 credits in total)	
	30 Credits	15 Credits		Students take 15 credits of optional modules in each term.	
Term 1	TOU3011 Creative Branding in Tourism 30 credits	TOU3099 Dissertation 30 credits	TOU3020 Customer Service Management in Tourism & Hospitality 15 credits	TOU3015 Event Sector 15 credits	TOU3016 Tourism Supply Chain & Sector Analysis 15 credits
Term 2			TOU3021 Hospitality Business Management 15 credits	TOU3022 Event Planning & Management 15 credits	MKT3017 Digital Campaign Planning & Analysis 15 credits

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

Levels and Modules

Level 6
Compulsory: students must take the following modules:
TOU3011 Creative Branding in Tourism .... 30 credits
TOU3020 Customer Service Management in Tourism and Hospitality .... 15 credits
TOU3021 Hospitality Business Management .... 15 credits
TOU3099 Dissertation .... 30 credits

Optional: students must take 30 credits
TOU3015 The Event Sector .... 15 credits
TOU3016 Tourism Supply Chain and Sector Analysis .... 15 credits
TOU3022 Event Planning and Management .... 15 credits
MKT3017 Digital Campaign Planning and Analysis .... 15 credits

Progression Requirements: N/A

Your Modules

Full details of your modules are in Appendix 1 of this handbook.

You can find a list of the modules you are currently registered for at mitnielsbrock.dk

In addition, you will be able to access via mitnielsbrock.dk 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 Costs

The following module-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 Dean of Academic Affairs.

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 mitnielsbrock.dk 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.

The main way to provide feedback is through participating in surveys 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 mitnielsbrock.dk.

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.

Management Board Meetings (MBM) 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 MBM. Full details can be found on mitnielsbrock.dk

Management Board Meetings will take place three times a year.

Minutes and actions from previous MBMs will be made available to you through mitnielsbrock.dk.

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 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.

'**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.

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 and via mitnielsbrock.dk. 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. Some of the services include:

Employability

Middlesex University is committed to supporting you to develop your employability skills; we do this by designing your programme, **BSc (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.

Research Ethics

An ethical approach to the undertaking of teaching, learning, assessments and research activities is of central importance to Middlesex University. Due consideration should be given to ethics in all aspects of your programme. Ethical process should be followed and/or ethical approval sought, before you carry out any work involving **human participants, human data, animals/products, precious artefacts, materials or data systems**. This applies to students at all levels of their degree.

Research ethics approval seek to ensure all work is designed and undertaken according to certain principles of ethical research. These include:

1. *Primary concern must be given to the **safety, welfare and dignity** of participants, researchers, colleagues, the environment and the wider community*
2. *Consideration of **risks** should be undertaken before research commences with the aim of minimising risks to those involved – i.e. human participants or animal subjects, colleagues, the environment and the wider community, as well as actual or potential risks to those directly or indirectly affected by the research.*
3. ***Informed consent** should be freely given by participants, and by a trained person when collecting or analysing human tissue (details on accessing and completing online training for gaining informed consent for HTA purposes can be found below in Section 8).*
4. *Respect for the **privacy, confidentiality and anonymity** of participants*
5. *Consideration of the rights of **people who may be vulnerable** (by virtue of perceived or actual differences in their social status, ethnic origin, gender, mental capacities, or other such characteristics) who may be less competent or able to refuse to give consent to participate*
6. *Researchers have a responsibility to the general public and to their profession; as such they should balance the anticipated benefits of their research against **potential harm, misuse or abuse** which must be avoided*
7. *Researchers must demonstrate the highest standards of **ethical conduct and research integrity**. They must work within the limits of their skills, training and experience, and refrain from exploitation, dishonesty, plagiarism, infringement of intellectual property rights and the fabrication of research results. They should declare any actual or potential conflicts of interest, and where necessary take steps to resolve them.*
8. *When using human tissues for research, **Human Tissue Act and Human Tissue Authority (HTA) requirements** must be met. Please contact the relevant designated person (DP) in your department or the HTA Designated Individual (DI) (Dr Lucy Ghali - L.Ghali@mdx.ac.uk). Further information is provided below in the section: "Human Tissue Authority Information", see 'Governance Structure" document and SOPs etc.*
9. *Research should **not involve any illegal activity**, and researchers must comply with all relevant laws*

Within taught degree programmes ethical approval *may* have been pre-sought for research activities that form part of specific modules. Please check with your module tutor/your module guide. Note however that *all students* **completing a dissertation or independent project** will be required to undertake an ethical review process.

Data MUST not be collected without first obtaining ethics approval for your research or ascertaining if data gathering has been pre-approved for a module. If you submit work that includes data gathered from or about people without ethical approval this may be treated as academic misconduct and could lead to a fail grade being awarded.

You can apply for research ethical approval using the Middlesex Online Research Ethics (MORE) system which has information and guidance to help you meet the highest standards of ethical research using this link: https://MOREform.mdx.ac.uk

Information and further guidance on how to complete a research ethics application form (e.g., video guides and templates) can be found on the MORE MyLearning site*: http://mdx.mrooms.net/enrol/index.php?id=12277 (Log in required)

* Middlesex University Definition of Research document can be located on this site.

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 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 (mitnielsbrock.dk, MS Teams, 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

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. Most modules will have a formative assessment for each summative assessment.

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 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 details of when and how to submit your coursework (but this will be either electronically via MyUniHub) and how you get a receipt confirming you have submitted it. Please refer to these and contact your module tutor if you have any queries.

Assessment schedule for compulsory modules.

Module code	Term One Weeks 1-11	Term Two Weeks 12-23	Term Three Week 24 & Assessment Period
TOU3011 Hospitality and Tourism Marketing (Terms 1 and 2).	Week 10 Summative: Brand Audit presentation.	Week 17-18 Formative: Drafts for presentation feedback. Weeks 21-23 Individual Presentations.	

Module code	Term One Weeks 1-11	Term Two Weeks 12-23	Term Three Week 24 & Assessment Period
TOU3020 Strategic Management in the Hospitality Environment (Term 1)	Week 6. Formative: Draft 2,500 word consultancy report for feedback. Week 8 Summative: Consultancy report Week 10 Formative: Draft essay for feedback.	Week 12 Summative: 1000-word individual essay.	
TOU3021 Event Management (Term 2)		Week 17 Formative: Draft 2,500 word report for feedback Week 19 Summative: Individual report Week 21 Formative: Draft 1000 word essay for feedback Week 23 Summative: Essay	
TOU3099 Dissertation (Terms 1 and 2)	Week 7: 1000 word research proposal 1000 words Week 9 Presentation of their proposal	Week 21 Draft of the final report Week 23 Completed dissertation 6,500 words	

This is *indicative* only. For up-to-date details see the relevant module handbooks. 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.

Exams

Information about exams, including the timetable and advice on preparing and revising is available via mitniesbrock.dk.

Past exam papers, if available, can be accessed via the My Study area of UniHub: https://myunihub.mdx.ac.uk/web/home- community/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

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 tutor.

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-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.

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.

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 via mitnielsbrock.dk or information pertaining to external examining by contacting the Dean of Academic Affairs Kathrine Lassen at 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-quality/external- examiners

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.

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.

Academic Appeals

An Academic Appeal is a formal request that a decision made by an Assessment Board or Programme Progression Board is reconsidered because of special circumstances. Please see our Frequently Asked Questions (FAQs) for more information on reasons for making an appeal and the process.

https://unihub.mdx.ac.uk/study/assessment/appeals

You can also seek advice from the MDXSU Advice team. https://www.mdxsu.com/advice

Student Complaints and Grievance Procedure

Our Student Complaints and Grievance Procedure allows you to make complaints and ensures your complaint will be treated seriously and investigated as quickly as possible. Please see our Frequently Asked Questions (FAQs) for more information about how we deal with complaints.

https://unihub.mdx.ac.uk/student-life/your-voice/formal-complaints-procedure

You can also seek advice from the MDXSU Advice team. https://www.mdxsu.com/advice

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.

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
- 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: 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 Mitnielsbrock.dk and the My Study area of myUniHub: https://myunihub.mdx.ac.uk/web/home-community/mystudy

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

Module Code	**TOU3011**
Module Title	Creative Marketing in Tourism
Level	6
Credit	30
Owning Subject	Tourism
Level Restrictions	

Aims

This module aims to develop students' understanding of theories and business practice concerning building strong brands in travel and tourism. Students will learn how certain content in social media managed to engaged with target audiences and viewers in a compelling way and achieved branding agendas simultaneously, and even went viral online. The module not only promotes creative thinking and problem solving skills but also develops students' abilities to create branding solutions and a coherent plan in selected social media platforms.

Learning Outcomes

Knowledge

On completion of this module, the successful student will be able to:
1. Evaluate the concept of customer-based brand equity and key performance indicators of a brand in travel and tourism;
2. Analyse the attributes of a branding campaign that can achieve popularity and increase persuasiveness in social media.

Skills

This module will call for the successful student to demonstrate:
3. Ability to conduct a brand audit to a given travel and tourism brand;
4. Create a coherent plan that includes a series of original and shareable content and branding campaigns based on the results of the brand audit to address a given Creative Brief;
5. Select appropriate measurement strategies to monitor the performance of the proposed plan.

Syllabus

- The role of a brand
- Customer-based brand equity
- Brand positioning
- Brand audits
- SOSTAC Planning
- Objectives for e-Marketing and social media branding
- Online Value Propositions
- Content Engagement Strategy
- Measurement and monitor performance

Learning, Teaching and Assessment Strategy

Learning and Teaching Strategy

This module will be taught through keynote lectures, seminars and hands-on workshops and one-to-one meetings. Keynote lectures aim to introduce students to the theories and

concepts. Video presentations will be used to demonstrate the application of the concepts discussed where applicable. Interactive tutor-led seminars and workshops devote to discuss students' reflection on the topics and progress of their primary research. Time will also be allocated for workshops to facilitate students' preparation for summative assessments. Students will also be directed to conduct further investigations in self-managed learning activities and formative assessments. Feedback on draft poster presentations will be given through emails and one-to-one meetings.

Formative Assessment Scheme

Formative Assessment 1 Drafts of:

> Summative Assessment 1:
> Feedback on draft coursework will be provided during the seminar via anonymous peer assessment.

Formative Assessment 2-1 Content Analysis in Week 15:

> A short report comparing and contrasting the content design of the chosen brand's selected social media account. This formative element is designed to help students obtain a quick overview of the level of engagement offered by the chosen brand and its key competitors, and contributes to the first section of the Summative Assignment 2 Individual Poster presentation, their proposed branding plan.

Formative Assessment 2-2 Drafts of Summative Assessment 2 in Weeks 17-18:

> Students will submit their drafts of the Summative Assessment 2. The tutor will offer feedback on students' draft plan via one-to-one meetings.

Summative Assessment Scheme

1. Group Presentation, Brand Audit (30%) in Weeks 10-11

> Working in a team of three, students are expected to conduct a brand audit identifying key sources of the customerbased brand equity of a chosen travel and tourism brand. Each team is required to deliver a 12-minute presentation.

> (LOs 1 and 3)

2. Individual Poster Presentation, Branding Plan (70%) in Weeks 22-23

> Based on the results of the brand audit, students are required to create a coherent plan for the chosen brand that addresses the given Creative Brief. The proposed plan will be presented in an A1 poster format that contains appropriate SMART objectives, a series of original and shareable content and branding campaigns and suitable measurement strategies. (LOs 2, 4 and 5)

Assessment Weighting

Coursework (100%)

Learning Materials

Your online reading lists can be accessed from the My Study area of Unihub. They highlight essential and recommended reading for the module.

Module Code	**TOU3099**
Module Title	Dissertation/ Final Year Project
Level	6
Credit	30
Owning Subject	Tourism
Level Restrictions	

Aims

This module aims to provide students with the opportunity to undertake an individual investigation in a chosen area of interest in the field of tourism or hospitality. It aims to encourage students to take responsibility for their own learning by conducting an in-depth study using either primary or secondary data and drawing appropriate conclusions from it.

Learning Outcomes

Knowledge

On completion of this module, the successful student will be able to:
1. Demonstrate knowledge of and critical understanding of a narrowly defined tourism field and related concepts;
2. Critically review and evaluate the arguments evident in the literature and/or alternative primary sources of evidence pertaining to the chosen topic of study;
3. Draw meaningful, logical and informative conclusions with recommendations for the future development of theory, practice or policy and the identification of areas requiring further research.

Skills

This module will call for the successful student to demonstrate:
4. The formulation of a workable research topic;
5. The ability to write and present a research proposal;
6. The ability to evaluate and select appropriate approaches for the collection of material relevant to the chosen topic through primary or secondary research or a combination thereof.

Syllabus

- the research process
- designing a proposal
- critical reading
- writing a literature review.
- policy analysis
- data collection and analysis critical thinking and argument writing skills.

Learning, Teaching and Assessment Strategy

The learning and teaching strategy is designed to encourage students to take responsibility for their own learning with the guidance of their supervisor. General support on the research process, their approach and presentational requirements will be provided through 8 lecture/ workshops and online material facilitated by way of active use of MyLearning. There will be a dissertation conference, and a minimum of 5 meetings together with email support from their tutor.

Formative Assessment Scheme

Students will be seen individually and given feedback at all stages of the process.

Summative Assessment Scheme

1. 1000 word research proposal (10%) in Week 7

>   Students write a 1000 word proposal that covers their aims, methodology,
>   approach to data collection and any ethical issues.
>   (LOs 4 and 5)

2. Presentation of their proposal (10%) Before their peers and staff in a conference format (10%)

>   (LO 5)

3. Draft of the final report (10%) in Week 21

>   Preparing a draft of the final report. Any unfinished sections must include notes of
>   anything that significantly impacts on the work.
>   (LOs 1,2,3 and 6)

4. 6,500-word Completed dissertation (70%) by University coursework deadline

>   (LOs 1,2,3 and 6)

Assessment Weighting

Coursework (no examination) 100%

Learning Materials

Your online reading lists can be accessed from the My Study area of Unihub. They highlight essential and recommended reading for the module.

Module Code   **TOU3020**

Module Title   Customer Service Management in Tourism and Hospitality
Level   6
Credit   15
Owning Subject   Tourism
Level Restrictions

Aims

The module aims to develop a critical understanding of customer service management as a key component of organisational culture and business strategy. Theories and models used to shape the financial analysis, application and design of customer service will be explored. Students will gain practical and theoretical insight into the implementation, communication, management and measurement of customer service. Consumer and market research theories and models to support customer relationship building will be examined and evaluated as will ways to promote customer service internally and externally.

Learning Outcomes

Knowledge

On completion of this module, the successful student will be able to:
1. Appraise theories and models relating to the key activity needed for the design, implementation and management of customer service
2. Assess the key types of consumer and market research for customer relationship building
3. analyse the suitability of various promotions used internally and externally for customer service

Skills

This module will call for the successful student to demonstrate:
4. How to plan and communicate a customer service strategy in the broader context of organisational strategy based on well- recognised research and business theory
5. The analysis of consumer and market research data used to develop relationships with customers
6. A synthesis of techniques that can be used to promote customer service internally and externally

Syllabus

- Customer service within the context of organisational culture and business strategy
- Theoretical business models for the analysis, design and management of customer service
- Consumer and market research for customer relationship building
- Internal and external promotional tools for customer service

Learning, Teaching and Assessment Strategy

The module will use both a weekly lecture programme and weekly seminars. The lecture programme will focus on the introduction of the main concepts, themes and industry examples. The seminars will require students to explore the topic further through

recommended readings prior to each seminar followed by in class discussion of case studies. Students will be required to work in groups and to present to their peers and lecturer. Formative feedback will be given by their peers and lecturer.

Formative Assessment Scheme

Peer and lecturer feedback on individual case study reports and group presentations.

Lecturer feedback on draft of both summative assessments in Week 6 and 10.

Summative Assessment Scheme

1. 2500-word simulated 'real-world' individual consultancy report (65)% in Week 8

>   A report advising a hospitality company on the development process and implementation of a customer service management strategy with recommendations for consumer and market research.
>   (LOs 1,2,4 and 5)

2. 1000-word individual essay (35%) in Week 12

>   An essay on the promotion of customer service internally and externally.
>   (LOs 3 and 6)

Assessment Weighting

Coursework (no examination) 100%

Learning Materials

Your online reading lists can be accessed from the My Study area of Unihub. They highlight essential and recommended reading for the module.

Module Code   **TOU3021**

Module Title   Hospitality Business Management
Level   6
Credit   15
Owning Subject   Tourism
Level Restrictions

Aims

This module aims to develop a critical understanding of the scope and current trends in the global hospitality industry including corporate profiles of key players. Leadership and management theory and models will explained and analysed in the context of hotel, restaurant and management services. This module will also examine operational management models relevant to hotels, including rooms division and food and beverage management, and to restaurants and managed services.

Learning Outcomes

Knowledge

On completion of this module, the successful student will be able to:
1. Contextualise the global hospitality business environment based upon a variety of factors such as business type, market share, age of the organisation, ownership and geographical spread;
2. Explain, reflect and argue the benefits of specific leadership and management business theory and models;
3. Synthesise operational management methodologies for hotel functional areas of rooms and food and beverage as well as for other hospitality businesses such as restaurant and managed services;

Skills

This module will call for the successful student to demonstrate:
4. How to analyse and interpret timely hospitality business information and data on the global hospitality market;
5. How leadership and management business theory and models are used in hospitality management;
6. How to communicate, using hospitality industry examples, different operational methodologies used in hotel functional areas of rooms and food and beverage, restaurants and management services;

Syllabus

- Key players and trends within global hospitality businesses
- Leadership and management theory and models essential for hospitality businesses
- Operational management methodologies for functional areas of hotels, restaurants and managed services

Learning, Teaching and Assessment Strategy

This module will use both a weekly lecture programme and weekly seminars. The lecture programme will focus on the introduction of the main topics, concepts and industry examples. The seminars will require students to explore the topic further through recommended readings prior to the seminar followed by in class discussion or group

work and case studies. The module will take into consideration the students involved so that information can be brought in not only for the key global hospitality businesses but also for hospitality businesses in geographic areas relevant to particular students.

Coursework formative assessment will focus on demonstration of research skills and the application of theory and models to case studies. Key industry challenges will be highlighted through group work and presentations.

Formative Assessment Scheme

Peer and lecturer feedback on students' research about key players in a region of their choice and case study group work and presentations.

Lecturer feedback on drafts of both summative assessments in Week 5 and 9.

Summative Assessment Scheme

1. 2500-word individual report (65%) in Week 7

> Students will write a report exploring leadership, management and the operational theories and models applied to either hotels or food services.
> (LOs 2,3,5 and 6)

2. 1000-word essay (35%) in Week 11

> Students will write an essay looking at positive and negative aspects of current trends and their impact on the hospitality industry.
> (LOs 1 and 4)

Assessment Weighting

Coursework (no examination) 100%

Learning Materials

Your online reading lists can be accessed from the My Study area of Unihub. They highlight essential and recommended reading for the module.

Module Code   **TOU3015**

Module Title   Event Sector
Level   6
Credit   15
Owning Subject   Tourism
Level Restrictions

Aims

The aim of this module is to develop a critical understanding of the events sector, the impacts and legacy of events. Students will be introduced to a range of corporate, sporting, arts and cultural events and festivals, including community, hallmark and mega events. This module will also cover different perspectives on events classification, origins, current and future trends. The motivations and roles of the private, public and third sectors in the development and execution of events will also be discussed and analysed.

Learning Outcomes

Knowledge

On completion of this module, the successful student will be able to:
1. Compare and contrast the roles and motivations of the private, public and third sectors involved in hosting and funding events;
2. Critically evaluate the political, economic, socio-cultural and environmental impacts and legacies of events and the methodologies used for evaluating these impacts;
3. Critically assess the current and future strategic role of events in tourism and the community;

Skills

This module will call for the successful student to:
4. Identify the stakeholders of a given event and analyse their involvement;
5. Undertake secondary research, read and synthesise a wide range of sources of information;
6. Apply knowledge of academic research and practice to provide recommendations to future mega or hallmark event organizers;

Syllabus

- Approaches to typologising and classifying events The history, growth and future trends of:
    - Sporting events
    - Business/Corporate events
    - Conferences
    - Cultural events and festivals
- Event stakeholders and stakeholder models;
- Motivations, roles and involvement of the public, private and third sectors in event planning and management;
- Impacts and legacies of events and their measurement:
    - Political and economic
    - Sociocultural and environmental

Learning, Teaching and Assessment Strategy

This module will be taught using interactive lectures, practical seminars, case study analysis, physical or online field visit(s) and videos, as is reasonably practical. Key concepts, themes and theoretical frameworks will be introduced in lectures whilst seminars will be used to discuss case studies, for students to present their own primary research and will offer the opportunity for providing formative feedback to students. Students will interact with practitioners through organised trip(s) and their own self-directed visits and research. Students are expected to engage with the module's Virtual Learning Environment (VLE) and other technologies like Socrative that it supports, for example, synchronous and asynchronous tutorials during the teaching term. They will also be encouraged to voluntarily participate in a range of events organized by the Department and the Business School.

Formative Assessment Scheme

1. Group presentation in Week 6:

> In groups of four select one of the following destinations: Brazil, Singapore, Qatar, South Africa or Sydney and prepare a short presentation of no more than 10 minutes using video, photographs and slides to show how these countries have used events as part of their tourism strategy.

Summative Assessment Scheme

2. A 2500 word analysis of a selected international case study of an event (100%) in Week 12)

> a) Discussing key stakeholders and their roles and motives;
> b) Critically evaluating its positive/negative impacts and legacies and explaining impact measurement;
> c) Providing recommendations to future event organizers. This assignment will require students to draw on secondary research, which they will need to collect and synthesise.
> (LOs 1, 2, 3, 4, 5 and 6)

Assessment Weighting

Coursework (no examination) 100%

Learning Materials

Your online reading lists can be accessed from the My Study area of Unihub. They highlight essential and recommended reading for the module.

Module Code   **TOU3022**

Module Title   Event Planning and Management
Level   6
Credit   15
Owning Subject   Tourism
Level Restrictions

Aims

This module aims to develop an understanding of event planning, management and operations in all types and scales of events. Its focus is mainly on the practical considerations of running an event. Throughout this module students will develop their own event concept and implementation plan including: event concept, theme and design, venue selection, project management, event marketing, staging and logistics, human resource and financial management, risk management, health and safety and the legal context and lastly evaluation of events.

Learning Outcomes

Knowledge

On completion of this module, the successful student will be able to:
1. Analyse the concept and theme and define characteristics of events;
2. Demonstrate an understanding of key management issues relevant to the organisation of events;
3. Be knowledgeable of the logistical requirements for running a variety of events.

Skills

This module will call for the successful student to:
4. Develop a creative and sustainable event concept;
5. Adopt the role of the event project manager and prepare a detailed plan for staging an event including a detailed budget;
6. Apply marketing and design principles to promote an event.

Syllabus

- Event concept, theme and design
- Event logistics and staging an event
- Project management
- Budgeting and sponsorship
- Human resource and volunteer management
- Event marketing
- Greening an event and sustainability issues
- Health and safety, legal issues, risk management
- Evaluation of events

Learning, Teaching and Assessment Strategy

This module will be taught using interactive lectures, practical seminars, case study analysis, field visit(s) and videos, as is reasonably practical. Key concepts, themes and theoretical frameworks will be introduced in lectures whilst seminars will be used to discuss case studies, for students to present their own primary research and will offer the opportunity for providing formative feedback to students. Students will interact with practitioners through organised trip(s) and their own self-directed visits and research.

Students are expected to engage with the module's Virtual Learning Environment (VLE) and other technologies like Socrative that it supports, for example, synchronous and asynchronous tutorials during the teaching term. They will also be encouraged to voluntarily participate in a range of events organized by the Department and the Business School.

Formative Assessment Scheme

Poster/Invitation Presentation (Week 6)

> The purpose of the poster/invitation presentation is for students to develop their knowledge and skills in poster or invitation design and to use this to inform their own event project.

Summative Assessment Scheme

1. Portfolio (100%) in Week 12:

> Students are required to submit an individual portfolio (max. 3000 words) which demonstrates that they understand how to develop an event concept, plan and evaluate an event. This will include creating the event concept; schedule for the event; details of the venue/site; summary of the market/audience; marketing materials; work breakdown structure and Gantt chart; organisational chart; list of key suppliers; detailed income and expenditure budget; risk assessment; identification of legal contracts, licenses required and legislation; environmental strategy and evaluation plan.
> (LOs 1-6)

Assessment Weighting

Coursework (no examination) 100%

Learning Materials

Your online reading lists can be accessed from the My Study area of Unihub. They highlight essential and recommended reading for the module.

Module Code	**TOU3016**
Module Title	Tourism Supply Chain and Sector Analysis
Level	6
Credit	15
Owning Subject	Tourism
Level Restrictions	

Aims

This module aims to introduce the concept of supply chain management and related theories. The module seeks to provide students with the knowledge and tools necessary to critically analyse the Tourism, Hospitality and Aviation Industry Sectors with regard to current industry practices. Students are also able to view tourism products as a value-added chain of different service components and identify ways to effectively manage the interrelated tourism business operations to better meet customer needs and accomplish business goals.

Learning Outcomes

Knowledge

On completion of this module, the successful student will be able to:
1. Identify and explain supply chain management theories relevant to tourism;
2. Explore and critically evaluate the structure, ownership, supply and distribution of the Tourism, Hospitality and Aviation Industry Sectors;
3. Establish how coordination across organisations can be effectively achieved and how business performance can be improved;

Skills

This module will call for the successful student to demonstrate:
4. Undertake a critical review of the business environment in which the Tourism, Hospitality and Aviation organisations operate;
5. The ability to work in a team and independently to solve problems;
6. The capacity to apply theoretical knowledge to real life cases;

Syllabus

- Understanding Tourism Supply Chain Management (TSCM)
- Demand management and forecasting
- Supplier selection and management
- Capacity and inventory issues in TSCM
- Customer relationship management in TSCM
- Business and organisational structures
- Current issues facing business and prognosis
- Analysis of capital structures of THE organisations Methods of assessing organisational efficiency (e.g. Ration and financial position)
- International finance trend analysis

Learning, Teaching and Assessment Strategy

This module will be taught through weekly tutor-led one hour lectures and a 90 minutes long student-led interactive seminar session as well as group tutorials. The interactive lectures will introduce students to various theories associated with Tourism Supply Chain Management and Sector Analysis but will also include video presentations to

demonstrate the application of the concepts discussed where applicable. The seminars will provide opportunities for students to share relevant experiences and familiar examples using theoretical concepts. An understanding of the business environment and tourism industry will facilitate critical analysis of the issues identified and case study material. The ability to apply theory to practice will allow students to develop the necessary skills for tourism supply chain management. Lecture slides and other learning materials will be accessible online through the My Learning platform.

Formative Assessment Scheme

Poster presentation of case study analysis ideas

Feedback on report structure, content plan and references

Summative Assessment Scheme

1. Group presentation of a case study analysis (40%) in Week 5

    In small groups of 2-3, students will select a tourism enterprise and apply relevant theories to identify and analyse key players in its supply chain and their relationships and contribution in the specific Industry Sector.
    (LOs1, 3 and 5)

2. 1500 report (60%) in Week 12

    An individual 1500 report on a critical analysis of a tourism supply chain management issues and recommendations for change in the specific industry sector.
    (LOs 2,4 and 5)

Assessment Weighting

Coursework (no examination) 100%

Learning Materials

Your online reading lists can be accessed from the My Study area of Unihub. They highlight essential and recommended reading for the module.

Module Code	**MKT3017**
Module Title	Digital Campaign Planning and Analytics
Level	6
Credit	15
Owning Subject	Marketing
Level Restrictions	

Aims

This module aims to provide students with an overview of digital campaign planning and analytics from a theoretical and practical perspective. Students will be exposed to the whole life cycle of a digital campaign that incorporates the development of a campaign idea, implementation frameworks and measurement strategies. The module will be supported by a range of analytical techniques and tools such as funnel analysis, Google Analytics and Tag Manager.

Learning Outcomes

On completion of the module the successful student will be able to:
1. Apply relevant theory and models to the development of a digital campaign idea
2. Develop and justify an integrated digital marketing campaign
3. Critically analyse and evaluate a range of campaign data to optimise campaign activity
4. Recommend ways to improve digital marketing practice through a synthesis of relevant primary and secondary data

Syllabus

- Introduction to digital campaign planning and analytics
- Developing and planning the big idea for the digital campaign
- Digital integration and communications
- Development of a digital campaign plan in support of the campaign idea
- Implementation of a digital campaign plan
- Ethical, regulation, permission and codes of practice
- Measurement, ensuring the success and control of the digital campaign
- Developing digital dashboards to tell a better story around campaign results

Learning, Teaching and Assessment Strategy

This module will be taught through weekly lectures and labs. The lectures will introduce, review and discuss key digital campaign concepts and analytics and the labs will involve individual and small group learning activities. The module will provide opportunities for formative feedback both in labs and bookable individual. The module will be supported by the Middlesex University online learning environment, MyUniHub.

Formative Assessment

Formative feedback on lab activities and on assessment drafts will be provided in labs and bookable individual tutorials

Summative Assessment

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

The two assessment components are:

i. Group presentation (20%, 15 minutes) (Week 17).

For a fictitious new organisation, students are expected to respond to a client brief to develop a digital campaign idea with an elevator pitch video (maximum 3 minutes) which outlines the main creative idea and approach. This assessment will address Learning Outcome 1

ii. Individual portfolio (80%) (2,000 words) (University Coursework deadline).

From the output of the pitch, students are expected create a campaign management Portfolio containing the different components that make up an integrated digital marketing campaign. Students will also be required to develop and establish two digital marketing techniques to run and analyse the data output, creating a set of recommendations for improvement. This assessment will address Learning Outcomes 2, 3 and 4

Assessment Weighting

Coursework 100%

Learning Materials

Your online reading lists can be accessed from the My Study area of Unihub. They highlight essential and recommended reading for the module.