

Hertfordshire Business School

Title of Programme:

MSc International Tourism, Hospitality and Event Management

This includes the:

MSc International Tourism, Hospitality and Event Management (Sandwich)

Programme Code: BSITHE

## Programme Specification

This programme specification is relevant to students entering:

18 September 2018

Associate Dean of School (Academic Quality Assurance):

Denise Ball



A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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### Summary of amendments to the programme

Date	Section	Amendment

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

## Programme Specification

### MSc International Tourism, Hospitality and Event Management, including MSc International Tourism, Hospitality and Event Management (Sandwich)

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	de Havilland Campus
<b>Programme accredited by</b>	N/A
<b>Final Award (Qualification)</b>	MSc
<b>All Final Award titles</b>	International Tourism, Hospitality and Event Management
<b>(Qualification and Subject)</b>	International Tourism, Hospitality and Event Management (Sandwich)
<b>FHEQ level of award</b>	7
<b>Language of Delivery</b>	English

### A. Programme Rationale

MSc International Tourism, Hospitality and Event management has been designed to respond to the enhanced levels of skills and learning necessary to make key decision-making within the international tourism, hospitality and event industries. Governments, industry, and the media have all recently stated that there is a need for improved knowledge and skill levels within the sector. To reflect this, the programme has incorporated a one-year work experience module (minimum of 36 weeks) and field research, to enhance students' skills and work experience and engage them directly with industry. Supervised work experience provides students with the opportunity to set their academic studies in a broader context, to gain practical experience in specific industry and to strengthen their communication and time-management skills. It greatly assists them in developing as independent learners, so that they will be able to gain maximum benefit from the learning opportunities provided.

Many impacts which would traditionally only have been felt locally are affecting the tourism, hospitality and event industries on a wider scale, whether it be regionally or internationally (for example terror attacks and natural disasters). These impacts, and the increasing speed of change of the industry, have resulted in the need for tourism, hospitality and event managers who are more international in outlook and have the knowledge, skills and confidence to make appropriate decisions. This programme fully embraces the university's 'Global Awareness' attribute, fostering discussion of complex world issues and how these impact on the tourism, hospitality and event industries, and producing graduates confident in the wide range of cultural settings in which they may find themselves as employees in this sector.

This programme is designed to recruit those students who already hold a degree, or alternatively possess the necessary industry experience to act as a foundation for higher levels of learning and the application of theory to practical situations. It caters for local and international professionals within the industry who wish to gain the necessary qualifications and theoretical awareness to enable them to advance their careers in industry. A distinctive feature of this programme is that it offers students the opportunities to interact with current industry practices and therefore enables a hands-on approach working with practitioners. The programme is

underpinned by a strong theoretical base across a number of contexts relevant to tourism, hospitality and event management in contemporary international environments.

The emphasis on theory and practice together with the demand on the student to critically apply these concepts will create students well prepared for the workplace. This reflects the University's Strategic Plan 2015-2020, which promotes employability, professionalism and enterprise in students, and strengthening the global perspective of the curriculum. In addition the Management Research Report and Field Research modules provide students with the opportunity to consolidate their learning and apply theory to real world tourism, hospitality and event business challenges.

This postgraduate programme requires an achievement of 180 credits in total: 120 credits of which are taught modules, and 60 credits are delivered via the Management Research Report. The modules deal with the skills necessary for management of a tourism, hospitality and/or event business in the contemporary environment. They focus on refining the knowledge and skills at the functional levels for managers in the areas of international marketing, people development, financial and management decision making, corporate strategic management crisis and risk recovery management. The Field Research module provides a unique opportunity to deepen the knowledge in tourism, hospitality and event management through practitioner-focused modules. All modules benefit from the combination of specialist expertise from within the University's Business School and its Department of Marketing and Enterprise.

We will provide excellent academic and personal support during both your academic and placement periods together with comprehensive careers guidance from our very experienced dedicated Careers and Placements Service. Although the responsibility for finding a placement is with you, our Careers and Placements Service maintains a wide variety of employers who offer placement opportunities and organise special training sessions to help you secure a placement, from job application to the interview. Optional one-to-one consultations are also available.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

### **Additionally this programme aims to:**

- Provide an innovative and challenging programme of postgraduate study in international tourism, hospitality and event management.
- Foster discussion of complex and evolving world issues among students, providing a theoretical underpinning and a critical synthesis of the key current issues impacting the international tourism, hospitality and event management industry.
- Examine and challenge theories and concepts used to explain the development of tourism, hospitality and event management.
- Apply theories and concepts to practical environment through the one-year work experience (minimum of 36 weeks) path.
- Develop in students the knowledge and confidence necessary in decision-making at both operational and management levels.
- Offer an analytical understanding of the industry and a critical appreciation of the multifaceted and interdisciplinary nature of the subject domain.
- Research and evaluate factors influencing development and change within the tourism, hospitality and event sectors
- Provide opportunity for students to gain an awareness of, and sensitivity to different cultural backgrounds, promoting an understanding of international traditions and practices both within, and beyond, their discipline
- Gain an education which enhances prospects of employment in tourism, hospitality and event globally
- Develop the interpersonal skills required to enable them to work efficiently as a member of a team in any kind of organisation
- Acquire and develop technical skills associated with the nature of their work

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding:	Teaching/learning methods & strategies	Assessment
<p>A1- The impact of contextual forces on the management of tourism, hospitality and event organisations: international economic, ethical, social and technological change issues;</p> <p>A2- Markets, customers, and experiences; the expectations of customers and stakeholders, service and orientation;</p> <p>A3- The concepts, processes and institutions in the production and marketing of tourism, hospitality and/or event products internationally; the management of resources operating at various levels in the international tourism, hospitality and event industries;</p> <p>A4- The financial management of tourism, hospitality and event business enterprises</p> <p>A5- The management and development of people and diversity within international tourism, hospitality and event organisations;</p> <p>A6- The management complexities of international tourism, hospitality and/or event industries in operation, through research with tourism businesses</p>	<p>Acquisition of knowledge and understanding is through a combination of (but is not limited to) lectures, seminars, tutorials and workshops, projects and the Management Research Report work, group work, student presentations, videos, simulations, external visits and/or guest speakers, conference attendance/participation student facilitated sessions and case studies and live projects throughout the programme. The choice of method will depend upon the nature and format of a specific module and its learning outcomes.</p> <p>Additional support for students is provided in a number of other modes, for example:</p> <ul style="list-style-type: none"> <li>• One to one research supervision with a Management Research Report supervisor</li> <li>• One to one monthly discussion on progress and career path development</li> </ul> <p>Further indication of the support offered is provided in Section E</p> <p>To fulfil A6, full time students on the sandwich route have the opportunity to take a work placement. Additionally, all students study real world tourism, hospitality and event management business challenges through the Field Research module, and in addition through the use of case studies and simulations embedded within the curriculum.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding are assessed through a combination of examinations and assessed coursework. Assessment, which is both formative and summative, can take the form of essays, case studies, reports, timed assessment, in-class test, portfolios and oral presentations.</p>
Intellectual skills:	Teaching/learning methods & strategies	Assessment

<p>B1-Apply analytical and critical thinking and synthesis of understanding in the fields of international tourism, hospitality and events management. Evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately</p> <p>B2-Conduct original, creative research and inquiry into international tourism, hospitality and event management issues through research design, including the collection and analysis of quantitative and qualitative data, synthesis and reporting</p> <p>B3- Identify and solve complex problems, creating and evaluating relevant options to support decision making</p>	<p>Intellectual skills are developed throughout the programme by the methods and strategies outlined in Section A, above. Analysis and problem solving is further developed through tutorials, workshops, and the Management Research Report.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	<p>Intellectual skills are assessed through in-course assessments and demonstrated by the research and evaluations that students produce in reports and essays throughout the programme</p> <p>B2 is assessed through secondary research throughout the programme, and in particular through the Management Research Report.</p>
<p><b>Practical skills:</b></p>	<p><b>Teaching/learning methods &amp; strategies</b></p>	<p><b>Assessment</b></p>
<p>C1- Effectively communicate, in writing and orally, to convey complex ideas and arguments</p> <p>C2- Apply quantitative and IT skills effectively in order to abstract meaning from information and convey knowledge</p> <p>C3- Perform effectively within team environments, using individual contributions in group processes, applying skills of negotiation, development and management to work with others</p> <p>And for the Sandwich route students:</p> <p>C4- Use initiative in dealing with issues/problems in the working environment</p>	<p>Practical skills are developed throughout the programme by the methods and strategies outlined in sections A and B.</p>	<p>Skill C1 is assessed through essays, reports, presentations, student-led seminars and examinations.</p> <p>Skill C2 is assessed within specific modules, and more integrally, as part of learning and assessment strategies throughout the programme.</p> <p>Skill C3 is assessed by group-based coursework, group presentations and poster presentations, and includes the use of wikis and/or student logs and reflections to ascertain individual contributions</p>

Transferable skills:	Teaching/learning methods & strategies	Assessment
D1- Apply academic, enterprise and employability skills in both scholarly and work-based environments	Transferable skills are developed through the programme by the methods and strategies outlined in sections A, B and C above.  Throughout, the learner is expected to consolidate their development of practical presentation skills by use of the facilities (including computers) available in the learning resources centre.	Transferable skills are assessed through a range of assignments built into the curriculum as above in A to C.
D2- Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference	The learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.	D2 is addressed particularly in the People Development module, and strongly supported by the Research Themes and Methods in Tourism, Hospitality & Events module.

## D. Programme Structures, Features, Levels, Modules, and Credits

The MSc International Tourism, Hospitality and Events Management programme is offered in full time, 1 year mode, and the Sandwich version is offered in full time, 2 year mode. The latter leads to the award of MSc International Tourism, Hospitality and Events Management (Sandwich). Entry is normally at Masters (7) level with an undergraduate degree with a 2:2 classification or equivalent qualification (see entry requirements). Intake is normally Semester A (September).

### Professional and Statutory Regulatory Bodies

N/A

### Work-Based Learning, including Sandwich Programmes

The MSc International Tourism, Hospitality and Events (Sandwich) programme incorporates a one-year work placement of a minimum of 36 weeks full time work experience. Students must normally achieve a Semester A grade average of 60% to proceed onto the placement. For students with visa restrictions, the placement would need to take place within the UK. Students will typically need to secure a placement by the end of April in their first academic year of study, in order to process the necessary paperwork required.

The 'Sandwich' award requires students to successfully complete a minimum of 36 weeks full-time work placement, submit acceptable milestone reports during the placement as part of their 'Professional Work Placement' module, and pass the 'Work Placement Portfolio' module at the start of their final semester. Students identify and apply for their placements, and are supported in this by the UH Careers and Employment Service, and the School's 'Preparation for Work' module.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

**Award route** MSc Tourism, Hospitality and Event Management

**Mode of study** Full time

**Entry point** Semester A

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing and Technology for Tourism, Hospitality & Events	7BSP1319	15	English	0	70	30	A
People Management for the Tourism, Hospitality & Events Industries	7BSP1320	15	English	0	100	0	A
Crisis, Risk and Recovery for Tourism, Hospitality & Events	7BUS1326	15	English	0	100	0	A
Research Themes and Methods in Tourism, Hospitality & Events	7BSP1321	30	English	0	100	0	AB
Accounting and Finance in the Organisation	7BSP0389	15	English	0	100	0	B
Managing Strategy	7BSP0394	15	English	0	100	0	B
Field Research	7BSP1327	15	English	0	100	0	B
Management Research Report	7BSP1329	60	English	0	100	0	ABC

The award of an MSc International Tourism, Hospitality and Event Management requires 180 credit points passed at Level 7

Table 1a Outline Programme Structure

**Award route** MSc International Tourism, Hospitality and Event Management (Sandwich)

**Mode of study** Full time

**Entry point** Semester A

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Marketing and Technology for Tourism, Hospitality & Events	7BSP1319	15	English	0	70	30	A
People Management for the Tourism, Hospitality & Events Industries	7BSP1320	15	English	0	100	0	A
Crisis, Risk and Recovery for Tourism, Hospitality & Events	7BUS1326	15	English	0	100	0	A
Research Themes and Methods in Tourism, Hospitality & Events	7BSP1321	30	English	0	100	0	AB
Preparation for the Workplace	7BSP1317	0	English		100		AB

Accounting and Finance in the Organisation	7BSP0389	15	English	0	100	0	B
Managing Strategy	7BSP0394	15	English	0	100	0	B
Field Research	7BSP1327	15	English	0	100	0	B

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Professional Work Placement	7BSP1336	0	English	0	0	0	CAB
Work Placement Portfolio	7BSP1318	0	English	0	100	0	C
Management Research Report	7BSP1329	60	English	0	100	0	BC

The award of an MSc International Tourism, Hospitality and Event Management (Sandwich) requires 180 credit points passed at Level 7. In addition, students are required to complete the 36-week full time placement, submit acceptable milestone reports, and pass the Work Placement Portfolio at the start of their final semester.

**Table 1b Final and interim awards available**

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of (normally):	Programme Learning Outcomes developed (see above)
Masters	MSc International Tourism, Hospitality and Event Management	180 credit points including at least 150 at level 7	3 Semesters	A1; A2; A3; A4; A5; A6; B1; B2; B3; C1; C2; C3; D1; D2
Masters	MSc International Tourism, Hospitality and Event Management (Sandwich)	180 credit points including at least 150 at level 7	6 Semesters	A1; A2; A3; A4; A5; A6; B1; B2; B3; C1; C2; C3; C4; D1; D2

Masters and Diploma awards can be made "with Distinction" or "with Commendation" where criteria as described in [UPR AS14](#), Section D and the students' handbook are met.

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Postgraduate Diploma	International Tourism, Hospitality and Event Management	120 credit points, including at least 90 at level 7	2, 3 Semesters	A1; A2; A3; A4; A5; A6, B1, C1; C2; C3; D1; D2;
Postgraduate Certificate	Unnamed	60 credit points, including at least 45 at level 7	1-2 Semesters	For untitled awards: See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>

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## Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) and [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

- Students must normally achieve a grade average of 60% or over in Semester A to remain on the Sandwich route
- Students are usually required to secure their placement by the end of April in order to process the necessary paperwork in order to embark on the placement in sufficient time to complete the 36 weeks of full time work required. Failure to secure a placement in this timescale may result in the student being withdrawn from Sandwich mode and transferred to the standard MSc Tourism, Hospitality and Event Management route
- Students must successfully complete a 36-week placement, and pass both the Professional Work Placement and Professional Placement Portfolio modules in order to gain the award MSc Tourism, Hospitality and Event Management (Sandwich)
- In the event that a student's circumstances prevent them from engaging with the Field Research module on location, the Module Leader and Programme Leader will provide an independently designed, Hatfield-based alternative.

Further points of clarification and interpretation relevant to this specific programme are given below:

- The Sandwich route is only available to full time students commencing studies in Semester A.
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## E. Management of Programme & Support for student learning

### Management

The programme is managed and administered through:

- The Dean of Hertfordshire Business School
- Head of Department of Marketing and Enterprise
- A Programme Leader who is responsible for the day- to-day management of the programme
- An Admissions Tutor, with specific responsibility for open days and selection
- An International Admissions Tutor, with specific responsibility for selection of overseas students
- A designated Administrator to deal with day-to-day administration associated with the programme
- Module Leaders who are responsible for individual modules
- A programme committee comprising student representatives and key members of the Business School, including the Programme Leader
- A Head of Group responsible for managing the Module Leaders and overseeing module quality on the programme
- The HBS Placement Coordinator when undertaking a work placement

### Support

Students are supported by:

- A Programme Leader
- A Deputy Programme Leader (and Research Component Coordinator)
- The Hertfordshire Business School (HBS) Information Point
- An HBS Academic Advisor
- The HBS Centre for Academic Skills Enhancement (CASE)
- Student representatives on the programme committee
- A designated programme administrator
- An induction week at the beginning of the academic session
- Overseas orientation

- StudyNet, an on-line versatile and interactive intranet and learning environment
- Access to extensive digital and print collections of information resources
- An attractive modern study environment in two Learning Resource Centres
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of the Dean of Students, incorporating Chaplaincy, Counselling and nursery
- Medical Centre
- A Mathematics Drop-in Centre
- University Disability Advisors
- An Equal Opportunities Office
- The Students' Union
- Guided student-centred learning on StudyNet module sites
- The University Careers and Employment Service for work placements and graduate employment
- The HBS Placement Coordinator when undertaking a work placement

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Herts Handbook](#) is an introduction to the academic, social, cultural and sporting services and opportunities available at the University of Hertfordshire, and includes the Student Charter and Student Code of Conduct.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

The UK Quality Assurance Agency for Higher Education (QAA) has confirmed the quality and standards of provision at the University of Hertfordshire. A key part of QAA's role is to review and report on how universities maintain their academic standards and quality, to inform students and the wider public. The team of QAA reviewers visited the University of Hertfordshire in 2015/16 and judged that its academic standards, the quality and enhancement of its students' learning experience, and the quality of information about this learning experience all meet UK expectations. In other words, the University meets national requirements for standards and quality. The QAA's report can be accessed at: <http://www.qaa.ac.uk/reviews-and-reports/provider?UKPRN=10007147#.V-KHajXy0nE>

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## G. Entry requirements

The normal entry requirements for the programme are:

- An honours degree of at least 2:2 classification or better from a UK University; or
- The equivalent of the above from a recognised University overseas; or
- A degree-equivalent professional qualification approved by the Programme Leader; or
- A Pre-Masters Course recognised by the University;
- A postgraduate qualification from a UK university or its equivalent from a recognised overseas university, or
- Appropriate work experience in a business analytical consultant role, supported by an HE qualification or equivalent qualification or other appropriate experience as determined by the Programme Leader, with one appropriate reference (these candidates may be asked to an admissions interview with the Programme Leader and a second senior member of the Tourism, Hospitality and Events Subject Group); OR

- Equivalent qualifications to be assessed by the Programme Leader and Admissions Tutor.

#### English Language entry requirements

In addition all students for whom English is not their first language must produce evidence of their English Language proficiency. The standard required is an IELTS score of 6.5 (with no less than 5.5 in each band), or an equivalent score on a test recognised by the University of Hertfordshire.

[Pre-sessional English language courses are available at the University of Hertfordshire for students who have an IELTS score of 6.0]

This requirement will be waived if the student has successfully completed an undergraduate degree at a university in the United Kingdom, or another country acceptable to the University of Hertfordshire, where study was in English and the student was based in that university's home country during study.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact the Programme Leader:

Dr Mary Quek, [m.j.quek@herts.ac.uk](mailto:m.j.quek@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## MSc International Tourism, Hospitality and Event Management

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

Module Title	Module Code	Knowledge & Understanding						Intellectual Skills			Practical Skills				Transferable Skills		
		A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	C4	D1	D2	
Marketing and Technology for Tourism, Hospitality & Events	7BSP1319	X	X	X		X		X	X		X	X	X	X	X	X	
People Management for the Tourism, Hospitality & Events Industries	7BSP1320	X				X		X	X		X	X	X			X	X
Research Themes and Methods in Tourism, Hospitality & Events	7BSP1321	X						X	X		X	X	X			X	X
Accounting and Finance in the Organisation	7BSP0389		X	X	X			X	X		X	X	X			X	
Crisis, Risk and Recovery for Tourism, Hospitality & Events	7BUS1326	X	X	X	X	X		X	X		X	X	X	X		X	X
Managing Strategy	7BSP0394	X	X	X	X			X	X		X	X	X	X		X	X
Field Research	7BUS1327	X	X	X	X	X	X	X	X			X	X			X	X
Management Research Report	7BSP1329	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X

## MSc International Tourism, Hospitality and Event Management (Sandwich)

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

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Module Title	Module Code	Knowledge & Understanding						Intellectual Skills			Practical Skills				Transferable Skills	
		A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	C4	D1	D2
Marketing and Technology for Tourism, Hospitality & Events	7BSP1319	X	X	X		X		X	X		X	X	X	X	X	X
People Management for the Tourism, Hospitality & Events Industries	7BSP1320	X				X		X	X		X	X	X		X	X
Research Themes and Methods in Tourism, Hospitality & Events	7BSP1321	X						X	X		X	X	X		X	X
Accounting and Finance in the Organisation	7BSP0389		X	X	X			X	X		X	X	X		X	
Crisis, Risk and Recovery for Tourism, Hospitality & Events	7BUS1326	X	X	X	X	X		X	X		X	X	X	X	X	X
Managing Strategy	7BSP0394	X	X	X	X			X	X		X	X	X	X	X	X
Field Research	7BUS1327	X	X	X	X	X	X	X	X			X	X		X	X
Management Research Report	7BSP1329	X	X	X	X	X		X	X	X		X	X	X	X	X
Preparation for the Workplace	7BSP1317										X				X	
Professional Work Placement	7BSP1336						X	X			X	X	X		X	
Work Placement Portfolio	7BSP1318						X	X			X	X	X		X	

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. The impact of contextual forces on the management of tourism, hospitality and event organisations: international economic, ethical, social and technological change issues
- A2. Markets, customers, and experiences; the expectations of customers and stakeholders, service and orientation
- A3. The concepts, processes and institutions in the production and marketing of tourism, hospitality and/or event products internationally; the management of resources operating at various levels in the international tourism, hospitality and event industries
- A4. The financial management of tourism, hospitality and event business enterprises
- A5. The management and development of people and diversity within international tourism, hospitality and event organisations
- A6. The management complexities of international tourism, hospitality and/or event industries in operation, through research with tourism businesses

### Intellectual Skills

- B1. Apply analytical and critical thinking and synthesis of understanding in the fields of international tourism, hospitality and events management. Evaluate statements in terms of evidence, detect false logic or reasoning, identify implicit values, define terms adequately and generalise appropriately
- B2. Conduct original, creative research and inquiry into international tourism, hospitality and event management issues through research design, including the collection and analysis of quantitative and qualitative data, synthesis and reporting
- B3. Identify and solve complex problems, creating and evaluating relevant options to support decision making

### Practical Skills

- C1. Effectively communicate, in writing and orally, to convey complex ideas and arguments
- C2. Apply quantitative and IT skills effectively in order to abstract meaning from information and convey knowledge
- C3. Perform effectively within team environments, using individual contributions in group processes, applying skills of negotiation, development and management to work with others
- C4. Use initiative in dealing with issues/problems in the working environment

### Transferable Skills

- D1. Apply academic, enterprise and employability skills in both scholarly and work-based environments
- D2. Operate in the dynamic global arena and to appreciate contemporary and cross-cultural difference

## Section 2

### Programme management

**Relevant QAA subject benchmarking statements**

**Type of programme**

**Date of validation/last periodic review**

**Date of production/ last revision of PS**

**Relevant to level/cohort**

**Administrative School**

Masters in Business and Management (2015) Type 1: Specialist Masters Degrees

Taught Postgraduate

October 17

December 17

Level 7 entering September 2018

Hertfordshire Business School

Table 3 Course structure

Course details					
Course code	Course description				JACS
BSITHE	MSc International Tourism Hospitality and Event Management				N800
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
ITHE1F-1	A	MSc International Tourism, Hospitality and Event Management	1	UH Hatfield Campus	Full-time
ITHE1P	A	MSc International Tourism, Hospitality and Event Management:	1	UH Hatfield Campus	Part-time

Course details					
Course code	Course description				JACS
BSITHE	MSc International Tourism Hospitality and Event Management (Sandwich)				N800
Course Instances					
Instances code	Intake	Stream	Instances Year	Location:	Mode of study
ITHEY1PS-1	A	MSc (SW) International Tourism, Hospitality and Event Management	1	Hatfield	Placement Sandwich
ITHEY1S	A	MSc (SW) International Tourism, Hospitality and Event Management	1	Hatfield	Full Time/Sandwich