Programme Specification

Queen Margaret University
EDINBURGH

Where appropriate outcome statements have be referenced to the appropriate Benchmarking Statement **(BS)**

1	Awarding Institution	**Queen Margaret University**
2	Teaching Institution	**EASB Institute of Management**
3	Professional body accreditation	**N/A**
4	Final Award	**BA (Honours)**
	Subsidiary exit awards	**BA**
5	Programme Title	**International Hospitality & Tourism Management**
6	UCAS code	
7	SCQF Level	**10**
8	Mode of delivery and duration	**F/T 12 months**
9	Date of validation/review	**June 2014**

10. Educational Aims of the programme

The aims of the International Hospitality and Tourism Management Programmes are:

1. To prepare and develop graduates for a management career in the hospitality and tourism industries

2. To develop understanding and knowledge of the nature of hospitality and tourism alongside the organisation, management and impacts associated with the provision and consumption of hospitality and tourism in a contemporary global environment.

3. To develop students' intellectual; capabilities of analysis and interpretation, critical evaluation, selection and synthesis, reasoned argument, research and problem solving

4. To develop graduates who can demonstrate effective management, leadership, IT, numerical, communication and research skills

5. To produce graduates who have a range of generic, transferable attributes enabling them to communicate effectively, work individually and in teams to guidelines, be innovative and adaptable to change, manage and reflect on their own learning and who can contribute and respond effectively to the demands of their chosen profession.

6. To provide students with a range of both 'hard' and 'soft' skills that encapsulate the requirements of 21st Century customer care and to demonstrate those with confidence and integrity.

7. To provide understanding of progressive sustainability concepts, environmental impacts and ethical issues for the hospitality industry.

11. Benchmark statements/professional and statutory body requirements covered by the programme

All programmes delivered within the division of Business, Enterprise and Management (BEaM) are designed to comply with specific subject benchmarks that are prescribed by the Quality Assurance Agency (QAA) and within this instance specifically within Hospitality & Tourism parameters.

12. Learning Outcomes of the Programme

Knowledge and Understanding

On completion of the programme, the students will have gained knowledge and understanding of:

1. The defining characteristics of hospitality in the modern world.
2. The central role of the hospitality provider
3. The expectations of the guest/consumer
4. The impact of the hospitality industry on the environment
5. Appropriate theories and concepts from the generic management areas applied to the hospitality context.
6. The application of technical, managerial and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems in the hospitality arena
7. The diversity of both internal and external stakeholders
8. The moral, ethical and safety issues which directly pertain to the subject domain including relevant legislation and professional codes of conduct.
9. Awareness of the sustainability of any new venture within a hospitality context.

Intellectual Skills

On completion of the programme, students will be able to:

1. Research and assess subject specific facts, theories, paradigms, principles and concepts applicable to the hospitality domain
2. Select, summarise and synthesise evidence
3. Describe, analyse and evaluate data
4. Critically interpret data and text from a range of academic and empirical sources
5. Select and apply appropriate knowledge, methodologies and theories to problem solving
6. Develop a reasoned argument and challenge assumptions
7. Take responsibility for their own learning and continuing professional development

Practical Skills

On completion of the programme, students will be able to:

1. Plan, design, execute and evaluate practical activities using appropriate techniques and procedures
2. Operate effectively as a member of a team
3. Undertake fieldwork with appropriate consideration for ethics, safety and risk assessment
4. Plan, design, execute and communicate a sustained piece of independent work using appropriate media
5. Use information technology in the hospitality workplace and in the analysis of findings and presentation of work.

Transferable Skills

On completing the programme, students will be able to:

1. Communicate and present information in oral, written and electronic formats
2. Apply numeric and IT skills accurately and effectively
3. Successfully interact with others and work as a team
4. Identify and address complex problems
5. Take innovative approaches and adapt to changing circumstances
6. Employ numeracy and IT skills
7. Identify appropriate sources and apply business research methods appropriately
8. Reflect on their own practice
9. Plan and manage learning and work to deadlines
10. Work and learn independently
11. Develop appreciation of cultural, ethical and gender issues

13. Teaching and learning methods and strategies

The learning and teaching strategy is laid out in accordance with QUELTA guidelines and acknowledges the enhancement themes that have been developed with QAA Scotland. Our methods aim to ensure that a flexible learning environment is facilitated for our students and that the student is placed firmly within the centre of the learning. To do this we encourage students to take responsibility for their learning, carry out independent research and take a challenging stance to analysis and evaluation. Our strategy is to provide an arena that stimulates the student whilst encouraging deep learning and ultimately reflection on the process and personal development.

We endeavour to facilitate the learning in a manner of ways – we include lectures, tutorials, student-led seminars and workshops, case studies, quizzes and media discussion.

14. Assessment strategies

Summarise the range of assessment methods used.

BA IHTM Programme

Module	Credits	Assessment
Exploring Strategy	20	50% report 50% exam
Integrated Resorts Management	20	100% 3500 word Essay
New Enterprise Creation	20	75% business plan 25% bank-style interview
International Destination Management	20	30% Oral Presentation 70% Management Report
Sustainable Management of Hospitality Enterprises	20	80% report 20% group assessment
Contemporary management Challenges in Hospitality & Tourism	20	80% Literature Review 20% Viva
Honours Project	60	50% Project Proposal & Presentation 50% Critique of Academic Journal

We believe that our assessments are challenging, varied and will provide stimulus as well as deep student centred learning

15. Programme structures and features, curriculum units (modules), credits and award requirements (including any periods of placement)

The programme contains 7 modules. With the exception of the Honours Project all other modules are 20 credits each. The student completes 2 modules in each of the first 3 semesters. At the conclusion of the third semester the student starts to do preparatory work for the Honours Project. Upon

successful completion of the 6 x 20 credit modules, the student is permitted to start the Honours Project.

16. Criteria for admission

These should be as set out in the Definitive Programme Document

Candidates will be required to meet the regulations for admission within QMU's Taught Undergraduate Framework. These can be found on the QMU Quality website:
- http://www.qmu.ac.uk/quality/qm/AZindex.htm#t

To enter the BA Hospitality and Tourism Management, applicants should normally complete a Diploma and Advanced Diploma programme (with the Industrial Placement & Dissertation).
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In line with the university policy of seeking to offer opportunities to candidates regardless of their personal background and level of educational attainment, the programme team will promote entry to the programme for all students. Practically this means that the programme team will consider:

- Applicants who have obtained an Advance Diploma level qualification but can also demonstrate a period of substantive work experience (e.g. internship; management experience)
- Consideration of non standard entry will be based on the following criteria but should be read in relation to regulation for admission within QMU's Taught Undergraduate Framework (noted above and in the admissions process sub section below)
- Appropriate work experience and supporting CPD type activity;
- Evidence of motivation to study at degree level;
- Supporting references.

Applicant profiles that fit with all of the three described categories will therefore be seen under the universities normal working practices to have demonstrated equal competency and capability to enter the BA programme.

English Language Requirements

Applicants whose first language is not English must provide evidence of proficiency in English language. Acceptable evidence is:

- An minimum IELTS score of 6.0, in each band; or
- A minimum of 237 in the computer-based TOEFL exam; or
- 580 in the paper-based exam

Candidates that do not meet the above minimum entry standard for the BA, may be given a conditional offer subject to successfully achieving the minimum English language proficiency (through the EASB English language department).

Admission Process

EASB will complete an initial screening of applications which are then referred to the BEaM Undergraduate Admissions Group. Applicants should demonstrate:

- Capability of independent learning
- Evidence of recent academic study or relevant post qualification study (within five years);
- A sufficient level of motivation to sustain study over a period of years;
- Understands the nature of a modular programme at degree level;

- Has the ability to fulfil entry requirements in each of the specialist modules leading to the intended named award.

These requirements must be read in conjunction with the University's general admissions regulations. These can be found on the QMU Quality website: http://www.qmu.ac.uk/quality/gr/default.htm. Where a topic is not addressed in this document the relevant section of the University regulations should be referred to.

EASB initial screening of applications comes in a process with six stages namely;

Stage 1 - Pre-application consultation by recruiters

- Provide the information to prospective students about the course, structure, duration, fees, delivery mode & etc
- Make initial assessment on the candidate's eligibility

Stage 2 - Registration by recruiters

- Collect all necessary documents and application fees

Stage 3 - Screening Assessment by EASB Registrar Office (RO) with special attention to non-standard applicants

- Head of School (HOS), Undergraduate Studies, to make the assessment and recommendation on candidate's academic & professional qualifications
- Head of School (HOS), Business English, to make the assessment of the candidate's English Proficiency

Stage 4 - Submission to QMU (BEaM Undergraduate Admissions Group) for approval by EASB Registrar Office (RO)

Stage 5 - Generation of letter of offer, student contract and other documents by EASB Registrar Office (RO)

Stage 6 - Applicant signing of the acceptance letter and student contract and make payments of which are facilitated by Recruiters

- **Equal Opportunities**

EASB is fully committed to the provision of equality of opportunity within the admissions criteria specified and rejects any form of negative discrimination.

- **<u>Admission of Disabled Applicants</u>**

Applications from all students will be assessed on the basis of academic suitability for the programme in question. Discussions about the support requirements of students will be separate from that consideration. The admissions policy and procedure for disabled applicants at EASB is informed by QMU practice and Singapore legislation.

An Individual Learning Plan (based on QMU practice) will be developed for disabled students to ensure that EASB meets the individual needs of all students. In particular, given the importance of the community impact and practice module to the programme, support (including financial) will be made available to ensure that all students have an equal opportunity to engage fully with all aspects of the programme.

Credit for Previous Study

Regulations covering the accreditation of prior learning can be found in the Admissions and Registration section of the Governance and Regulations
- (http://www.qmu.ac.uk/quality/gr/default.htm).

At the discretion of the Programme Admissions Group, students admitted to programmes may be given credit for previous Undergraduate study on an equivalent programme completed not more than five years previously. Credit may also be given for prior experiential learning. Normally credit given will be specific rather than general, i.e. on a subject for subject basis, and must be Degree (UG) level (SCQF 9). The marks or grades achieved in these earlier modules will not normally contribute towards a student's final assessment mark.

Students wishing to enter taught undergraduate programmes with advanced standing may request credit for up to 50% of the programme, where applicable to the specific programme outcomes. If students change award to another subject they would need to provide additional evidence that the existing credit matches the specific learning outcomes of the relevant component(s) of the new programme.

17. Support for students and their learning

QMU programmes normally provide the following student support:
- Personal Academic Tutors
- Personal Development Portfolios
- Student handbooks
- Access to Student Learning Services, Library and IT support
- Access to Student Services: careers, counselling, disability advice
- Representation through Student-Staff Committees

18. Quality Assurance arrangements

This programme is governed by QMU's quality assurance procedures. See the QMU website for more detail: http://www.qmu.ac.uk/quality/