



Queen Margaret University

EDINBURGH

# Programme Specification

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

|           |   |   |
|-----------|---|---|
| <b>1</b>  | <b>Awarding Institution</b>                           | Queen Margaret University                                   |
| <b>2</b>  | <b>Teaching Institution</b>                           | Metropolitan College (MC)                                   |
| <b>3</b>  | <b>Work based learning</b>                            | Metropolitan College (MC)                                   |
| <b>4</b>  | <b>Programme accredited by</b>                        | N/A   |
| <b>5</b>  | <b>Final award</b>                                    | BA (Hons) International Hospitality and Tourism Management  |
| <b>6</b>  | <b>Programme</b>                                      | BA (Hons) International Hospitality and Tourism Management  |
| <b>7</b>  | <b>SCQF Level</b>                                     | 10  |
| <b>8</b>  | <b>UCAS code (or other coding system if relevant)</b> | N/A   |
| <b>9</b>  | <b>Mode of delivery and duration</b>                  | Full time/ 4 year programme (or 3-year in fast track route) |
| <b>10</b> | <b>Date of validation/review</b>                      | May 2020  |

## 10. Educational Aims of the International Hospitality and Tourism Management programme

1. The aims of the programme are:
2. To prepare and develop graduates for a management career in the hospitality and tourism industries
3. 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
4. To develop students' intellectual; capabilities of analysis and interpretation, critical evaluation, selection and synthesis, reasoned argument, research and problem solving
5. To develop graduates who can demonstrate effective management, leadership, IT, numerical, communication and research skills
6. 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
7. 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
8. 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**

Subject benchmark statement: Business and Management (November 2019)

## **12. Learning Outcomes of the Programme**

### **Programme Outcomes**

#### **A. Knowledge and Understanding**

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

1. The defining characteristics of tourism and hospitality in the modern world.
2. The central role of the tourism infrastructure and hospitality providers
3. The expectations of the guest/consumer
4. The impact of tourism and hospitality industries on the environment
5. Appropriate theories and concepts from the generic management areas applied to the tourism and hospitality contexts.
6. The application of technical, managerial and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems in the tourism and hospitality arenas
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 variety of tourism and hospitality contexts.

#### **B. 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 tourism and hospitality domains
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

#### **C. 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 tourism and hospitality workplace and in the analysis of findings and presentation of work.

#### **D. 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. Identify appropriate sources and apply business research methods appropriately
7. Reflect on their own practice
8. Plan and manage learning and work to deadlines
9. Develop independent learning skills, with a deep appreciation of cultural, ethical and gender issues
- 10.

#### **13. Teaching and learning methods and strategies**

- The learning/teaching strategies adopted by the programme aim to encourage independent and active learning. A wide range of active teaching methods will be employed throughout the programme including
- Practical workshops – enabling experimentation and the analysis and discussion of issues, documents and materials;
- Lectures – providing the opportunity for the presentation of an extended and coherent line of argument;
- Seminars – to generate group and individual creativity, discussion and reflection;
- Guided reading and independent study – to enable participants to engage with relevant and appropriate debate;
- Supported self-study using relevant materials – to promote individual enquiry and development;
- Individual tutorials – to enable a more extended, in-depth analysis and support of self-study;
- Formative assessment tasks to allow students to monitor their own understanding and engagement will be provided a regular interval throughout the module.

#### 14. Assessment strategies

| <b>Level 1</b>                                |                |                 |   |
|---|----------------|-----------------|---|
| <b>Module</b>                                 | <b>Credits</b> | <b>Semester</b> | <b>Assessment</b>   |
| Study skills for business students            | 0              | 1               | 100% formative assessment   |
| English for Tourism and Hospitality           | 0              | 1+2             | 100% formative assessment   |
| Business Economics                            | 20             | 1               | 50% test<br>50% exam  |
| Introduction to Hospitality and Tourism       | 20             | 1               | 50% written coursework 1,500 words<br>50% written exam  |
| Principles of Tourism Marketing               | 20             | 1               | Group Presentation 50% (10' minutes)<br>Written Examination 50% 1h  |
| Theory and Practice of Finance and Accounting | 20             | 2               | 50% in-class test<br>50% in-class exam  |
| Principles and Practice of Tourism Management | 20             | 2               | Individual report (2000 words) 50%<br>50% Group presentation  |
| Events Management: An introduction            | 20             | 2               | 50% on practical component (30% group event, 20% participating in events)<br>50% on essay related to theoretical inputs (2,000 words) |
| <b>Level 2</b>                                |                |                 |   |
| <b>Module</b>                                 | <b>Credits</b> | <b>Semester</b> | <b>Assessment</b>   |
| Human Resource Management                     | 20             | 1               | 50% Case Study<br>50% Written Exam  |
| Hospitality Operations Management             | 20             | 1               | 50% Group Presentation Assignment 50% Exam (multiple choice)  |
| Contemporary Food and Drink                   | 20             | 1               | 50% Individual Assignment<br>50% Practical Skills Assessment  |
| Enhancing Customer Experience                 | 20             | 2               | 70% Reflective report<br>30% Written group work   |
| Internship                                    | 40             | 2               | 25% for Tripartite Learning Agreement<br>75% for Reflective Portfolio   |
| English for Tourism and Hospitality           | 0              | 1+2             | 100% formative assessment   |
| <b>Level 3</b>                                |                |                 |   |
| <b>Module</b>                                 | <b>Credits</b> | <b>Semester</b> | <b>Assessment</b>   |
| Exploring Strategy                            | 20             | 1               | 50% report<br>50% exam  |
| Innovation, entrepreneurship and start ups    | 20             | 1               | 75% business plan<br>25% bank-style interview   |
| Niche Tourism                                 | 20             | 1               | 40% Literature review<br>60% Essay  |
| Digital Management of Tourism and hospitality | 20             | 2               | 70% Individual Assignment (2500 words)<br>30% Group Presentation (15 minutes)   |
| Business Research Methods                     | 20             | 2               | 60% Research Portfolio<br>40% Written exam  |
| International Destination Management          | 20             | 2               | 100% Individual assignment  |
| <b>Level 4</b>                                |                |                 |   |
| <b>Module</b>                                 | <b>Credits</b> | <b>Semester</b> | <b>Assessment</b>   |
| Management Insight and Consultancy (20)       | 20             | 1               | 50% word report (3000 words)  |

|  |    |       |   |
|--|----|-------|---|
|  |    |       | 50% Personal development plan (1000 words)                |
| Sustainability and CSR in the Hospitality industry | 20 | 1     | 100% Individual essay (3000 words)                        |
| Contemporary issues in Hospitality & Tourism       | 20 | 2     | 50% individual essay<br>50% conference style presentation |
| Dissertation (60)                                  | 60 | 1 & 2 | Dissertation  |

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

**BA (Hons) International Hospitality and Tourism Management  
Level One**

| Code  | Title   | Credits | Semester |
|-------|---|---------|----------|
| B1100 | Study Skills for Business Students            | 0       | Y        |
| B1XXX | English for Tourism and Hospitality I         | 0       | Y        |
| B1XXX | Principles of Tourism Marketing               | 20      | 1        |
| B1104 | Introduction to hospitality & tourism         | 20      | 1        |
| B1109 | Business Economics                            | 20      | 1        |
| B1108 | Theory and practice of Finance and Accounting | 20      | 2        |
| B1105 | Principles and practice of tourism management | 20      | 2        |
| B1XXX | Events management: An introduction            | 20      | 2        |

**Level Two**

| Code      | Title                                  | Credits | Semester |
|-----------|--|---------|----------|
| B2XX<br>X | English for Tourism and Hospitality II | 0       | Y        |
| B2XX<br>X | Hospitality Operations                 | 20      | 1        |
| B212<br>7 | Human Resource Management              | 20      | 1        |
| B2XX<br>X | Contemporary Food and Drink studio     | 20      | 1        |
| B2XX<br>X | Internship                             | 40      | 2        |
| B210<br>4 | Enhancing Customer Experience          | 20      | 2        |

**Level Three**

| Code  | Title                                      | Credits | Semester |
|-------|--|---------|----------|
| B3132 | Exploring Strategy                         | 20      | 1        |
| BXXXX | Niche Tourism                              | 20      | 1        |
| B3210 | Innovation, entrepreneurship and start-ups | 20      | 1        |
| B3171 | Business Research Methods                  | 20      | 2        |

|       |   |    |   |
|-------|---|----|---|
| B3XXX | International Destination Management          | 20 | 2 |
| B3XXX | Digital Management of Tourism and Hospitality | 20 | 2 |

#### Level Four

| Code  | Title   | Credits | Semester |
|-------|---|---------|----------|
| B4135 | Management Insight and Consultancy                          | 20      | 1        |
| B4XXX | Sustainability and CSR in the Hospitality Industry          | 20      | 1        |
| B4XXX | Contemporary Issues (challenges) in Hospitality and Tourism | 20      | 2        |
| B4136 | Honours Dissertation  | 60      | Y        |

#### 16. Criteria for admission

The standard precepts of the University Admissions Regulations apply to all applicants, including those which pertain to non-standard entry and accreditation of prior learning, as summarised at: <https://www.qmu.ac.uk/media/6609/admissions-policy.pdf>

Applicants, in order to be considered for admission should have a Greek Secondary School Diploma / 'Apolyterion of Lykeio' or equivalent (e.g., International Baccalaureate, European Baccalaureate, etc.) with a grade 10 or above. This requirement is in line with the Greek government's minimum standard for access to higher education.

High school leaving certificates issued by vocational Lyceums, such as TEE or EPAL and foreign certificates which are equivalent to the Greek Lyceum certificate (e.g. International Baccalaureate, European Baccalaureate, etc.) are also accepted.

Non-native Greek speakers, may be admitted to the programme on demonstrating that:

- They hold a qualification recognised by QMU for admission to undergraduate programmes, as documented in the University Admissions Regulations.
- They hold a certificate of attainment in Greek at Level D (<http://www.greeklanguage.gr/greekLang/certification/index.html>)

#### 17. Support for students and their learning

AMC strives for excellence in supporting students in many ways and provides the following student support:

- Personal Academic Tutors
- Student handbooks
- Access to the Academic Learning Centre. Library and IT support
- Access to Student Services: Careers Office, English Language Support, Counselling
- 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/>