Programme Specification:
International Hospitality & Tourism Management

1	Awarding Institution	Queen Margaret University
2	Teaching Institution	Queen Margaret University
3	Professional body accreditation	N/A
4	Final Award	BA Hons
	Subsidiary exit awards	BA International Hospitality & Tourism Management
		Certificate in Higher Education
		Diploma in Higher Education
5	Programme Title	International Hospitality & Tourism Management
6	UCAS code	N890 BA/IHTM
7	SCQF Level	7-10
8	Mode of delivery and duration	Taught, full and part time, FT 3 or 4 years
9	Date of validation/review	April 2018

10. Educational aims of the programmes

The aims of the International Hospitality & Tourism Management programme are:

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

2. To develop understanding and knowledge of the nature of tourism and hospitality alongside the organisation, management and impacts associated with the provision and consumption of tourism and hospitality 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 the 21st century customer and to demonstrate those with confidence and integrity

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

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

   Relevant QAA Subject Benchmarks (See http://www.qaa.ac.uk/publications/information-and-guidance/publication?PubID=2915#.WpalP5q7LZ4)

   Scottish Credit Qualifications Framework (See http://scqf.org.uk/the-framework/)

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 tourism and hospitality in the modern world and the role of the external environment

2. The central role of tourism infrastructure and hospitality providers

3. The expectations of the tourist/guest/consumer

4. The impact of the tourism and hospitality industries on the environment

5. Appropriate theories and concepts from generic management areas as applied to 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. Awareness of the sustainability of any new venture within a variety of tourism and hospitality contexts, allied to current and future trends, developments and issues

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

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

1. Plan, design, execute and evaluate practical activities in a variety of organisational contexts

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. Engage with relevant information technology in the tourism and 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 information 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 ethos that informs our learning, teaching and assessment derives from the wider mission of QMU and the philosophy and focus of the School of Arts, Social Science and Management. Our ambition is that our graduates will be distinctive agents of change; leaders and managers who are ethical, entrepreneurial, flexible, problem solvers, confident and internationally aware, and who will go out into their wider organisations and communities to learn and to make a difference. By increasing the focus on the economic, environmental and social sustainability of business and the practices of responsible business, we have developed an approach to business and management learning in its broadest context that is in tune with events in the wider environment within which our graduates will work. Further, we focus in our programme on the development of knowledge and skills that equip our graduates for employment and self-employment.

To implement this strategy, a variety of learning, teaching and assessment methods allow students to demonstrate their mastery of theory, practice and to celebrate achievement in as wide a variety of contexts as possible. Students will be encouraged to develop confidence in and demonstrate mastery of selecting, transforming and applying theory in a range of different situations. This includes, for level four students, a placement opportunity.

One of the key goals of our approach is to place the student at the centre of the learning experience and to empower them to take ownership of the learning process. This approach encourages the practice of critical thinking and reasoning, encourages challenges to claims and assumptions and encourages understanding of the limits and uncertainties of knowledge. It is also used to provoke an attitude of enquiry and the development of personal qualities such self-management, self-reflection, initiative, enterprise and team-working.

As is evident from the module catalogue, we follow the standard teaching delivery patterns of our School. This means that across four years of study, the balance of activity shifts from the classroom based to the directed and independent, self-directed learning.

14. Assessment strategies

The assessment strategy is designed to provide students with practice and opportunities to demonstrate their mastery of learning outcomes, provide feedback for improved learning, and offer diagnosis of strengths and weakness to develop reflective practice.

As can be seen in more detail from the module catalogue, assessment throughout the programme is both formative and summative and is designed to encourage deep rather than superficial learning. Examinations take a number of forms including unseen questions, case study analysis, MCQs (online and paper), and open book. Other forms of assessment include essays, management reports, individual and group presentations, video recorded role plays, poster presentations, reflective portfolios, project proposals and the Honours dissertation project. These assessment tools allow students to demonstrate their acquisition of knowledge and understanding through a variety of approaches. They also allows students both to develop and be tested on a range of transferable skills.

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

Level One

B1113	Introduction to Marketing	20 credits	Sem 1
B1092	Introduction to Tourism	20 credits	Sem 1
B1093	Introduction to Hospitality	20 credits	Sem 1
B1073	Introduction to Finance and Accounting	20 credits	Sem 2
B1111	Management for Hospitality and Tourism	20 credits	Sem 2
B1114	Management for Hospitality and Tourism	20 credits	Sem 2

Level Two

B2083	Operations Management	20 credits	Sem 1
B3200	IHTM Internship OR:	20 credits	Sem 1
B2084	Business Law	20 credits	Sem 1
B2116	Market Diversification in Hospitality and Tourism	20 credits	Sem 1
B2082	Human Resource Management	20 credits	Sem 2
B2112	Digital Business & E-Commerce Futures	20 credits	Sem 2
B2117	Revenue Management in Hospitality and Tourism	20 credits	Sem 2

Level Three

B3192	Research Methods and Skills	20 credits	Sem 1
B3133	New Enterprise Creation	20 credits	Sem 1
B3197	Tourism in Developing Countries	20 credits	Sem 1
B3195	People, Planet, Profit	20 credits	Sem 2
B3196	Design for Hospitality and Tourism	20 credits	Sem 2
Various	Elective	20 credits	Sem 1

Level Four

B4132	Strategy as Practice	20 credits	Sem 1
B4131	International Destination Management and Marketing	20 credits	Sem 1
B4129	International leadership for Hospitality and Tourism	20 credits	Sem 2
B4130	Contemporary Issues in Hospitality and Tourism	20 credits	Sem 2
B4099 Or B3134	Dissertation Or Business Project	40 credits	Year long

Electives

Level Three

B3107	Logistics and Supply Chain Management	20 credits
B3143	Attractions Management	20 credits
B3092	Advertising and Marketing Communications	20 credits
B3142	Contemporary Food and Drink	20 credits
B3144	Sustainable Development	20 credits
B3200	IHTM Internship	20 credits

Level Four

B4124	Financial Risk Management	20 credits
B4125	Equality and Diversity	20 credits

Placements
The opportunity to develop experience in the workplace and to build employability via the application of theory into practice is a key facet of the suite of the programme.

Within the BA (Hons) International Hospitality and Tourism Management degree, the placement happens at either Level 2 or 3 and follows a pattern well-established by the School.

As noted above, this feature allows the student to apply theory in 'real world' contexts, and to develop transferable skills useful beyond university.

16. Criteria for admission

Students are admitted to the Undergraduate programmes within the Division of Business, Enterprise and Management from a diverse variety of academic backgrounds. Typically, these include:

- Entrants who apply directly from school;
- Entrants from Further Education in the UK or its equivalent in mainland Europe;
- Students who develop their studies with a Trans-national educational partner and transfer to our Edinburgh campus for Level 3; and
- Mature students who have typically devoted time to employment and/or caring responsibilities prior to entry.

The variety of learner journeys is reflected in our admissions criteria.

Scottish Higher: BBBC (102 UCAS points)

A Level: BCC (104 UCAS points)

Irish Leaving Certificate: H2 H3 H3 H3 (102 UCAS points)

International Baccalaureate: 28 points

International: IELTS of 6.0 with no element lower than 5.5

Required subjects: Maths and English at S/Int2/N5/GCSE

Direct Entry

Year Two

HNC: HNC in a related subject with B in the graded unit

Scottish Higher: BC at Advanced Higher (88 UCAS points) in relevant subjects plus BB at Higher (54 UCAS points)

A Level: BBB in relevant subjects (120 UCAS points)

Year Three

HND: HND in a related subject with CB in the graded unit

For details of related HNC and HND courses, see www.qmu.ac.uk/college-qualifications.

Mature/Access: We welcome applications from mature students with relevant qualifications and /or experience. Mature applicants (over 21) may be admitted without the usual formal qualifications as long as they can demonstrate capability for sustained study. See related Access courses.

17.   Support for students and their learning

The programme team prides itself on being approachable and attentive to all our students. This ethos blends well with the range of structured student support available, which includes:
    a. Personal Academic Tutors
    b. Student handbooks
    c. Access to Effective Learning Services, LRC, Hub and IT support
    d. Access to Student Services: careers, counselling, disability advice
    e. Representation through Student-Staff Consultative 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/