

	Subject to validation	
	Course specification last updated and signed off	18 th October 2019, Neville Kendall (Course Director)
Professional, Statutory & Regulatory Body accreditation		
Reference points:	Internal	Corporate Strategy 2015-2020 Academic Quality and Enhancement Manual School Strategy LSBU Academic Regulations
	External	QAA Quality Code for Higher Education 2013 Framework for Higher Education Qualifications Subject Benchmark Statements (Dated) PSRB Competitions and Markets Authority SEEC Level Descriptors 2016
B. Course Aims and Features		
Distinctive features of course	<p>This programme is intended for students wishing to develop a career in the tourism and hospitality sectors. It is suitable for those with or without work experience in the sector as this may be gained as part of the course of study. The Subject Area's reputation (LSBU has taught Hospitality since 1987 and Tourism since 1993) is as one of the most vocational of the tourism and hospitality degree courses in England. The emphasis is on equipping students with the ability, skills and knowledge to successfully develop careers in tourism and hospitality companies or to start their own businesses.</p> <p>Philosophy of the Scheme:</p> <p>Contextualised Management Studies The philosophy underlying the Tourism and Hospitality Scheme is that of the contextualised management degree. Generic, transferable management skills and disciplines (i.e. Information Technology, Finance, Marketing and Human Resource Management) are contextualised to the specialist economic sector that is comprised of the Tourism and Hospitality industries.</p> <p>These industries carry with them particular management issues peculiar to themselves. These include the social, cultural, economic and environmental impacts of their operation on the host communities and the influence of globalisation and product standardisation on individual destination areas. Therefore, there are specific ethical and management and development issues related to the functioning of the sector that the scheme explores, analyses and critically appraises.</p> <p>The degree emphasises the management of strategic issues that arise in the sector, including marketing, business development and management, leadership, ethical and sustainability issues.</p>	

	<p>It will be relevant to those wanting to develop their management careers or own businesses in the Tourism and Hospitality fields. It is the philosophy of this degree to encourage students to examine growth opportunities in Tourism and hospitality businesses and destinations.</p> <p>It will, therefore, apply to both commercial and non-commercial elements of the sector, the latter often requiring public: private partnership forms of governance. It will seek to equip students with appropriate skills, tools and knowledge to operate innovatively in the global tourism and hospitality environments.</p> <p>The nature of the teaching and assessment will allow students to apply the theories and processes learnt in class to their preferred setting (e.g. public or private sector; tourism or hospitality industries; UK, European or International)</p>
Course Aims	<p>The aims of the MSc International Tourism and Hospitality Management degree are:</p> <ul style="list-style-type: none"> • To ensure students gain an appropriate range and depth and critical appreciation of knowledge regarding the issues surrounding the management of tourism and hospitality organisations in the international business environment • To equip students with an appropriate range of research, transferable and practical skills • appropriate to them working within the international arena • To ensure students develop an appropriate ethical approach to the tourism and hospitality management • To instil in students the ability to work effectively, both independently and in collaboration, in order • To solve issues surrounding the management of international tourism and hospitality businesses and other organisations • To foster and develop within students the ability to generate creative and resourceful solutions to problems via the adoption of intellectually rigorous methods of enquiry • To provide students with the opportunity to engage in reflective learning through the participation of practitioners in the teaching of the degree, via the analysis of their own experience and the evaluation of a field trip to a destination outside the UK. • Demonstrate, through the satisfactory completion of a dissertation or extended management report, the ability to undertake a substantial self-managed field or desk research study that synthesises skills of problem and issue identification, research methodology, critical analysis and the drawing of logical conclusions.
Course Learning Outcomes	<p>A. Students will have knowledge and understanding of:</p> <p>A1. Analyse stakeholder positions on different management issues and the reason for their stances</p> <p>A2. Evaluate ethical issues faced by managers, and their responses to them, in the tourism and hospitality sector</p>

	<p>A3. Evaluate the impact of different business environments on managerial decision-making and the associated strategies</p> <p>A4. Apply the skills of strategy making, marketing and leadership to a range of business and development issues</p> <p>A5. Articulate personal and corporate values and responsibilities</p> <p>A6. Reflect on their own responses to business and development issues in the sector</p> <p>B. Students will develop their intellectual skills such that they are able to:</p> <p>B1. Articulate innovative response to a range of business and development issues associated with tourism and hospitality</p> <p>B2. Demonstrate originality in the evaluation of a range of complex and unpredictable situations</p> <p>B3. Engage critically with the analysis of data, verbal information and academic concepts</p> <p>B4. Evaluate and apply appropriate research methodologies to given situations</p> <p>B5. Develop enhance critical and evaluative skills and the tools with which to apply them</p> <p>C. Students will acquire and develop practical skills such that they are able to:</p> <p>C1. Diagnose the causes of business and development issues and generate a range of potential solutions</p> <p>C2. Prioritise the issues, problems and solutions that arise out of the business and development environment</p> <p>C3. Collect data using a variety of techniques appropriate to the issue being investigated</p> <p>C4. Demonstrate enhanced communication skills and techniques and apply these to appropriate situations</p> <p>C5. Analysis and compile strategic documents</p> <p>D. Students will acquire and develop transferrable skills such that they are able to:</p> <p>D1. Interpret business and professional documents</p> <p>D2. Work effectively as a member of a team</p> <p>D3. To synthesise information into coherent arguments and reports</p> <p>D4. Demonstrate personal responsibility in addressing tasks and problems</p> <p>D5. To demonstrate confidence in communicating with industry stakeholders</p>
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C. Teaching and Learning Strategy

Core knowledge is developed through the lecture programme and students' self-managed learning. Deeper understanding is achieved through evaluative work in seminars and workshop sessions, and residential and day field study visits.

A range of techniques are used to help to ensure that the degree is both up to date and vocational (e.g. case study analysis, guest speakers, residential and day field trips, and applying theory to real-life examples and situations).

The opportunity to undertake an industrial placement gives first-hand experience of working life to those who feel they would benefit from it, and deepens understanding of practical and management problems in the students' chosen field of study.

Research Methods is taught throughout the degree introducing methodologies and techniques into the appropriate unit.

Transferable skills are taught and developed throughout the course. Students are expected to present and evidence work to a high standard and to develop clear and persuasive arguments. The nature of the company shadowing exercise requires a high degree of independent, self-organised, reflective learning.

Teaching will be by guidance in class and in personal tutorial requested by students. Where necessary students will be directed to the University's central support services to develop their academic and transferable skills

D. Assessment

Knowledge and understanding is assessed by coursework, examination, reflective study and analysis of industrial practice.

The above knowledge and understanding will be assessed using a variety of methods appropriate to Level 7.

Intellectual skills are developed in all assessments, especially those where the student is required to engage with industry and with real life examples to generate evaluative reports. In particular, the assessments in City Marketing; Business Strategy and Management; Marketing Strategy and Professional Leadership require industry engagement. The Critical Issues and Cross Cultural Management modules are more desk-based and develop students' ability to apply theory to evaluate issues using secondary data.

Communication skills are assessed through class presentations and in the ability of students to gather information for the company shadowing project. Data collection skills run throughout the course and culminate in the dissertation. Students are tested on their ability to generate strategic documents in City Marketing and Marketing Strategy.

Other assessments may include: computer based presentations; research reports, project work, reflective learning and exams.

A Programme Mapping exercise is shown in Appendix 1 where units are plotted against the various Outcomes identified above.

E. Academic Regulations

The University's Academic Regulations apply for this course. Any course specific protocols will be identified here.

F. Entry Requirements

An undergraduate degree in any discipline at award level 2:2 or above. Overseas awards will be accepted subject to equivalence at this level.
 Extensive work experience (usually 2 years or more at managerial level in the sector) may allow admission based on the faculty's APEL policy.
 Access to the Top – Up route will be via 100 credits or more at Level 7 from the Post-Graduate Diplomas of The Confederation for Tourism and Hospitality and The Organisation for Tourism and Hospitality. Students will need at least half of their units at 'Credit / Merit' level or above, or as otherwise stated in the Articulation Agreements as they are up dated. Preference will be given to students that have a degree and/or have successfully completed an extended research project.
 Overseas, non-native English speakers will be required to have gained IELTS 6.5 / TOEFL 580 (paper based)
 Applicants may be asked to participate in a group interview to aid the selection process.

G. Course structure(s)

Course overview

The degree is divided, pedagogically into two halves. Semesters 1 and 2 follow a traditional classroom based approach analysing theory and case studies. A field trip allows direct contact with industry players in an international situation. The students' self-management skills are then tested more fully in the undertaking of the Dissertation or Extended Management Report. We reserve the right to change the semesters in which the modules are taught.

3059 MSc International Tourism and Hospitality Management FT (Sep to Sep , 12 months)

SEMESTER 1		SEMESTER 2	
UEL_7_BMS Business and Management Strategy	20	UEL_7_CTM City Marketing	20
UEL_7_CCM Cross-Cultural Management	20	UEL_7_MST Marketing Strategy	20
UEL_7_CTH Critical issues in Tourism and Hospitality Industry	20	UEL_7_PRL Professional Leadership	20
UEL_7_DSS Dissertation or UEL_7_EMR Extended Management Report (throughout the year)		60	

3060 MSc International Tourism and Hospitality Management PT (Sep to Sep, 24 months)

YEAR 1			
SEMESTER 1		SEMESTER 2	
UEL_7_BMS Business and Management Strategy	20	UEL_7_CTM City Marketing	20

UEL_7_CTH Critical issues in Tourism and Hospitality Industry	20	UEL_7_PRL Professional Leadership	20
YEAR 2			
SEMESTER 1		SEMESTER 2	
UEL_7_CCM Cross-Cultural Management	20	UEL_7_MST Marketing Strategy	20
UEL_7_DSS Dissertation or UEL_7_EMR Extended Management Report (throughout the year)			60

5162 MSc International Tourism and Hospitality Management (with placement) FT (Sep to June, Sep to Jan, 16 months)

YEAR 1			
SEMESTER 1		SEMESTER 2	
UEL_7_BMS Business and Management Strategy	20	UEL_7_CTM City Marketing	20
UEL_7_CTH Critical issues in Tourism and Hospitality Industry	20	UEL_7_PRL Professional Leadership	20
UEL_7_CCM Cross-Cultural Management	20	UEL_7_MST Marketing Strategy	20
YEAR 2			
SEMESTER 1		SEMESTER 2	
Placement			
UEL_7_DSS Dissertation or UEL_7_EMR Extended Management Report (Sep to Jan)	60		

5163 MSc International Tourism and Hospitality Management PT (3 years)

YEAR 1			
SEMESTER 1		SEMESTER 2	
UEL_7_BMS Business and Management Strategy	20	UEL_7_CTM City Marketing	20
UEL_7_CTH Critical issues in Tourism and Hospitality Industry	20	UEL_7_PRL Professional Leadership	20
YEAR 2			
SEMESTER 1		SEMESTER 2	
UEL_7_CCM Cross-Cultural Management	20	UEL_7_MST Marketing Strategy	20
YEAR 3			
SEMESTER 1		SEMESTER 2	
Placement			
UEL_7_DSS Dissertation or UEL_7_EMR Extended Management Report (Sep to May)			60

4091 - MSc International Tourism and Hospitality Management (Top Up) FT (6 Months)
One semester only (Sep to Jan or Jan to June)

SEMESTER 1

UEL_7_DSS Dissertation	60
UEL_7_REM Research Methods Unit	20

Placements information

Students undertaking placement are required to work for 6 months in a relevant organisation. The students' self-management skills are then tested more fully in the undertaking of the Dissertation or Extended Management Report.

H. Course Modules

Module Code	Module Title	Level	Semester	Credit value	Assessment
UEL_7_BMS	Business and Management Strategy	7	1	20 CAT	Coursework
UEL_7_CTH	Critical issues in Tourism and Hospitality Industry	7	1	20 CAT	Coursework
UEL_7-CTM	City Marketing	7	2	20 CAT	Coursework
UEL_7-PRL	Professional Leadership	7	2	20 CAT	Coursework
UEL_7_CCM	Cross Cultural Management	7	1	20 CAT	Coursework and Seen Exam
UEL_7_MST	Marketing Strategy	7	2	20 CAT	Coursework
None	Research Methods	7	1/2		N/A
UEL_7_DSS	Dissertation	7	2	20 CAT	Coursework
UEL_7_DSS	Extended Management Report	7	2	20 CAT	Coursework

I. Timetable information

The timetable day and timeslots may vary each year. Up-to-date information can be obtained from the course director.

J. Costs and financial support

Course related costs

- The residential fieldtrip is covered by the tuition fee. Local transport to access and return home from the location of day visits and to access and depart from the departure/finish point

for the residential fieldtrip are additional costs for the students. The departure/finish point for the residential fieldtrip will be in or near to London.

Tuition fees/financial support/accommodation and living costs

- Information on tuition fees/financial support can be found by clicking on the following link - <http://www.lsbu.ac.uk/courses/undergraduate/fees-and-funding> or
- <http://www.lsbu.ac.uk/courses/postgraduate/fees-and-funding>
- Information on living costs and accommodation can be found by clicking the following link- <https://my.lsbu.ac.uk/my/portal/Student-Life-Centre/International-Students/Starting-at-LSBU/#expenses>

List of Appendices

Appendix A: Curriculum Map

Appendix B: Personal Development Planning

Appendix A: Curriculum Map

This map provides a design aid to help course teams identify where course outcomes are being developed, taught and assessed within the course. It also provides a checklist for quality assurance purposes and may be used in validation, accreditation and external examining processes. Making the learning outcomes explicit will also help students to monitor their own learning and development as the course progresses.

Knowledge and Understanding and Intellectual skills gained from Level 1

Unit	Knowledge and Understanding						Intellectual Skills				
	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5
Level 7											
Critical Issues in T&H	TDA	TDA	D				TDA	TDA	TDA		TD
City Marketing	TDA	TDA	TD				TDA	TDA	TDA		TD
Cross Cultural Management	TDA	TDA	TDA		TDA		TDA	DA	TDA		TD
Business and Management Strategy	TD	TDA	TDA	TDA	TDA	TDA	TDA	TDA	TDA		TDA
Marketing and E. Distribution	D	D	D	TDA	DA	TDA	TDA	TDA	TDA		TDA
Professional Leadership	TDA	TDA	TDA	TDA	TDA	DA	TDA	TDA	TDA		TDA
Dissertation with Research Methods						TDA		D	TDA	TDA	TDA
Extended management Report						TD		D	TDA	TDA	TDA
Research Methods (Top Up)						TDA	D	D	TDA	TDA	TDA

Practical and Transferable skills gained from level 1

Unit	Practical Skills					Transferable Skills				
Level 7	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Critical Issues in T&H	D		D					TD	D	
City Marketing			TD		TDA	D	TD	TDA	D	D
Cross Cultural Management	TDA	TDA	TDA					DA	D	
Business and Management Strategy	TDA	TDA	T	TDA	D	TDA		TDA	TDA	TDA
Marketing and E. Distribution	TDA	TDA	TDA	TDA	TDA	TDA		TDA	TDA	TDA
Professional Leadership	TDA	TDA	TDA	TDA	D	TDA	D	TDA	TDA	TDA
Dissertation with Research Methods			TDA	TDA		TDA		TDA	TDA	TDA
Extended management Report			TDA	TDA		TDA		TDA	TDA	TDA
Research Methods (Top Up)			D					TDA	TDA	TDA
Dissertation (Top Up)			TDA	TDA		TDA		TDA	TDA	TDA

Appendix B: Personal Development Planning

Personal Development Planning (PDP) is a structured process by which an individual reflects upon their own learning, performance and/or achievement and identifies ways in which they might improve themselves academically and more broadly. Course teams are asked to indicate where/how in the course/across the modules this process is supported.

Approach to PDP	Level 7
1 Supporting the development and recognition of skills through the personal tutor system.	<ul style="list-style-type: none"> Scheduled and ad hoc meetings with either the course director or a nominated personal tutor (depending on the size of the cohort)
2 Supporting the development and recognition of skills in academic modules/modules.	<ul style="list-style-type: none"> Discussions in lectures and seminar activities. Sessions and advice provided by the university's central support services
3 Supporting the development and recognition of skills through purpose designed modules/modules.	<ul style="list-style-type: none"> N/A
4 Supporting the development and recognition of skills through research projects and dissertations work.	<ul style="list-style-type: none"> The research methods classes are designed to build on the research methods which are taught in the academic modules and to prepare students to undertake their dissertation or extended management report.
5 Supporting the development and recognition of career management skills.	<ul style="list-style-type: none"> Informal discussions with the course director and teaching team Workshops and one-to-one meeting with staff in the University's Jobshop and Enterprise teams
6 Supporting the development and recognition of career management skills through work placements or work experience.	<ul style="list-style-type: none"> Informal discussions with the course director and teaching team Workshops and one-to-one meeting with staff in the University's Jobshop and Enterprise teams Completion of an extended management report at the end of the placement

7 Supporting the development of skills by recognising that they can be developed through extra curricula activities.	<ul style="list-style-type: none"> • Introduction to the help and support offered by the University's various central support services
8 Supporting the development of the skills and attitudes as a basis for continuing professional development.	<ul style="list-style-type: none"> • The importance of continuing professional development is covered during the teaching of the various modules which students study
9 Other approaches to personal development planning.	
10 The means by which self-reflection, evaluation and planned development is supported e.g. electronic or paper-based learning log or diary.	<ul style="list-style-type: none"> • Email communications and face-to-face conversations with students • Paperwork used by the University's central support services