

Programme Design Template CDA3 Programme specification



CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data		
Awarding Institution	University of the West of England	
Teaching Institution	University of the West of England	
Delivery Location	Frenchay Campus	
Faculty responsible for programme	Business and Law	
Department responsible for programme	Business Management	
Modular Scheme Title	Postgraduate Modular Scheme	
Professional Statutory or Regulatory Body Links	Not applicable	
<i>Name of PSRB</i> <i>Type of approval</i> Dates		
Highest Award Title	MSc International Tourism Management	
Default Award Title	MSc International Tourism Management	
Interim Award Titles	PG Dip International Tourism Management PG Cert International Tourism Management	
UWE Progression Route		
Mode(s) of Delivery	Full-time, part-time	
Codes	UCAS:	JACS:
	ISIS2: N83212	HESA:
Relevant QAA Subject Benchmark Statements	Hospitality, Leisure, Sport and Tourism, 2008 and Master's degrees in Business and Management, 2007	
CAP Approval Date	26/7/12	
Valid from date	1 September 2012	
Valid until Date	1 September 2018	
Version	2	

Part 2: Educational Aims of the Programme

This programme aims to equip students with the in-depth knowledge and intellectual skills to synthesise and apply relevant theoretical concepts in the context of international tourism development and management. It also seeks to provide students with the opportunity to further develop their abilities to think critically, to evaluate, to deal with complex tourism-related problems and issues and in doing so to become informed practitioners. The programme adopts a multi-disciplinary perspective in examining tourism as an industry and as a global phenomenon with the intention of preparing students to secure managerial positions in a variety of organisations, from transnational corporations to small- and medium-sized enterprises and organisations involved in policy-making and tourism development.

The specific aims of the programme are:

1. To develop in students an in-depth understanding and critical awareness of major conceptual, multi-disciplinary and applied research at the forefront of the Tourism subject field and the means to reflect critically on this
2. To develop current and potential providers of tourism as 'informed practitioners', with the capacity for autonomous thought, critical self-reflection and the ability to undertake independent research and advanced scholarship
3. To enable students to augment their analytical research and problem-solving skills and apply these in a variety of complex international tourism-related contexts, with a view to informing current and future theory and practice
4. To encourage the further development of qualities and transferable skills necessary for tourism employment and to foster in students a commitment to their own learning and continuing professional development
5. To provide students with the opportunity to gain a practical understanding of, and to critically evaluate, relevant research techniques and methods used to create, interpret and construct knowledge in the area of international tourism management

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Learning Outcomes

Teaching, Learning and Assessment Strategies

A Knowledge and Understanding

A Knowledge and understanding

1. to demonstrate critical awareness of major conceptual, multi-disciplinary and applied research at the forefront of tourism as an international subject field

Teaching/learning methods and strategies:

Acquisition of 1 is through the study of tourism as an international subject field which underpins a number of the core modules. In particular, the module Critical Issues in Tourism and Events Management exposes students to knowledge at/near to the forefront of tourism and events as subject fields, and encourages them to engage with contemporary issues of relevance and substance.

Additional support is provided through Managing Tourism in Global Contexts and International Destination Planning and Development which deal with a range of issues and challenges facing tourism providers today, drawing on multi-disciplinary research and tourism case studies from a variety of

Part 3: Learning Outcomes of the Programme

2. to demonstrate appreciation of the economic, social and cultural significance of tourism at a variety of scales (global-local, society-the individual)

countries. The Dissertation (Events and Tourism) module enables students to contribute to this body of knowledge through their own independent research.

Acquisition of 2 is achieved through studying the economic, environmental and socio-cultural benefits and consequences of tourism for a variety of destinations and people internationally in the modules International Destination Planning and Development and Critical Issues in Tourism and Events Management.

Additional support is provided through Managing Tourism in Global Contexts.

3. to explain, critique and apply theories, concepts and ideas drawn from various disciplines, in particular business and management, that are relevant to understanding the challenges of working in and managing a variety of tourism organisations

Acquisition of 3 is through the study of marketing in Meeting Customer Needs, financial management and information management in the Managing Finance module, project management in the Project Management module, economics in the International Destination Planning and Development, and service operations management in the Managing Tourism in Global Contexts module.

Additional support is provided through encouraging students to apply the various business and management theories in the context of international tourism throughout their modules and to put them into practice in the Work-based Learning module.

4. to demonstrate in-depth knowledge of how to use resources effectively, within the context of planning, developing and managing tourism operations ethically and sustainably

Acquisition of 4 is through gaining knowledge of the importance of good corporate governance and corporate social responsibility within an organisation in Managing Finance; gaining understanding of how to use appropriate approaches, tools and techniques to project planning, monitoring, control, evaluation, project risk analysis and risk management in the Project Management module;

Additional support is provided through studying techniques for managing a variety of resources in delivering tourism services in Managing Tourism in Global Contexts and studying the social responsibility and community aspects of tourism planning and development in International Destination Planning and Development.

5. to critically evaluate, and demonstrate practical understanding of, relevant research techniques and methods used to create, interpret and disseminate knowledge in the area of international management

Acquisition of 5 is through studying the role of different paradigms and research techniques in the creation, interpretation and presentation of relevant knowledge in the module Management Research.

Additional support is provided through students acquiring the ability to develop and apply this knowledge throughout their modules but most explicitly in Critical Issues in Events and Tourism, Project Management, Work-based Learning in Events and Tourism and the Dissertation (Events and Tourism).

A range of teaching and learning methods such as lectures, seminars, focused group work,

Part 3: Learning Outcomes of the Programme	
	<p>presentations, discussions, and directed independent study and will facilitate learning about these issues. Throughout their programme, students will be encouraged to undertake relevant reading to enhance their individual knowledge and understanding and to reflect on relevant perspectives covered in relation to their own experiences of international tourism.</p> <p>Assessment: Testing of the knowledge base is through a range of formative and summative assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Individual module specifications provide details of assessments.</p>
B Intellectual Skills	
<p>B Intellectual Skills</p> <p>By the end of the programme, the student should be able:</p> <ol style="list-style-type: none"> 1. to research and assess paradigms, theories, principles, concepts and factual information drawn from relevant disciplines and apply these in the context of understanding a range of tourism activities, 2. to solve complex problems and make decisions using appropriate techniques including identifying, formulating and solving management problems; and the ability to create, identify and evaluate options; the ability to implement and review decisions 3. to think critically and be creative in evaluating, analysing, synthesising, and critically appraising relevant issues. This includes the capability to identify assumptions, evaluate statements in terms of evidence, define terms adequately and generalise appropriately 4. to interpret and use organisational information and knowledge effectively and appropriately 5. to demonstrate self-direction and the ability to act autonomously in planning, organising and undertaking complex tasks 	<p>Teaching/learning methods and strategies:</p> <p>All intellectual skills are developed to a certain extent through all modules. However, the following list gives an indication of where skills are explicitly developed within the learning outcomes of the module:</p> <p>Acquisition of 1 is through Critical Issues in Tourism and Events Management ; Management Research; Managing Tourism in Global Contexts; International Destination Planning and Development; Work-based Learning for Events and Tourism; Project Management; Dissertation (Events and Tourism).</p> <p>Acquisition of 2 is through Managing Tourism in Global Contexts; Meeting Customer Needs; Management Research; Work-based Learning for Events and Tourism; Project Management; Dissertation (Events and Tourism).</p> <p>Acquisition of 3 is through Critical Issues in Tourism and Events Management ; Management Research; Managing Tourism in Global Contexts; International Destination Planning and Development; Work-based Learning for Events and Tourism; Project Management; Dissertation (Events and Tourism).</p> <p>Acquisition of 4 is through Managing Finance; Managing Tourism in Global Contexts; Meeting Customer Needs; Work-based Learning for Events and Tourism; Project Management;</p> <p>Acquisition of 5 is through Critical Issues in Tourism and Events Management ; Management; Research Managing Tourism in Global Contexts; International Destination Planning and Development; Work-based Learning for Events and Tourism; Project Management; Dissertation (Events and Tourism).</p> <p>Assessment:</p>

Part 3: Learning Outcomes of the Programme	
	Assessment of the acquisition of the appropriate intellectual skills will be via a range of formative and summative assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Individual module specifications provide details of assessments.
C Subject, Professional and Practical Skills	
C Subject, Professional and Practical Skills	Teaching/learning methods and strategies:
<ol style="list-style-type: none"> 1. to demonstrate an advanced understanding of the concepts and characteristics of tourism as an area of academic and applied study and a critical awareness of current thinking and new insights 	<p>Acquisition of 1 is through Critical Issues in Tourism and Events Management which exposes students to knowledge at/near to the forefront of tourism and events as subject fields, and encourages them to engage with contemporary issues of relevance and substance.</p> <p>Additional support is provided through Managing Tourism in Global Contexts and International Destination Planning and Development which deal with a range of issues and challenges facing tourism providers. The Dissertation (Events and Tourism) enables students to demonstrate their advanced understanding through their own independent research.</p>
<ol style="list-style-type: none"> 2. to critically evaluate the nature and characteristics of demand for tourism internationally, with regard to the complexity and challenges of meeting the needs of a variety of stakeholders 	<p>Acquisition of 2 is through critical evaluation of the competing and complex needs of a range of stakeholders in international tourism, including tourists, policy-makers, tourism providers, tourism staff, and how best to provide tourism services that satisfy these needs. Students acquire this knowledge in the modules Managing Tourism in Global Contexts, International Destination Planning and Development and Critical Issues in Tourism and Events Management.</p> <p>Additional support is provided through the module Meeting Customer Needs in which students tackle complex issues in meeting the needs of a variety of customers. In addition students are encouraged to develop in depth their understanding of specific aspects of these topics through their Dissertation (Events and Tourism) studies.</p>
<ol style="list-style-type: none"> 3. to critically analyse tourism as an international industry, including appraisal of the factors that influence the development, planning and management of destinations and organisations 	<p>Acquisition of 3 is through Critical Issues in Tourism and Events where the economic, social and cultural significance of tourism is analysed; through evaluation of the development and planning of destinations internationally in International Destination Planning and Development; and through Managing Tourism in Global Contexts where the challenges of providing tourism services are considered.</p> <p>Additional support is provided through the opportunity to consider these issues in more depth in their Dissertation (Events and Tourism) studies and to apply relevant theories in practice in the module Work-based Learning for Events and Tourism.</p>

Part 3: Learning Outcomes of the Programme	
<p>4. to demonstrate an in-depth understanding of the relationships between tourism and the communities and environments in which it takes place and apply vocationally relevant concepts associated with the effective and sustainable management of financial, human and physical resources</p> <p>5. to exhibit qualities and transferable skills necessary for tourism employment and critical self-reflection in relation to their own learning and continuing professional development</p>	<p>Acquisition of 4 is through International Destination Planning and Development where students will get a critical understanding of the wider influences that affect the outcomes of tourism policy and planning as well as evaluating the consequences of tourism for destinations. Students also learn about sustainable use of resources in developing tourism. In Managing Tourism in Global Contexts students evaluate the challenges of managing tourism services effectively.</p> <p>Additional support is provided through the modules Project Management, Managing Finance, Management Research, and Meeting Customer Needs in which students learn about managing a range of different resources effectively and ethically to tackle tasks and problems.</p> <p>Acquisition of 5 is through Work-based Learning for Events and Tourism which requires students to critically reflect on their own and or others' responsibilities and how these contribute to the achievement of organisational goals</p> <p>Additional support is provided through the Dissertation (Events and Tourism) module where students may choose to undertake a work-based project.</p> <p>Assessment:</p> <p>Skills 1- 3 are primarily assessed in Critical Issues in Tourism and Events Management, Managing Tourism in Global Contexts and International Destination Planning and Development.</p> <p>Different aspects of the development of skill 4 are assessed in Managing Tourism in Global Contexts, International Destination Planning and Development, Project Management, Managing Finance, Management Research, and Meeting Customer Needs.</p> <p>Skill 5 is primarily assessed in Work-based Learning for Events and Tourism</p>
D Transferable Skills and other attributes	
<p>D Transferable Skills and other attributes</p> <p>By the end of the programme, the student should be able:</p> <ol style="list-style-type: none"> 1. to communicate and present complex material effectively 2. to initiate and organise effectively the research process, applying relevant techniques 	<p>Teaching/learning methods and strategies:</p> <p>Skills 1, 3, 4 and 5 are to some extent developed in all modules on the programme through a variety of teaching and learning activities such as lectures, seminars, focused group work, presentations, discussions, and directed independent study. Throughout their programme, students will be encouraged to share their experiences, their views and their knowledge on relevant topics and to respect the views of others. In the Work-based Learning for</p>

Part 3: Learning Outcomes of the Programme

3. ability to continue to learn through reflection on practice and experience
4. sensitivity to diversity in people and ability to work with people in different situations
5. time management

Events and Tourism module students will learn through engaging with a variety of people in the context of tourism workplaces (skill 4) and will additionally develop skill 3 through reflecting on their practice and experience.

Skill 2 is also developed throughout all modules as students develop their research skills to underpin their studies and preparation for participation in learning activities. In particular students will develop skill 2 through Project Management, Management Research, Work-based Learning for Events and Tourism and Dissertation (Events and Tourism).

Assessment:

The skills 1 and 2 are assessed in all modules via the incorporation of a range of assessment techniques including formative and summative assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Individual module specifications provide details of assessments.

Skills 3 and 4 are assessed in Work-based Learning for Events and Tourism.

Skill 5 is not explicitly assessed but is required for the successful achievement of learning outcomes assessed in all modules.

Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including:
 level and credit requirements
 interim award requirements
 module diet, including compulsory and optional modules

<p>ENTRY</p> 		<p>Compulsory Modules</p> <ul style="list-style-type: none"> • Critical Issues in Tourism and Events Management UMKCYP-15-M • Meeting Customer Needs UMKCQT-15-M • Management Research UMSD3M-15-M • Managing Tourism in Global Contexts UMKCYR-15-M • Work-based Learning in Events and Tourism UMKCYN-15-M • International Destination Planning and Development UBGMEM-15-M • Managing Finance UMAD47-15-M • Project Management UMMC9V-15 • Dissertation (Events and Tourism) UMKCYM-60-M 	<p>Optional Modules None</p>	<p>Interim Awards</p> <ul style="list-style-type: none"> • PG Certificate International Tourism Management <p>60 credits including Critical Issues in Tourism and Events Management UMKCYP-15-M and Managing Tourism in Global Contexts UMKCYR-15-M</p> <hr/> <ul style="list-style-type: none"> • PG Diploma International Tourism Management <p>120 credits including Critical Issues in Tourism and Events Management UMKCYP-15-M and Managing Tourism in Global Contexts UMKCYR-15-M and Work-based Learning in Events and Tourism UMKCYN-15-M and International Destination Planning and Development UBGMEM-15-M</p> <p>Target Award:</p> <ul style="list-style-type: none"> • MSc International Tourism Management 180 credits
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GRADUATION

NB: For part time mode of delivery provide a diagram to demonstrate the student journey from entry to graduation for a typical part time student

MSc International Tourism Management Programme Structure

	Part-Time Year 1		Part-Time Year 2	
Full-Time Teaching Block 1	Critical Issues in Tourism and Events Mgmt UMKCYP-15-M	Management Research UMSD3M-15-M	Meeting Customer Needs UMKCQT-15-M	Managing Tourism in Global Contexts UMKCYR-15-M
Full-Time Teaching Block 2	International Destination Planning and Development UBGMEM-15-M	Project Management UMMC9V-15-	Managing Finance UMAD47-15-M	Work-based learning in Events and Tourism UMKCYN-15-M
Full-Time Teaching Block 3	Part-Time Year 3 Dissertation (Events and Tourism) UMKCYM-60-M			

Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following exceptions*:

Candidates will be considered if they have an HND or equivalent professional award (for example, at NVQ 4), plus two years of relevant work experience or at least two years in a role with international tourism management responsibility or as a consultant/sole practitioner. Applicants may be interviewed prior to acceptance.

Part 6: Assessment

Approved to University Regulations and Procedures

Assessment Map

Assessments for the modules have been designed to take account of the requirements of M Level study as stated in external frameworks and internal reference points such as the University and Faculty teaching, learning and assessment strategies. The assessment strategy comprises of formal summative assessment informed with formative feedback. Formal testing of the knowledge base, intellectual, subject specific and transferable skills is through a range of assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Formative feedback is offered to students to assist them in developing their ideas and developing their communication skills ahead of the summative assessment of modules. Individual module specifications provide details of assessments.

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
Compulsory Modules	Module No UMKCYP-15-M						A (25)	B (75)			
	Module No UMSD3M-15-M						A (25)		B (75)		
	Module No UMKCQT-15-M								A (100)		
	Module No UMKCYR-15-M		A (60)						B (40)		
	Module No UBGMEM-15-M						A (25)		B (75)		
	Module No UMMC9V-15-M								A (100)		
	Module No UMAD47-15-M								A (100)		
	Module No UMKCYN-15-M										A. (100)
	Module No UMKCYM-60-M									A (100)	

Part 7: Student Learning

Teaching, learning and assessment strategies to enable learning outcomes to be achieved and demonstrated

This programme is designed to meet the needs of those who have undergraduate degrees in a variety of subject areas and are seeking a Masters qualification to enable them to develop management knowledge and skills applied in the context of events management. On the MSc International Tourism Management programme there is a mix of scheduled, independent work-based learning. The curriculum is delivered through a range of teaching and learning activities encompassing lectures (presentations), tutor-led group discussions, students-led group discussions, seminars, reviews of literature presented by students, projects, case studies site visits and work-based learning.

The teaching, learning and assessment strategy of the Faculty encourages students to assume responsibility for many aspects of their learning and staff to take responsibility for facilitating that learning. The balance of student and staff responsibility varies according to individual student profiles, academic level and according to the nature of the learning outcomes the students are expected to meet. Ultimately, the aim of this programme is to enable students to progress to a high level of autonomy in their learning and to view that learning as an ongoing process over which they have some control, about which they are able to make active choices, and which they are free to challenge.

To achieve this, an appropriate blend of learning approaches and opportunities have been integrated throughout the programme with an overall emphasis on active student participation. The Faculty 'blend' consists of face to face learning in large and small groups (lectures and seminars/ workshops) supported by on-line learning Blackboard, together with exposure to real life examples through case studies, occasional organisational visits and guest practitioner speakers. The teaching and learning methods used are designed to challenge the existing perspectives of the students and encourage creative thinking. Students will be encouraged to become active participants both in their own learning and in the creation of knowledge through their own research. This will be accomplished through interactive learning activities where students share their knowledge with their peers, reflective exercises designed to apply theoretical knowledge to practical situations, and students working in groups during class sessions and for some assessment tasks. Through work-based learning, students will also be encouraged to reflect on their own life and work experiences with a view to developing their capacity for reflective practice.

Learning Resources

All modules make use of Blackboard for web-enhanced delivery for communications with students. All modules encourage students to utilize relevant teaching/learning resources in accordance with the university's Reading Strategy. Additional support is provided through the library and an extensive student computing network.

Students are directed towards the University Library online MySkills resource for the development of skills appropriate to the level and style of each module. Students will be directed on how the resources on this site should be used to develop the skills that will underpin their studies in module handbooks and/or via Blackboard.

Additional support is provided through the library by means of information skills sessions embedded at module level and self directed online tutorials. There is also an extensive programme of regular workshops including referencing management, database searching and finding journal articles. The library offers zoned space from silent to group study and student bookable rooms. There is excellent access to electronic databases on campus through the extensive student computing network and wifi. Most databases are also available off campus and supported by the online library enquiry service.

Student Support and Guidance

Student support for all issues relating to the content, delivery and assessment of modules is provided by Module Leaders and for more general academic and professional concerns, by Programme Managers. Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, extenuating circumstances procedures,

Part 7: Student Learning

progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on, including when relevant how to access the wider support provided by the University. This service is supported by extensive online resources.

Students and graduates are also supported by UWE Careers who help them to access skills, experience and knowledge to improve their employability prospects. The service provides high quality and professional advice and guidance focusing on enabling them to take control of and responsibility for their own career planning and progression/development. They can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter facing services including advertising graduate job vacancies, work experience and volunteering opportunities, and running both undergraduate and graduate internship schemes. There are also part time jobs advertised by the Student Union Jobshop. There is specialist support for international students including specific resources developed for a range of countries where students are recruited from. Students are introduced to the service during the induction to the course and are encouraged to use the service all through their programme and for three years after graduation.

An important part of the programme is the involvement of students. Two or three student representatives to serve on the Student Representatives & Staff Forum meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. The aim of the meetings is to discuss issues raised by students in an open and friendly atmosphere so that students feel able to contribute openly and honestly about their experiences. Any issues raised are taken forward by programme managers. Where appropriate they may be discussed at Departmental Committees or Faculty Academic Standards and Quality Committee.

Support to students with disability is offered both at the faculty level under the remit of the Leader of WP, Disability & Schools Liaison and centrally through the university's Disability Resource Centre. This acts as a holistic service for disabled students and applicants to the University but also supports the academic and administrative staff who work with disabled students.

In addition to the above The University's Student Services offers a range of services to support students during their time at university and beyond:

- University Health Centre and general advice on 'Staying Healthy';
- Careers and employability, advice on choosing a career, and finding student and graduate vacancies;
- UWE volunteering, opportunities for students to get involved in the local community through the Community Volunteer Programme;
- Student Advisors & Counseling for anything from exam stress to homesickness and depression;
- The Living Centre, for support with faith and spiritual matters;
- Global student support, to help international students to make the most of living and studying in the UK;
- Managing disability and dyslexia, to get help with all disability related support needs;
- Money and Visas, for financial checkups, or help with UK visas.

Description of Distinctive Features and Support

Through partnerships between the university and local and regional employers, students will have the opportunity to undertake work-based learning as part of their Masters degree, enabling them to apply theory to practice and develop their personal and professional skills. In addition, students will study project management and may opt to undertake a significant work-based project as part of their study. This linking of the academic programme with Tourism organisations is a key feature of the programme. As much as possible student learning will be informed by engagement with relevant external organisations through

Part 7: Student Learning

guest speakers and project work. The programme also builds on UWE's established teaching and research strengths in international Tourism development enabling it to be supported and informed by research in this area.

Teaching is based on international research literature, the professional experience of the Tourism staff and use of debate and discussion. The emphasis placed on using real examples of Tourism scenarios, often from staff and student's own experiences, is in line with the applied nature of Tourism Management internationally. This is embedded in the programme as a whole.

The content of the modules in the programme provide opportunities for students to engage in debates around ethical practice and the promotion of integrity in a variety of Tourism Management contexts and this is informed by staff research in this area. Additionally students will be encouraged to acquire the knowledge and skills to become reflective practitioners, prepared both for their employment and for their wider roles as global citizens. The dissertation/work-based learning project allows students to explore a substantial issue utilising appropriate concepts, frameworks and methodologies in a highly independent manner.

Assessments for the modules have been designed to take account of the requirements of M Level study as stated in external frameworks and internal reference points such as the University and Faculty teaching, learning and assessment strategies. The assessment strategy comprises of formal summative assessment informed with formative feedback. Formal testing of the knowledge base, intellectual, subject specific and transferable skills is through a range of assessment approaches (that may be individual or group-based), including essays, examinations, reports, critical literature reviews, vivas and presentations). Formative feedback is offered to students to assist them in developing their ideas and developing their communication skills ahead of the summative assessment of modules. Individual module specifications provide details of assessments.

Part 8: Reference Points and Benchmarks

In devising this programme, a number of reference points have been taken into account.

In particular, the educational aims and learning outcomes of the programme reflect the requirements of the UK's QAA Framework for Higher Education in England, Wales and Northern Ireland for a qualification at Masters (M) level.

Whilst the QAA Subject benchmark statements for unit 25 Hospitality, Leisure, Sport and Tourism (revised 2008) are designed for application specifically to undergraduate programmes rather than at Level M, these statements have been used to inform the design of this programme with respect to relevant skills and subject content.

The programme design acknowledges the benchmarks for postgraduate business and management programmes (*QAA Unit in Business and Management - QAA benchmarks for Postgraduate Management Programmes – 2007*).

The QAA Postgraduate Qualification Descriptors for a qualification at Masters (M) level: Masters degree have been taken into account when devising the programme as a whole and in the teaching, learning and assessment of individual modules.

A forum of local tourism and events organisations has been created to facilitate dialogue between employers and the Tourism and Events team at UWE. This forum encourages discussion of how curriculum can best be designed to meet the needs of local organisations whilst also providing students with appropriate skills and knowledge sought in graduates. In this respect employers have a direct input into shaping the curriculum as well as providing opportunities for work-based learning and project work.

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.