



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Dissertation (Events and Tourism)				
Module Code	UMKCYM-60-M	Level	M	Version	1.1
UWE Credit Rating	60	ECTS Credit Rating	30	WBL module?	No
Owning Faculty	FBL	Field	Marketing		
Department	BBS, Business and Management	Module Type	Dissertation		
Contributes towards	MSc International Tourism Management; MSc Events Management; MSc Events Management (Sports); MSc Events Management (Conferences and Exhibitions); MSc Events Management (Arts and Cultural Events)				
Pre-requisites	Research for Policy and Management UMKCYL-15-M	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	N/A		
First CAP Approval Date	QMAC 2011	Valid from	September 2011		
Revision CAP Approval Date	18 November 2015	Revised with effect from	September 2015		

Review Date	September 2017
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • demonstrate in-depth knowledge and understanding of their chosen Events or Tourism subject matter, or the complex work-based context, that is the focus of their dissertation/report • demonstrate appreciation of research philosophies, strategies and methodologies in relation to investigation of their chosen topic or work-based project • critically evaluate academic literature, sources, arguments and interpretations, assessing their relevance to the issue in question and forming judgements on the basis of evidence collected • appreciate relevant ethical issues in social scientific and organisational enquiry, including those influencing the design of their research/project and the dissemination and implementation of the findings from their enquiry • design an appropriate research strategy and approach to the gathering and interpretation of data for the investigation of a relevant academic topic or aspect of workplace practice in Events or Tourism • synthesise information from a variety of relevant sources to draw informed and

	<p>well-supported conclusions</p> <ul style="list-style-type: none"> • make use of academic perspectives, as well as primary research findings, to make recommendations that may have practical application in a workplace where relevant • make discriminating use of a range of information sources, identifying and acknowledging appropriate material that can be used to inform their own research or work-based project; • Communicate ideas, information and arguments in a clear, organised, and well presented dissertation/project report <p>All of the above will be assessed. In addition, the educational experience may explore, develop, and practise, <u>but not formally discretely assess</u>, the following:</p> <ul style="list-style-type: none"> • Oral presentation, communications and negotiation skills through a supervision process; • Time management skills; • Effectiveness at working independently with the minimum of guidance; • Reflection on own learning; • Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.
Syllabus Outline	<p>The focus of the module is on the design, process and outcomes of investigation. The independent study undertaken for this module builds on the knowledge and skills acquired during the Research for Policy and Management module.</p> <p>Where a student chooses to undertake an academic dissertation, the following procedures should be followed:</p> <p>1 preparation of a dissertation proposal identifying: aims; research questions; indicative sources; proposed research strategy; and setting out a programme of work including timescale.</p> <p>This will not be formally assessed, but the proposal must be approved by the relevant programme Dissertation Coordinator and students will be provided with formative feedback. Students must have their proposals approved before embarking on their research.</p> <p>2 following approval of the proposal, students must provide their supervisors with an ethical audit and health and safety checklist.</p> <p>3 students should develop and carry out their investigation in regular consultation with their allocated supervisor.</p> <p>4 submission of a 15,000 -18,000 word dissertation.</p> <p>Where a student chooses to undertake a substantial work-based project, the following procedures should be followed:</p> <p>1 preparation of a learning contract agreed between the learner, host organisation(s) and academic supervisor which sets out the parameters of the work-placed project or intervention that is to be investigated and the timetable and resources required for the investigation. The learning contract should also formally consider ethical and health and safety issues.</p> <p>2 the student will use their learning contract to explore and further enquire into their chosen work-based project/intervention in regular consultation with their organisational mentor and their academic supervisor.</p>

	<p>3 submission of a 15,000-18,000 word (or word equivalent) project report.</p> <p>Students will be expected to develop their own learning and skills by independently using resources within the University Library. Appropriate reading will be highlighted in discussion with the dissertation supervisor.</p>																									
Contact Hours	<p>The contact hours for the module are made up of a mixture of lectures, seminars and practical workshops for both qualitative and quantitative research methods. Contact hours are primarily concerned with the development of dissertation proposals which, once developed, are further supported through one-to-one supervision sessions and small group tutorials. Additional workshops and seminars are staged to support students with data analysis and writing up of the dissertation.</p>																									
Teaching and Learning Methods	<p>Support for the module includes a teaching programme designed to help students prepare for the dissertation as well as a personal tutoring system which is used to support students during completion of the dissertation module. The taught element for the module consists of 12 hours formal class sessions which include mini-lectures, student-led discussions and debates as well as exercises involving the practical application of research concepts, principles and techniques.</p> <p>The dissertation itself represents a significant piece of independent study undertaken by students. Involvement of academic staff in student completion of the dissertation is limited to the role of tutor, providing guidance for example on standards expected, planning stages of work and constructive criticism of proposed actions, thought processes and presentation of work.</p> <p>Scheduled learning includes lectures, seminars, tutorials, project supervision, practical classes and workshops; fieldwork; external visits; work based learning.</p> <p>Independent learning includes hours engaged with essential reading, independent research, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>																									
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="459 1377 1369 1765"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td style="border: 2px solid black;">60</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Supervision sessions</th> <th>Allocated Hours</th> </tr> <tr> <td>600</td> <td>18</td> <td>576</td> <td>6</td> <td>600</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p>	Key Information Set - Module data					<i>Number of credits for this module</i>									60	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Supervision sessions	Allocated Hours	600	18	576	6	600
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Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:			
Written exam assessment percentage		100%	
Coursework assessment percentage		0%	
Practical exam assessment percentage		0%	
			100%

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely.

Students will be directed towards the FBL study skills website as appropriate. Students will be encouraged to use Blackboard resources referred to in the module handbook. Students are not expected to purchase a core text for this module.

The following list is provided for validation panels/accrediting bodies as an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on what to read will be available via other, more frequently updated mechanisms.

Indicative Reading List

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

Alasuutari, P., Bickman, L. and Brannen, J. (eds) (2008) *The SAGE Handbook of Social Research Methods* London: Sage

Ateljevic, I., Pritchard, A. and Morgan, N. (eds.) (2007) *The Critical Turn in Tourism Studies: Innovative Research Methodologies*, Oxford: Elsevier.

Bryman, A. and Bell, E. (2014) *Business Research Methods*, Oxford: Oxford University Press

Eriksson, P. and Kovalainen (2011) *Qualitative Methods in Business Research*. London: Sage

Finkel, R, et al (2013) *Research Themes for Events*. Oxford: CABI

Long, J. (2007) *Researching Leisure, Sport and Tourism: The Essential Guide*. London: Sage Publications.

Reason, P. and Bradbury, H., eds (2006) *Handbook of Action Research*. Concise Paperback edition. London: Sage.

Ritchie, B., Burns, P. and Palmer, C, (2012) *Tourism Research Methods: Integrating Theory with Practice*, Oxford, CAB International,

Saunders, M., Lewis, P. and Thornhill, A. (2015) *Research Methods for Business Students*. 7th ed. Harlow: Pearson.

The University has also prepared some on-line learning material on research methods: **The Research Observatory**. Students can access the Research Observatory via the UWE home page- click on Learning and Teaching.

Part 3: Assessment

Assessment Strategy	<p>The module provides students with the opportunity to undertake a substantial empirical enquiry into, and evaluation of, an Events or Tourism topic of their choice. Students may choose to:</p> <ul style="list-style-type: none"> • research an issue of academic, management or policy relevance in the subject fields of Events or Tourism, • or to undertake a significant work-based project or intervention, whether in their own or another organisation(s). <p>In each case, students will be able to draw on the skills and knowledge developed on taught modules in the Masters degree and will apply models, methodologies and enquiry methods as appropriate. They will also develop, explore and synthesise these in a major piece of independent enquiry which may be organisation-based.</p> <p>The enquiry and evaluation will be reported through the submission of a single dissertation or report equivalent to 15,000 – 18,000 words.</p> <p>This dissertation/report will involve either researching an issue of academic, management or policy relevance in the subject fields of Events or Tourism or a work-based project or intervention covering planning, implementation, findings and recommendations.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Dissertation/report 15,000-18,000 words	100%	
Component B Description of each element	Element weighting (as % of component)	
N/A		

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Dissertation/report 15,000-18,000 words	100%	
Component B Description of each element	Element weighting (as % of component)	
N/A		
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.		