

1: MSc International Hospitality and Event Management

Programme Specification



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| 1. Programme title | MSc International Hospitality & Event Management |
| 2. Awarding institution | Middlesex University |
| 3. Teaching institution | Middlesex University |
| 4. Details of accreditation by professional/statutory/regulatory body | N/A |
| 5. Final qualification | MSc (180 credits) PG Diploma (120 credits) PG Certificate (60 credits) |
| 6. Year of validation | 2018 |
| 7. Language of study | English |
| 8. Mode of study | Full time/Part time |

9. Criteria for Admission to the programme

Applicants should normally have:

- A good Honours degree in business, management, hospitality, events, tourism, geography and other social sciences awarded by a UK university, or
- An equivalent qualification accepted by the Academic Registry of the University, or
- A professional qualification deemed to be of an equivalent standard.
- Applicants with a degree in a different field may be considered, provided that they can demonstrate extensive professional experience in the area of travel and tourism, hospitality, attractions or events management

Those without formal qualifications are welcome to apply, and may be required to come in for an interview. Additionally, these applicants will need to provide evidence of a minimum of three years of middle to senior management experience in a relevant industry (e.g. tourism, events or hospitality sectors).

Successful applicants must have competence in the English language. For international applicants whose first language is not English, the requirement is that they have IELTS 6.5 (with minimum 6.0 in all four components) or equivalent.

N.B. Students must enrol for the MSc. They cannot enrol for the PG/Diploma and PG/Cert since these are exit awards for students who are unable to complete the MSc. Therefore, the criteria for admission for PG/Diploma and PG/Cert are the same as for the MSc degree.

10. Aims of the programme

The MSc in International Hospitality and Events Management programme aims to prepare students for successful employment by encouraging the development of a range of knowledge and skills that will enable them to work effectively and to prosper in the fast-paced global hospitality and events industries. This programme prepares students with a critical and comprehensive appreciation of several specialist areas of hospitality and events as well as a wider understanding of the broad contexts in which these industries operate.

The programme employs interdisciplinary approaches to the study of hospitality and events from both the social science and the business perspectives to prepare students for a variety of employment possibilities. This programme also employs experiential based learning and practical hands-on approaches to encourage student's application of theoretical knowledge to a range of practical strategic hospitality and events issues.

On successful completion of this programme, graduates will be able to critically evaluate complex situations, to problem solve, to write clearly and analytically, to work together and independently and to communicate effectively. The programme will allow them to acquire both general and specialised knowledge required to start building their chosen careers. The choice of dissertation will provide students with an opportunity to further develop specialist skills and knowledge in a field they are particularly interested in.

The programme aims to:

- Develop awareness and understanding of the global hospitality and events industries and their role in development processes, place-making and tourism
- Stimulate an interest in the sustainable future of hospitality and events and their related industries
- Foster critical thinking on international issues to prepare students to lead in a variety of contexts
- Introduce students to interdisciplinary thinking to equip them with skills for the future
- Empower students to co-create their own practice-based learning

In the case of the Masters awards these aims will be realised in full. For earlier exit awards, achievement of the aims will be as follows:

For the Diploma, all aims stated above with the exception of completion of dissertation outcomes.

For the Certificate exit award, aims will be achieved at an initial core, but not specialist level.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

- A1. Key hospitality and events, business management and social science theories and frameworks which they can critically apply to real-life scenarios;
- A2. Economic, political and socio-cultural contexts and other complex contemporary issues and challenges influencing hospitality and events businesses;
- A3. The dynamics of hospitality and events demand and supply, and their influence and impact on business development at macro and micro levels;
- A4. Human Resource Management and Development within the hospitality and events industry;
- A5. Paradigms and research methodologies appropriate for a masters' level and research ethics.

B. Skills

On completion of this programme the successful student will be able to:

- B1. Critically discuss issues of sustainability for hospitality and events in a range of complex situations;
- B2. Have a critical appreciation of how business and social science theories and frameworks can be applied to real-life scenarios in the hospitality and events industries;
- B3. Critically evaluate a range of perspectives on a given issue within hospitality and events;
- B4. Appraise a range of career opportunities in the hospitality and events industries including entrepreneurial ventures;
- B5. Recognise the need as a professional to respond to moral, ethical and sustainability issues pertaining to the study of hospitality and events management.
- B6. Research, critically evaluate and select appropriate theories and frameworks to analyse case studies and real life situations
- B7. Research, synthesise and present concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team;
- B8. Plan, design and execute independent qualitative and quantitative research in the field as an individual and as part of a team.

Teaching/learning methods

Students gain knowledge and understanding through attendance, participation and engagement with lectures, seminars, independent study, group debates, physical or virtual field trips and discussions that lead to producing theoretical and practical work in response to assignments' requirements.

Assessment Methods

Students' knowledge and understanding are assessed by a range of methods including group reports, portfolios, poster presentations, oral presentations, academic essays, and reflective field diary.

Teaching/Learning Methods

Students develop their skills through discussion, debate and participation in lectures, seminars and physical or virtual field visits, problem solving, undertaking formative assessment and engaging with feedback. This is enhanced by drafting and producing written work, debating with peers and with lecturers, using various forms of technology and working towards their dissertation. In addition they develop skills through tasks in the physical or virtual field trip where they will also examine and debate different approaches to the situations that they come across.

Assessment Methods

Students' skills are assessed by critical analysis in a range of contexts such as coursework including reports and different types of presentations in the form of seminar activities such as debates. In addition presentations and critical reflections such as learning diaries are grounded in the specific criteria of individual modules.

12. Programme structure (levels, modules, credits and progression requirements)

12.1 Overall structure of the programme

The two thirty credit compulsory modules run throughout the year, as does the research methods module. Students in addition take one optional 15 credit module in term one and one 15 credit module in semester two, giving a total of 4 modules. Students can also take any 15 credit post-graduate module in the Business School, subject to approval, in either term. The options offered will depend on student demand and teaching staff availability. Students must take one optional module term one.

There is only one entry point and that is September. Dubai has a January intake – further details in the Dubai handbook.

Programme Structure (Full time)

| Programme Structure (4 years) | | |
|---|--|--|
| Term 1 | Term 2 | |
| TOU4230 International Tourism in the 21 st Century (Compulsory 30 credits) | | Exit Award: Postgraduate Certificate in International Hospitality and Events Management (60 credits) |
| TOU4002 Managing Contemporary Hospitality and Events (Compulsory 30 credits) | | |
| TOU4232 Events Management (Compulsory 15 credits) | TOU4003 Hospitality and Events Practicum (Compulsory 15 credits) | Exit Award: Postgraduate Diploma in International Hospitality and Events Management (120 credits) |
| (Optional 15 credits) | (Optional 15 credits) | |
| MKT4166 Research Methods and Dissertation (Compulsory 60 credits) Dissertation is researched and written Easter to October | | Exit Award: MSc in International Hospitality and Events Management (180 credits) |

Optional Modules (all are 15 credits):

- MKT4065 Digital Marketing
- TOU4224 Destination Management
- TOU4235 Visitor Attractions Management
- Open module (from any PG programme in the Business School) *subject to PL's approval, availability and timetable constraints

Programme Structure (Part time)

Students take the two thirty credits compulsory modules in terms one and two in year 1. The optional modules will be offered in year two. The dissertation and research methods module would normally be completed in year two but it could, exceptionally, be carried out in year three. That decision must be made at the start of year two.

| Term 1 | | Term 2 | |
|--------|---|--------|---|
| Year 1 | TOU4230 International Tourism in the 21 st Century (Compulsory 30 credits) | | Exit Award: Postgraduate Certificate in International Hospitality and Events Management (60 credits) |
| | TOU4002 Managing Contemporary Hospitality and Events (Compulsory 30 credits) | | |

| | | | |
|--------|---|---|--|
| Year 2 | TOU4232 Events Management (Compulsory 15 credits) | TOU4003 Hospitality and Events Practicum (Compulsory 15 credits) | Exit Award: Postgraduate Diploma in International Hospitality and Events Management (120 credits) |
| | (Optional 15 credits) | (Optional 15 credits) | |
| | MKT4166 Research Methods and Dissertation (Compulsory 60 credits) | | Exit Award: MSc in International Hospitality and Events Management (180 credits) |

Optional Modules (all are 15 credits):

- MKT4065 Digital Marketing
- TOU4224 Destination Management
- TOU4235 Visitor Attractions Management
- Open module (from any PG programme in the Business School) *subject to PL's approval, availability and timetable constraints

| 12.2 Levels and modules | | |
|---|--|--|
| Level 7 (MSc International Hospitality and Events Management) – 180 credits | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| <p>Students must take all of the following:</p> <ul style="list-style-type: none"> • TOU4230 International Tourism in the 21st Century (30 credits) • TOU4002 Managing Contemporary Hospitality and Events (30 credits) • TOU4232 Events Management (15 credits) • TOU4003 Hospitality and Events Practicum (15 credits) • MKT4166 Research Methods and Dissertation (60 credits) | <p>Students must also choose TWO from the following elective modules:</p> <ul style="list-style-type: none"> • MKT4065 Digital Marketing (15 credits) • TOU4224 Destination Management (15 credits). • TOU4235 Visitor Attractions Management (15 credits) • Open module (from the list of optional Business School modules, subject to PL approval, availability and timetable constraints). | <p>Students must successfully complete:</p> <ul style="list-style-type: none"> • TOU4230 International Tourism in the 21st century (30 credits), • TOU4002 Managing Contemporary Hospitality and Events (30 credits), • TOU4232 Events Management (15 credits) and • TOU4003 Hospitality and Events Practicum (15 credits), • Two of the optional 15 credit modules and • MKT4166 the 60 credit dissertation, if they are to exit with a MSc International Hospitality and Events Management. • Students must pass 120 credits before they can progress onto the dissertation |
| Level 7 (PG Diploma in International Hospitality and Events Management) – 120 credits | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |

| | | |
|---|--|---|
| <p>Students must take all of the following:</p> <ul style="list-style-type: none"> • TOU4230 International Tourism in the 21st Century (30 credits) • TOU4002 Managing Contemporary Hospitality and Events (30 credits) • TOU4232 Events Management (15 credits) • TOU4003 Hospitality and Events Practicum (15 credits) | <p>Students must also choose TWO from the following elective modules:</p> <ul style="list-style-type: none"> • MKT4065 Digital Marketing (15 credits) • TOU4224 Destination Management (15 credits). • TOU4235 Visitor Attractions Management (15 credits) • Open module (from the list of optional Business School modules, subject to PL approval, availability and timetable constraints). | <p>Students must successfully complete:</p> <ul style="list-style-type: none"> • TOU4230 International Tourism in the 21st century (30 credits), • TOU4002 Managing Contemporary Hospitality and Events (30 credits), • TOU4232 Events Management (15 credits) and • TOU4003 Hospitality and Events Practicum (15 credits), • Two of the optional 15 credit modules <p>if they are to exit with a PG Diploma in International Hospitality and Events Management.</p> |
| Level 7 (PG Certificate in International Hospitality and Events Management) – 60 credits | | |
| COMPULSORY | OPTIONAL | PROGRESSION REQUIREMENTS |
| <ul style="list-style-type: none"> • TOU4230 International Tourism in the 21st Century (30 credits) • TOU4002 Managing Contemporary Hospitality and Events (30 credits) | | <p>Students must successfully complete:</p> <ul style="list-style-type: none"> • TOU4230 International Tourism in the 21st century (30 credits), • TOU4002 Managing Contemporary Hospitality and Events (30 credits), <p>if they are to exit with a PG Certificates in International Hospitality and Events Management.</p> |

12.3 Non-compensable modules (note statement in 12.2 regarding FHEQ levels)

| Module level | Module code |
|----------------------|-------------|
| None are compensable | |

13. Curriculum map

See page 35

Middlesex University and Business School Assessment Regulations apply to this programme
<http://www.mdx.ac.uk/about-us/policies/university-regulations> .

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| 15. Placement opportunities, requirements and support (if applicable) |
| Not applicable for this programme. Although TOU4003 involves working with a tourism entity in public, private or third sector, it is not a traditional placement or internship. |
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| 16. Future careers |
| <p>Many students think that jobs in hospitality and events primarily involve managing hotels and events delivery. The hospitality and events industries have a huge variety of jobs that are often hidden from view. One aim of the programme is to demonstrate that range. The programme opens up the areas of hospitality management, events management, marketing and destination management each one having many different types of jobs, from data collection and analysis, to policymaking and evaluation. Discussion of the role of the state and other public sector institutions and organisations in sustainability opens another area of employment that covers land use planning, managing partnerships and developing policy in all sorts of areas from training and environmental management to infrastructure and transport planning. Various segments of the programme illustrate the variety of employment areas, including the financial aspects such as revenue management, the human resource aspects that are so important in sectors with high labour turnover, or specialist aspects of hospitality such as supply chain management.</p> <p>For those who have taken a career break to study, this programme will enhance opportunities for career progression.</p> <p>The Careers and Employability Service offer postgraduate students support in planning their career.</p> |

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| 17. Particular support for learning (if applicable) |
| <ul style="list-style-type: none"> • Induction and orientation programme • Programme and Module Handbooks • Module information and learning/support material on MyUniHub • A free electronic textbook for each module • Guest lectures • Learning Support (Academic Enrichment Programme), including both numeracy and literacy support • Designated 'office hours' and one-to-one meetings with teaching staff • Access to a confidential student counselling service • Student e-mail and UniHub • Pre-sessional English Language Booster Course • Pre-sessional Academic Skills Workshops |

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| 18. JACS code (or other relevant coding system) | N840 |
| 19. Relevant QAA subject benchmark group(s) | Hospitality, Leisure, Sport and Tourism. |
| 20. Reference points | |
| Middlesex University Regulations (www.mdx.ac.uk/regulations) | |
| <ul style="list-style-type: none"> • QAA Subject Benchmark for Events, Hospitality, Leisure, Sport and Tourism • QAA Subject Benchmark for Master's Degrees in Business and Management | |

- QAA Framework for Higher Education Qualifications (FHEQ)
- QAA and Middlesex Guidelines for Programme Specification
- QAA Codes of Practice
- Middlesex University Learning Framework – Programme Design Guidance, 2012
- Middlesex University Teaching, Learning and Assessment Strategy

Check Assessment Matrix for updates

21. Other information

Methods for evaluating and improving the quality and standards of learning are:

- External Examiner reports
- Programme Voice Groups
- Student focus group
- Module evaluation and report
- Peer teaching observations
- Student evaluation
- Validation and review panels
- Quality Monitoring Reports

Indicators of quality:

- Student Progression and support
- Student feedback evaluation forms
- External examiners reports
- Student employability

See Middlesex University's Learning and Quality Enhancement Handbook for further information

There are no additional costs to students over and above the course fees.

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulation

Curriculum Map

Curriculum map for MSc International Hospitality and Events Management

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

| Knowledge and understanding | | | |
|-----------------------------|---|----|--|
| A1 | Key hospitality and events, business management and social science theories and frameworks which they can critically apply to real-life scenarios; | B3 | Critically evaluate a range of perspectives on a given issue in hospitality and events |
| A2 | Economic, political and socio-cultural contexts and other complex contemporary issues and challenges influencing hospitality and events businesses; | B4 | Appraise a range of career opportunities in the hospitality and events industries including entrepreneurial ventures |
| A3 | The dynamics of hospitality and events demand and supply, and their influence and impact on business development at macro and micro levels; | B5 | Recognise the need as a professional to respond to moral, ethical and sustainability issues pertaining to the study of hospitality and events management |
| A4 | Human Resource Management and Development within the hospitality and events industry; | B6 | Research, critically evaluate and select appropriate theories and frameworks to analyse case studies and real life situations |
| A5 | Paradigms and research methodologies appropriate for a masters' level and research ethics | B7 | Research, synthesise and present concepts and ideas professionally in a range of oral and written formats as an individual and as part of a team |
| Skills | | | |
| B1 | Critically discuss issues of sustainability for hospitality and events in a range of complex situations; | B8 | Plan, design and execute independent qualitative and quantitative research in the field as an individual and as part of a team |
| B2 | Have a critical appreciation of how business and social science theories and frameworks can be applied to real-life scenarios in the hospitality and events industries; | | |

| Programme Outcomes – highest levels to be achieved by all graduates | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|
| A1 | A2 | A3 | A4 | A5 | B1 | B2 | B3 | B4 | B5 | B6 | B7 | B8 |
| 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |

| Module Title | Module Code | A1 | A2 | A3 | A4 | A5 | B1 | B2 | B3 | B4 | B5 | B6 | B7 | B8 |
|---|-------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| CORE MODULES | | | | | | | | | | | | | | |
| International Tourism in the 21 st century | TOU4230 | X | X | X | | | X | X | X | | X | X | X | X |
| Managing Contemporary Hospitality and Events | TOU4002 | X | X | X | X | | | X | X | X | | X | X | |
| Events Management | TOU4232 | X | | | | | | X | X | | X | X | X | |
| Hospitality and Events Practicum | TOU4003 | | | X | X | X | | X | | X | X | | X | X |
| Research Methods & Dissertation | MKT4066 | | | | | X | | | X | | | | X | X |
| OPTIONAL MODULES | | | | | | | | | | | | | | |
| Digital Marketing | MKT4065 | X | X | | | | | X | X | | | X | X | |
| Destination Management | TOU4224 | X | | | | | X | X | X | | | X | X | |
| Visitor Attractions Management | TOU4235 | X | X | | | | X | X | | | | X | X | |

ASSESSMENT MAP

| Learning Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | Exam |
|--|---|---|---|---|---|----------|---------|---|---|----|----|-----------|---------|----------|----|---------|----|---------|----|----------|----|----------|---------|---------|----------|
| CORE MODULES | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOU4230 International Tourism in the 21st Century (30 credits) | | | | | | | | | | | | | | | | G 40 | | | | | | FD 20 | | | E 40 |
| TOU4002 Managing Contemporary Hospitality and Event (30 credits) | | | | | | GP 20 | | | | | | | | GA 40 | | | | | | | | | | I 40 | |
| TOU4232 Events Management (15 credits) | | | | | | | | | | | | I 100 | | | | | | | | | | | | | |
| TOU4003 Hospitality and Events Practicum (15 credits) | | | | | | | | | | | | | | I 20 | | | | | | I 60 | | | P 20 | | |
| MKT4166 Research Methods & Dissertation (60 credits) | | | | | | | | | | | | | | | | | | I 10 | | | | | | C 10 | D* 80 |
| OPTIONAL MODULES | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKT4065 Digital Marketing (15 credits) | | | | | | | P 30 | | | | | | I 70 | | | | | | | | | | | | |
| TOU4224 Destination Management (15 credits) | | | | | | | | | | | | | | | | | | | | PP 20 | | | | | I 80 |
| TOU4235 Visitor Attractions Management (15 credits) | | | | | | | | | | | | PO 100 | | | | | | | | | | | | | |
| Key: I = Individual assignment, P = Presentation, E = Exam, G = Group assignment, PO = Portfolio, PP = Poster Presentation, FD = Fieldwork diary, D= Dissertation, C= In-class/Online Test | | | | | | | | | | | | | | | | | | | | | | | | | |

IMPORTANT: Assessment deadlines do occasionally change and while every effort has been made to ensure dates are correct at the time of publishing you should check your email and 'My Learning' on MyUniHub so you are aware of any changes. For more information about assessment, including how to submit please refer to page 22.* The dissertation deadline is 12 months after the start of the programme