

# Programme Specification

<b>Programme Title and Name of Award</b>	MBA Tourism Management MBA Tourism Management (Specialism in Heritage and Culture) MBA Tourism Management (Specialism in Sustainable Development) MBA Tourism Management (Specialism in Cultural Events) MBA Tourism Management (Specialism in Hotel Management)		
<b>Academic Level</b>	7	<b>Total Credits</b>	180
<b>Professional Body Accreditation / Qualification</b>	N/A		
<b>Date of Professional Body Accreditation</b>	N/A	<b>Accreditation Period</b>	N/A
<b>UCAS Code</b>	Not Applicable		
<b>HECoS Code</b>	100100 Tourism Management		
<b>Criteria for Admission to the Programme</b>	<p>The University's standard criteria for admissions apply. Please refer to the <a href="#">Applicant Information</a> pages of the University website for more information. For <a href="#">APL</a>, please refer to the University website.</p> <p>Detailed criteria for admission to this programme can be found on the programme webpage:  <a href="https://www.cumbria.ac.uk/study/courses/postgraduate/mba-tourism-management/">https://www.cumbria.ac.uk/study/courses/postgraduate/mba-tourism-management/</a></p> <p>The following additional requirements apply for entry to this programme: As an applied programme of study applicants must have a minimum of two years relevant industry experience in tourism or similar service industry organisation.</p>		
<b>Teaching Institution</b>	UoC		
<b>Owning Institute</b>	Institute of Business, Industry and Leadership		
<b>Programme delivered in conjunction with</b>	N/A		
<b>Principal Mode of Delivery</b>	Blended learning		

<b>Pattern of Delivery</b>	This programme is available on a Full-time and Part-time basis.
<b>Delivery Site(s)</b>	UoC – Ambleside Campus
<b>Programme Length</b>	The standard duration of registration on the MBA is: Full-time – 1 year Part-time – 2 years Maximum registration is 4 years
<b>Higher Education Achievement Report (HEAR)</b>	Upon successful completion of this programme, you may receive a Diploma Supplement/Higher Education Achievement Report (HEAR).
<b>Exit Awards</b>	You may be awarded one of the following Exit Awards if you fail to achieve the requirements of the full programme: PG Certificate Tourism Management PG Diploma Tourism Management PG Diploma Tourism Management (Specialism in Heritage and Culture) PG Diploma Management (Specialism in Sustainable Tourism) PG Diploma Management (Specialism in Event Management) PG Diploma Management (Specialism in Hotel Management)
<b>Period of Approval</b>	August 2020 to July 2026

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage:

<https://www.cumbria.ac.uk/study/courses/postgraduate/mba-tourism-management/>

### **Cumbria Graduate Attributes**

Throughout your studies, you will be provided with the skills and knowledge relevant to the global workplace. All successful graduates of the University of Cumbria will be:

- Enquiring and open to change
- Self-reliant, adaptable and flexible
- Confident in your discipline as it develops and changes over time
- Capable of working across disciplines and working well with others
- Confident in your digital capabilities
- Able to manage your own professional and personal development

- A global citizen, socially responsible and aware of the potential contribution of your work to the cultural and economic wellbeing of the community and its impact on the environment
- A leader of people and of places
- Ambitious and proud

## Programme Features

Located at our Ambleside Campus, this unique educational location is strategically placed in both the Lake District National Park, and a UNESCO Heritage site, with the regional visitor economy providing opportunities for the study of tourism management in an internationally recognised tourism destination. The courses we offer are delivered by academic and industry experts who provide you with insights into best practice across a range of sectors, and the opportunity to engage and work with some of the most innovative and creative businesses in the region.

Designed in consultation with regional and national businesses operating in the visitor economy, and representatives from our strategic partners at Cumbria Tourist Board, the MBA Tourism Management will appeal to employees working in a range of sectors across the visitor economy and is aimed at you as an industry professional seeking to demonstrate your management potential as a future leader of industry.

The programme provides you with the opportunity to enhance your existing knowledge and expertise by focusing on key areas of business success. Each module provides you with a 'toolkit' for modelling what successful service sector provision looks like in an industry with many stakeholders and widely differing agendas. In addition, our strategic partnerships with Cumbria Tourist Board, the Lake District China Forum and the Lake District Hotels Association, alongside our wider national and international industry links provides you with access to the latest data and information impacting on the tourism industry in the region.

The MBA focuses on real world learning and engagement with industry, allowing you as an industry professional, to draw on your existing knowledge and expertise, to reflect on academic thinking and existing industry practice, and to develop critical and creative solutions to industry problems and challenges. This approach in terms of applied learning aligns your role as an industry professional, with a contemporary curriculum that reflects the dynamic and challenging nature of the tourism industry. This external dimension to your course experience ensures that you are appropriately challenged, develop your own learning identity and further develop the skills need to optimise your career.

The key features of the programme include:

*Blended Learning* - All modules are delivered in a blended learning format so you will have access to online study material followed by face-to-face teaching provided in a 3-day block at our stunning Ambleside campus. This approach to teaching and learning allows you to optimise your educational experience while minimising the impact on your work and family commitments.

*Flexible Study Options* – You can register for full-time or part-time study based on your existing commitments and the speed with which you choose to complete your qualification. You can also choose to step on and off the programme by registering for the [University Award Hotel General Management](#), the [Post Graduate Certificate](#) or the [Post Graduate Diploma](#) to build up to your final [MBA](#) award.

*Contextualised Learning* – All modules are delivered at Ambleside by academic and industry experienced staff. Guest lectures and site visits are embedded into all of the modules and case study material is directly linked to industry.

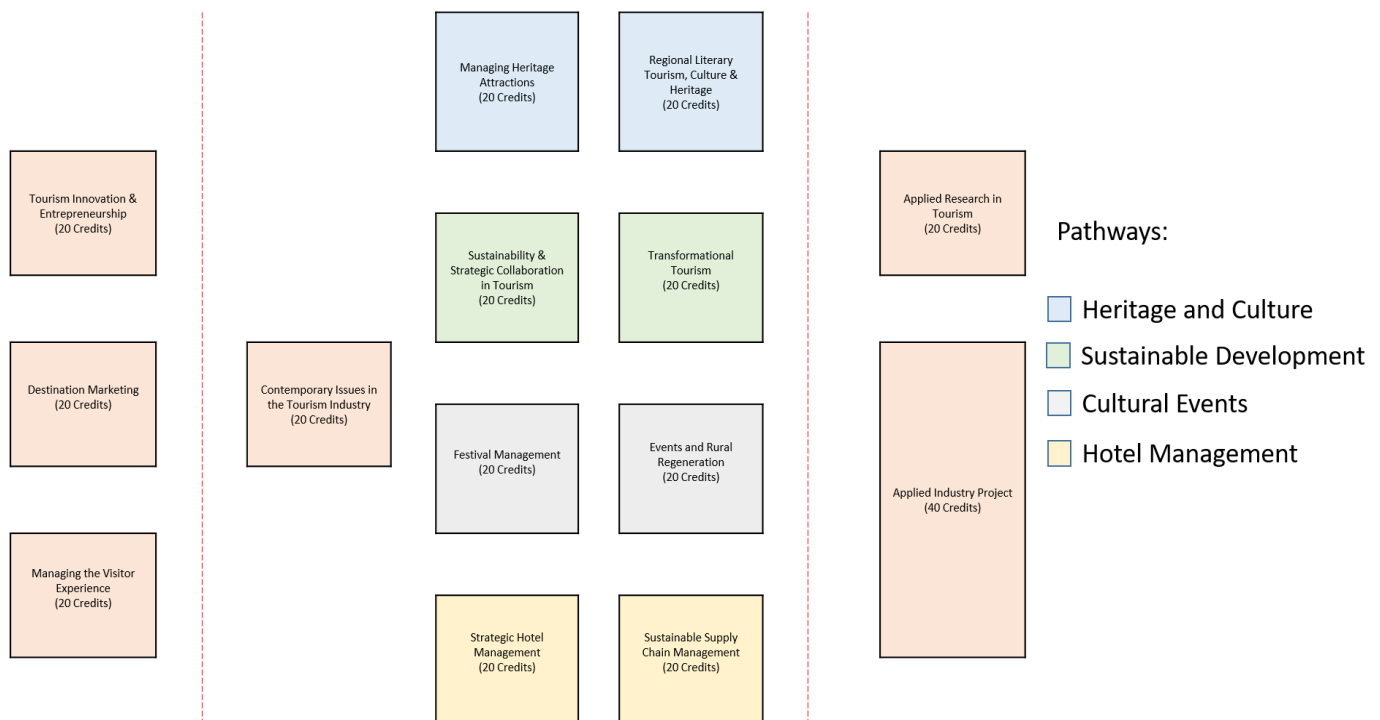
**Contextualised Assessment** - All module assessments are designed for real world application, utilising subject specific 'toolkits' and industry frameworks that can be considered in the context your own work experience or completed in association with one of our industry partners.

**Learning Support** - All modules are supported with a range of online study materials and on-line video tutorials so that you can develop your knowledge to fit with your other work and family commitments.

**Specialised Pathways** - In addition to the core modules on the general MBA Tourism Management there are four specialist areas of study (highlighted in the programme structure) that allow you to develop and demonstrate your expertise in a key sector of growth within the industry.

These specialist pathways focus on heritage and culture, hotel management, cultural events and sustainable development and will be reflected in the final award should you choose to pursue one of these options.

The structure of the MBA Tourism Management is shown below:



The first three modules on the MBA form the PG Certificate level of your award and address the key challenges identified by businesses in the tourism industry in terms of business performance. As a target award the three areas of **Tourism Innovation and Enterprise**, **Destination Marketing** and **Managing the Visitor Experience** will provide you with the core knowledge and skills to create a positive impact on the management of business in the visitor economy.

At the PG Diploma level you will undertake a core module in **Contemporary Issues in the Tourism Industry** which challenges the traditional thinking associated with tourism management and considers a range of issues that are topical at the time of study. From this point on you can choose to pursue a general award in tourism management or opt to specialise in a particular area of interest:

- *Heritage and Culture* – an area of growth for Cumbria tourism and a specialist area of knowledge for anyone interested in managing sites of heritage and culture. The two modules consider the management of these attractions and the use of heritage and culture as a draw in terms of tourism.

- *Sustainable Development* – the concepts of sustainability are embedded throughout the programme but the pathway places a specific focus on the key areas of business management in terms of sustainable leadership and CSR and current thinking in terms of transformational tourism which is an area of focus for Cumbria Tourist Board as it puts forward its bid to be a Tourism Zone in the UK.
- *Cultural Events* – focuses on two key areas of growth in the events industry drawing on case studies of festivals, arts and cultural events to consider the potential for events growth, the implications in terms of planning and management, and their impact on the rural economies in which they are delivered.
- *Hotel Management* – as a mainstay of the tourism economy the two modules in hotel management look at the operational and strategic management of hotels and the implications for the development of sustainable supply chain management. The two modules that make up the hotel management specialism are accredited by City and Guilds as part of their Global Certificate in Hospitality Management. If your industry experience is at senior management level and you have an impact on the strategic development of your organisation you may qualify for the Operations Management or Hotel GM badge that is offered as part of the programme.

The final stage of the MBA programme focuses on the development of level 7 research and consultancy skills with a 20-credit module in **Applied Research Methods** and a 40-credit **Applied Industry Project**. You will work with an identified industry partner to address a current problem/issue and provide realistic solutions to improve business performance.

## Aims of the Programme

The overall aims of the Programme are:

At level 7 the programme aims are as follows:

1. To provide you with a broad, analytical and integrated programme of applied study that focuses on deepening your knowledge and understanding of contemporary tourism management and its related sectors.
2. To encourage your confident expression and sophisticated understanding of critical theories and debates across a range of tourism contexts, helping you to appraise the value of their application in real world situations.
3. To encourage you to work independently as scholars in the field of tourism management, and to present your work in a coherent, reflective and professional manner.
4. To develop your advanced subject specific and transferable skills allowing you to function competently and effectively at management level in the tourism industry.

## Level Descriptors

Level Descriptors describe in general terms the expected outcomes you will achieve at each level of study as you progress through your programmes. They describe the relative demand, complexity, depth of learning and learner autonomy associated with a particular level of learning and achievement. The University's Level Descriptors are aligned to the national [Framework for Higher Education Qualifications](#) (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision.

At Level 7 (Usually Master's level), you will be able to demonstrate that you have the ability:

- To display a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of your academic discipline, field of study or area of professional practice.
- Employ advanced subject-specific and cognitive skills to enable decision-making in complex and unpredictable situations.
- Generate new ideas and support the achievement of desired outcomes
- Accept accountability for decision making including the use of supervision
- Analyse complex concepts and professional situations by means of synthesis of personal and work-place reflection and data drawn from scholarship and research in the field.

### **Programme Outcomes – Knowledge and Understanding**

The programme provides opportunities for you to develop and demonstrate the following:

#### **After 60 credits of study (PG Cert) you will be able to demonstrate:**

- K1.** Relevant knowledge and understanding of organisations and the external context in which they operate.
- K2.** Management and operational skills necessary to shape the dynamic and organic changes within your sector of the tourism industry
- K3.** Reflective learning and application of knowledge based on prior industry experience and peer-to-peer discussion.

#### **After 120 credits of study (PG Dip) you will be able to demonstrate:**

- K4.** A depth of knowledge relating to a specialist area associated with the development, planning and management.
- K5.** An understanding of integrating new knowledge within both an organisational and departmental context.
- K6.** Knowledge and understanding of the concepts of sustainability within the context of space and place.

#### **After 180 credits of study (MBA) you will be able to demonstrate:**

- K7.** An understanding of your place, as a researcher and practitioner within the wider tourism industry.
- K8.** Knowledge and understanding of research methodologies, methods, and their application within the sector.
- K9.** A synthesis of your current knowledge and understanding within the context of an applied industry project.

### **Programme Outcomes – Skills and other Attributes (including Employability Skills)**

The programme provides opportunities for you to develop and demonstrate the following:

**After 60 credits of study (PG Cert) you will be able to demonstrate:**

- S1.** Excellent communication skills, both written and verbal, clearly and confidently expressing complex information and ideas in a variety of formats.
- S2.** Effective performance within a team environment and the ability to recognise and use individual contributions to negotiate with, persuade or influence others.
- S3.** The critical and creative thinking associated with managing businesses operating in the tourism industry, including identifying assumptions, evaluating statements, and defining tourism terms adequately.

**After 120 credits of study (PG Dip) you will be able to demonstrate:**

- S4.** Use information and knowledge effectively in order to abstract meaning that informs on the design of business solutions.
- S5.** Design and justify a range of solutions/recommendations that demonstrate awareness of innovation, risk and the potential impact on other stakeholders.
- S6.** The assimilation and conceptualisation of new knowledge within a sustainability paradigm

**After 180 credits of study (MBA) you will be able to demonstrate:**

- S7.** The ability to conduct research and enquiry into tourism related business and management issues, through appropriate research design, the collection and analysis of data, synthesis and reporting.
- S8.** Professionalism in managing self and dealing with others to ensure standards of work and adherence to procedures associated with the management of business in the tourism industry.
- S9.** Awareness of the commercial business environment and the realities affecting tourism business operations.

**External and Internal Reference Points**

The following Subject Benchmark Statements and other external and internal reference points have been used to inform the Programme Outcomes:

While priority has been given to the QAA Subject Benchmark Statement for Masters Degrees in Business and Management (2015) which cover both generalist and specialist programmes including MBA Awards, reference has also been made to the QAA Subject Benchmark Statement for Events, Hospitality, Leisure Sport and Tourism (2016) as sourced from the [QAA website](#): -

[QAA Subject Benchmark Statement for Masters Degrees in Business and Management \(2015\)](#)

[QAA Subject Benchmark Statement for Events, Hospitality, Leisure Sport and Tourism \(2016\)](#)

[University of Cumbria Strategic Plan](#)

[University of Cumbria Learning, Teaching and Assessment Strategy](#)

[University of Cumbria Regulations and Academic Procedures and Processes](#)

**Graduate Prospects**

As a practical and contemporary programme of learning the MBA has been designed for you as a practising manager, and industry professional, to build on your previous relevant education and work



experience. Real world learning and the application of academic and industry best practice help to develop your existing skills and knowledge allowing you to make a major contribution to the policy and planning of your organisation. The specific focus of the programme is on enabling managers to operate at a strategic level and manage their organisations effectively in the complex and uncertain business environment of today. With MBA's in the UK identified as a 'gamechanging' qualification in terms of career progression (The Guardian, 2018) graduates should be able to progress to senior management career opportunities available in a range of tourism contexts. Depending on previous experience this could include roles such as General Manager, Attractions Manager, Event Manager or similar position at senior management level. There is also the opportunity to progress to further study at post graduate level including MPhil or PhD.

## **Learning, Teaching and Assessment Strategies employed to enable the Programme Outcomes to be Achieved and Demonstrated**

As a student at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative and dynamic learning environment. Teaching, assessment and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

We seek to create a stimulating and innovative community of learning, whether encountered on campus or at a distance, on placement or in the workplace. Facilitated by our expert practitioner staff, you will experience a learning environment that is well equipped, flexible, and stimulating.

### **Learning and Teaching**

The approach to learning and teaching on the MBA Tourism Management is aligned with the UoC vision of being:

*"recognised as a catalyst for individual and regional prosperity and pride with national and international relevance, reach and impact"*

And the LTA Strategy (2017-22) themes and aims that focus on the development of graduate employability and the creation of a professionally relevant learning environment for both the learning and the team involved in the delivery of the programme. To that end the programme adopts an Applied Learning philosophy that impacts on teaching, learning and assessment in terms of the approach to:

*Curriculum Design* – innovative and 'transformational' approaches to teaching and learning have been embedded as far as possible into the programme design to create a distinct offer relevant to the development of your employability and your ability to make a positive contribution to business.. This is evidenced in the three stages of your programme:

- The certificate stage introduces 3 key areas of current academic thinking in terms of knowledge and then applicability. The host guest relationship that is embedded in destination marketing and managing the visitor experience and the importance of the innovative nature of that relationship.
- The second stage (diploma stage) begins with contemporary issues that questions the learning from the first three modules, but also places you as the arbiter within that debate. This then helps you to identify the direction of further study in terms of both identifying the tourism area (tourism management, culture and heritage, cultural events or hotel management) and your place within that specific area.
- The final stage of the MBA provides the means and access to both contextualising your own ideas, but also testing your theories and applications of knowledge gained through the first two stages.



The key to this is the triangle of consumer, destination and company/product and your input into the management expertise required to be successful within that industry.

*Module delivery* – all modules are delivered in a blended learning format that combines online and face-to-face block delivery to minimise the impact on work and family commitments. This ensures that you have the opportunity to explore the concepts within the module prior to the face-to-face delivery and then to reflect on these prior to submission of final assessments.

*Module content* – draws on guest speakers, site visits, case study material and examples of industry best practice providing a holistic view of tourism management in the region and facilitating student engagement. This will include access to family owned and run business, group business models, facility managers, events managers and those responsible for destination management.

*Module assessment* – all assessment can be applied to your existing real-world context, providing opportunities for engagement with industry partners and enhanced employability in terms of developing your key skills and knowledge. Your experience and the research conducted as part of your programme feeds into the academic debates and discussions ensuring the currency of debate and in class discussion.

*Learner support* – You are supported to develop your own learner identity, allowing you to bridge the gap between academic thinking and real-world experience. The tutor's role is central to that support and the creation of an online discussion forum for both the programme and the individual modules will ensure that you have ready access to peer and academic support throughout the programme of study.

This philosophy allows you to develop your critical thinking, problem solving, interpersonal and creative skills giving you the 'tools' with which to demonstrate your managerial capabilities and maximise your career potential. In 'transformational' terms this reflects current thinking in the field of tourism management, which calls into question the more traditional views of sustainability, tourism management and planning and approaches to managing business in the visitor economy. It opens up the transformational effects upon the triangle of host, guest and destination and those key management responses that are necessary for organic growth, visitor management and sustainable economies. The application of theoretical constructs in real-world environments ensures that assessments are appropriately challenging at level 7 and promote the critical, analytical and creative thinking you need to function effectively as a manager in the tourism industry.

The programme is delivered at our Ambleside campus providing you with access to a range of teaching and learning facilities and support mechanisms. The nature of the programme also requires an element of online support that is managed through the UoCVLE (Blackboard) and the provision of a Pebblepad site that allows you to track your achievements in terms of meeting the programme outcomes.

In order to maintain the quality and integrity of your experience at Ambleside our progress and performance in terms of the MBA will be monitored in line with the LTA Strategy (2017-22) with external indicators that include:

The National Student Experience Survey (PTES) and the DLHE (graduate employment monitoring); and internal indicators in terms of: Student Achievement (pass, merit, distinction),

Staff engagement with academic professional development,

Research with other HEI's or research institutions, and

Academic engagement with professional bodies and other associations who can make a positive contribution to your programme of study.

### **Summative and Formative Assessment**

As indicated in the Programme Delivery Structure provided later in the document the MBA provides you with a diversity of assessment methods, all of which are applied in nature and can be considered in

the context of a real-world environment. For you, this could be in your existing place of work, or in conjunction with an industry partner. All module assessment draws on current academic and real-world thinking, ensuring your engagement with industry partners and the potential to demonstrate and develop your employability in terms of key skills and knowledge. Destination marketing, for example requires the creation of a bid document for a location or company. Managing the visitor experience considers the service encounter in a tourism related business and the management interventions necessary throughout a given time period.

The combination of industry input that is embedded through visits and guest lecturers, the research experience of the tutors, and your professional opinion and expertise provides the relevance and the reality of your programme experience. The application of theoretical constructs in real-world environments ensures that your assessments are appropriately challenging at level 7 and promote the critical, analytical and creative thinking you need to function effectively as a manager in the tourism industry. The programme design in terms of online support and face-to-face delivery in 3-day blocks ensures that your assessments are distributed throughout the academic year. Module support and guidance throughout the duration of your programme ensures that you are provided with a number of opportunities for summative and formative feedback with the provision of constructive comments intended to enhance your assessment performance going forward.

## **Student Support**

We provide responsive learner support that promotes student success. Our approach to learner support is designed to support achievement and progression, champion inclusivity and accessibility, prepare you for opportunities beyond study, and promote independence and resilience, enabling you to achieve your potential.

As a student of the University of Cumbria, you will be taught by academics and expert practitioners who facilitate learning through structured inquiry. You will be provided with access to high quality academic resources through physical and digital libraries and will be supported to develop skills that enable you to become a critical, reflective, discerning and independent learner and researcher.

### **Induction**

In catering to you as an industry professional we have designed all aspects of the MBA to minimise the impact on your work and family commitments. Online material is available through the university Blackboard site and face-to-face content is provided in three-day blocks at our Ambleside campus. Your induction will, in the first instance, be offered in a condensed format of 1 day at the start of your programme, providing an introduction to the course and the teaching team and advice on research and IT skills to support your learning. In addition, you will be supported via the programme page on Blackboard that will provide key information on programme timings, key contacts and links to university library and support systems. The first evening of every block teaching session you attend will include a networking event with the team to create and foster a collaborative and supportive learning community throughout the duration of your studies.

### **Personal Tutoring**

You will also be allocated a Personal Tutor. Your Personal Tutor will be based at the Ambleside campus and will be proactively involved in the delivery of your programme and have contact with you throughout your time at the University. They will support your learning and development, through tutorials, progress reviews and other support as outlined in the Personal Tutoring Policy. When you are off campus your personal tutor can be contacted by email or skype.

### **Personal and Professional Development Planning**

Personal & Professional Development Planning (PPDP) is embedded into the programme design in terms of industry engagement and assessment. In order to document your progress through the

course of the MBA you will be able to access a personal Pebblepad site that covers the programme skills and knowledge and allows you to evidence your development and reflect on your personal and professional growth. The programme team will support you to build a portfolio of work as you complete each module, evidencing your personal learning journey and subject knowledge for future use in your career.

### **Library and Academic Support (based in Information Services)**

Module leaders will collaborate with Library and Academic Advisors to ensure that your reading and resource lists are current and items are available via the library discovery tool OneSearch. In order to maximise access, availability and usefulness, ebooks and electronic journal titles will, in most cases, be prioritised. You can access a wide range of electronic and print content using [OneSearch](#) and you can find out more about key texts, databases and journals for your subject by accessing the library's [subject resources webpages](#). Where appropriate, module reading and resource lists will be made available to you electronically using the University's [online reading and resource list system](#).

The [Skills@Cumbria](#) service can help support your academic skills and success throughout your programme. The service is delivered by a team of professional Library and Academic Advisors. It includes a suite of [online self-help resources](#) accessible 24/7 via the University's website and Blackboard site. It also provides group and individual advice and guidance accessible through and alongside your course and by different means such as face to face, email or virtual. Visit [skills@cumbria](#) for more details.

### **IT and Technical Support**

Technology is an invaluable asset when it comes to studying, so it's important you know how to make the most out of the excellent [facilities](#) we have available. Our aim is to ensure you can access university electronic resources from anywhere or any device, whether on or off campus. The [Student Hub](#) is your one-stop gateway to all university systems, Outlook email, and OneDrive.

Whether you consider yourself a computer expert or you're not confident about your IT skills, we're always around to ensure you get the level of support you need. We have a wealth of information and support available on the [website](#) and have a dedicated IT Service Desk where you can talk to someone by phone or log your question online from anywhere, at any time.

### **Student Support Services**

Student Support Services offer a wide range of support, including: careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. We also offer mentoring by trained students which you can request at any point during your studies. We know that you want to get the most out of your programme, make the best use of your time and find or continue in the career you always dreamed of. Access university support and facilities easily and quickly via the [website](#) and/or via the Student Services guidance tile on the [Student Hub](#).

In addition to the range of guidance above, you have the opportunity to further develop your personal, academic and professional skills by taking part in a number of initiatives coordinated and delivered by professional services advisers:

### **Preparing for Postgraduate Study**

This free online pre-entry Master's level course is available free of charge through the Open Education Platform powered by Blackboard as is Head Start Plus. It provides a useful insight into the academic requirements of study at postgraduate level and is recommended to students who are about to start their PG qualification.

To access the course simply follow the link to <https://openeducation.blackboard.com/cumbria> and set-up a free account with Open Education. Once logged on, select the course free of charge and work through it at your own pace.

### **Mature Students' Events**

Whether it is a coffee morning, lunchtime gathering or a social event, there are events happening throughout the year to link you up with other mature students who will also be juggling a number of commitments alongside their studies.

### **Help is at Hand Events**

Keep a look out for these interactive events on campus around October and January. You are encouraged to attend these as they showcase the range of support available here and give you the opportunity to talk to people from Finance, Accommodation, the Students' Union, the Wellbeing and Disability Team etc.

### **Career Ahead+**

Career Ahead+ is the University of Cumbria's Employability Award. Completing Career Ahead+ will help you recognise and develop your skills, providing a greater opportunity for you to get the job you want when you graduate. The award is based on what employers look for in an ideal candidate, in relation to skills, knowledge and experience. You will be supported with career direction, gaining experience, and providing all the skills needed to complete the perfect application and be successful in that all important job interview. Contact [careerahead@cumbria.ac.uk](mailto:careerahead@cumbria.ac.uk) or visit [www.cumbria.ac.uk/careerahead](http://www.cumbria.ac.uk/careerahead) for more information.

<b>Programme Curriculum Map - MBA Tourism Management</b>					
<b>Academic Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Module Status*</b>	<b>Programme Outcomes achieved</b>
7	TOUR7001	Tourism Innovation and Entrepreneurship	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7002	Destination Marketing	20	Compulsory	K1, K2, K3, S1, S2
7	TOUR7003	Managing the Visitor Experience	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7004	Contemporary Issues in Tourism Management	20	Compulsory	K3, K4, K5, S1, S3, S4, S5, S6
7	TOUR7005	Managing Heritage Attractions	20	Optional	K3, K4, K6, S1, S4, S5, S6
7	TOUR7006	Regional Literary Tourism, Culture and Heritage	20	Optional	K3, K4, K6, S1, S4, S5
7	TOUR7007	Sustainable and Strategic Collaboration in Tourism	20	Optional	K2, K3, K4, K5, K6, S1, S2, S4, S5
7	TOUR7008	Transformational Tourism	20	Optional	K2, K3, K4, K5, K6, S1, S3, S5, S6
7	TOUR7009	Festival Management	20	Optional	K2, K4, K6, S1, S2, S3, S5
7	TOUR7010	Events and Rural Regeneration	20	Optional	K1, K3, K4, K6, S1, S3, S5, S6
7	TOUR7011	Strategic Hotel Management	20	Optional	K1, K2, K3, K4, K5, S1, S2, S3, S5, S6
7	TOUR7012	Sustainable Supply Chain Management	20	Optional	K2, K3, K4, K5, K6, S1, S4, S5, S6
7	TOUR7013	Applied Research Methods	20	Compulsory	K4, K5, K7, K8, S1, S4, S7, S8
7	TOUR7014	Applied Industry Project	40	Compulsory	K3, K4, K5, K7, K8, K9, S1, S4, S5, S7, S8, S9

## Notes

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

Optional modules may be subject to availability and viability. If we have insufficient numbers of students interested in an optional module in any given academic year, this may not be offered. If an optional module will not be running, we will advise you as soon as possible and help you choose an alternative module. Optional modules are normally selected 3 - 5 months in advance.

A failed student will not be permitted to re-register on the same programme.

The MBA Tourism Management has four named specialisms available as optional modules. These include:

Heritage and Culture (Managing Visitor Attractions & Regional Literary, Tourism, Culture and Heritage)

Sustainable Development (Sustainable and Strategic Collaboration & Transformational Tourism)

Cultural Events (Festival Management, Events and Rural Regeneration)

Hotel Management (Strategic Hotel Management & Sustainable Supply Chain).

In order to qualify for the MBA Tourism Management with Specialism student must successfully pass both modules in their chosen area. Students should make their choice on application to the programme but have the first four weeks of the academic year to amend their selection. A change of specialism will require students to complete transfer paperwork.

The final stage of the degree is composed of 60 credits of applied research. TOUR7013 (Applied Research Methods) is a pre-requisite for progression to TOUR7014 (Applied Industry Project).

Students can choose to withdraw from their programme of study at any stage and will be eligible for a PG Cert (60 credits) or PG Dip (120 Credits) if they have successfully passed the appropriate number of modules.

The pattern of delivery for PT study will follow the FT structure with guidance from the Programme Leader.

## Programme Curriculum Map - MBA Tourism Management with Heritage and Culture

Academic Level	Module Code	Module Title	Credits	Module Status*	Programme Outcomes achieved
7	TOUR7001	Tourism Innovation and Entrepreneurship	20	Compulsory	K1, K2, K3, S1, S3

7	TOUR7002	Destination Marketing	20	Compulsory	K1, K2, K3, S1, S2
7	TOUR7003	Managing the Visitor Experience	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7004	Contemporary Issues in Tourism Management	20	Compulsory	K3, K4, K5, S1, S3, S4, S5, S6
7	TOUR7015	Managing Heritage Attractions	20	Core*	K3, K4, K6, S1, S4, S5, S6
7	TOUR7016	Regional Literary Tourism, Culture and Heritage	20	Core*	K3, K4, K6, S1, S4, S5
7	TOUR7013	Applied Research Methods	20	Compulsory	K4, K5, K7, K8, S1, S4, S7, S8
7	TOUR7014	Applied Industry Project	40	Compulsory	K3, K4, K5, K7, K8, K9, S1, S4, S5, S6, S7, S8, S9

## Notes

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

Optional modules may be subject to availability and viability. If we have insufficient numbers of students interested in an optional module in any given academic year, this may not be offered. If an optional module will not be running, we will advise you as soon as possible and help you choose an alternative module. Optional modules are normally selected 3 - 5 months in advance.

A failed student will not be permitted to re-register on the same programme.

\*In order to qualify for the MBA Tourism Management with Specialism student must successfully pass both modules in their chosen area. Students should make their choice on application to the programme but have the first four weeks of the academic year to amend their selection.

The final stage of the degree is composed of 60 credits of applied research. TOUR7013 (Applied Research Methods) is a pre-requisite for progression to TOUR7014 (Applied Industry Project).

Students can choose to withdraw from their programme of study at any stage and will be eligible for a PG Cert (60 credits) or PG Dip (120 Credits) if they have successfully passed the appropriate number of modules.

The pattern of delivery for PT study will follow the FT structure with guidance from the Programme Leader.



<b>Programme Curriculum Map - MBA Tourism Management with Sustainable Development</b>					
<b>Academic Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Module Status*</b>	<b>Programme Outcomes achieved</b>
7	TOUR7001	Tourism Innovation and Entrepreneurship	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7002	Destination Marketing	20	Compulsory	K1, K2, K3, S1, S2
7	TOUR7003	Managing the Visitor Experience	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7004	Contemporary Issues in Tourism Management	20	Compulsory	K3, K4, K5, S1, S3, S4, S5, S6
7	TOUR7017	Sustainable and Strategic Collaboration in Tourism	20	Core*	K2, K3, K4, K5, K6, S1, S2, S4, S5, S6
7	TOUR7018	Transformational Tourism	20	Core*	K2, K3, K4, K5, K6, S1, S3, S5, S6
7	TOUR7013	Applied Research Methods	20	Compulsory	K4, K5, K7, K8, S1, S4, S7, S8
7	TOUR7014	Applied Industry Project	40	Compulsory	K3, K4, K5, K7, K8, K9, S1, S4, S5, S6, S7, S8, S9
<b>Notes</b>					
<p>This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.</p> <p>Optional modules may be subject to availability and viability. If we have insufficient numbers of students interested in an optional module in any given academic year, this may not be offered. If an optional module will not be running, we will advise you as soon as possible and help you choose an alternative module. Optional modules are normally selected 3 - 5 months in advance.</p> <p>A failed student will not be permitted to re-register on the same programme.</p> <p>*In order to qualify for the MBA Tourism Management with Specialism student must successfully pass both modules in their chosen area. Students should make their choice on application to the programme but have the first four weeks of the academic year to amend their selection.</p>					

The final stage of the degree is composed of 60 credits of applied research. TOUR7013 (Applied Research Methods) is a pre-requisite for progression to TOUR7014 (Applied Industry Project).

Students can choose to withdraw from their programme of study at any stage and will be eligible for a PG Cert (60 credits) or PG Dip (120 Credits) if they have successfully passed the appropriate number of modules.

The pattern of delivery for PT study will follow the FT structure with guidance from the Programme Leader.

**Programme Curriculum Map - MBA Tourism Management with Cultural Events**

<b>Academic Level</b>	<b>Module Code</b>	<b>Module Title</b>	<b>Credits</b>	<b>Module Status*</b>	<b>Programme Outcomes achieved</b>
7	TOUR7001	Tourism Innovation and Entrepreneurship	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7002	Destination Marketing	20	Compulsory	K1, K2, K3, S1, S2
7	TOUR7003	Managing the Visitor Experience	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7004	Contemporary Issues in Tourism Management	20	Compulsory	K3, K4, K5, S1, S3, S4, S5, S6
7	TOUR7019	Festival Management	20	Core*	K2, K4, K6, S1, S2, S3, S5
7	TOUR7020	Events and Rural Regeneration	20	Core*	K1, K3, K4, K6, S1, S3, S5, S6
7	TOUR7013	Applied Research Methods	20	Compulsory	K4, K5, K7, K8, S1, S4, S7, S8
7	TOUR7014	Applied Industry Project	40	Compulsory	K3, K4, K5, K7, K8, K9, S1, S4, S5, S6, S7, S8, S9

**Notes**

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

Optional modules may be subject to availability and viability. If we have insufficient numbers of students interested in an optional module in any given academic year, this may not be offered. If an optional module will not be running, we will advise you as soon as possible and help you choose an alternative module. Optional modules are normally selected 3 - 5 months in advance.

A failed student will not be permitted to re-register on the same programme.

\*In order to qualify for the MBA Tourism Management with Specialism student must successfully pass both modules in their chosen area. Students should make their choice on application to the programme but have the first four weeks of the academic year to amend their selection.

The final stage of the degree is composed of 60 credits of applied research. TOUR7013 (Applied Research Methods) is a pre-requisite for progression to TOUR7014 (Applied Industry Project).

Students can choose to withdraw from their programme of study at any stage and will be eligible for a PG Cert (60 credits) or PG Dip (120 Credits) if they have successfully passed the appropriate number of modules.

The pattern of delivery for PT study will follow the FT structure with guidance from the Programme Leader.

### Programme Curriculum Map - MBA Tourism Management with Hotel Management

Academic Level	Module Code	Module Title	Credits	Module Status*	Programme Outcomes achieved
7	TOUR7001	Tourism Innovation and Entrepreneurship	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7002	Destination Marketing	20	Compulsory	K1, K2, K3, S1, S2
7	TOUR7003	Managing the Visitor Experience	20	Compulsory	K1, K2, K3, S1, S3
7	TOUR7004	Contemporary Issues in Tourism Management	20	Compulsory	K3, K4, K5, S1, S3, S4, S5, S6
7	TOUR7021	Strategic Hotel Management	20	Core*	K1, K2, K3, K4, K5, S1, S2, S3, S5
7	TOUR7022	Sustainable Supply Chain Management	20	Core*	K2, K3, K4, K5, K6, S1, S4, S5, S6
7	TOUR7013	Applied Research Methods	20	Compulsory	K4, K5, K7, K8, S1, S4, S7, S8

7	TOUR7014	Applied Industry Project	40	Compulsory	K3, K4, K5, K7, K8, K9, S1, S4, S5, S6, S7, S8, S9
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### Notes

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

Optional modules may be subject to availability and viability. If we have insufficient numbers of students interested in an optional module in any given academic year, this may not be offered. If an optional module will not be running, we will advise you as soon as possible and help you choose an alternative module. Optional modules are normally selected 3 - 5 months in advance.

A failed student will not be permitted to re-register on the same programme.

\*In order to qualify for the MBA Tourism Management with Specialism student must successfully pass both modules in their chosen area. Students should make their choice on application to the programme but have the first four weeks of the academic year to amend their selection.

The final stage of the degree is composed of 60 credits of applied research. TOUR7013 (Applied Research Methods) is a pre-requisite for progression to TOUR7014 (Applied Industry Project).

Students can choose to withdraw from their programme of study at any stage and will be eligible for a PG Cert (60 credits) or PG Dip (120 Credits) if they have successfully passed the appropriate number of modules.

The pattern of delivery for PT study will follow the FT structure with guidance from the Programme Leader.

### \* Key to Module Statuses

Core Modules	Must be taken and must be successfully passed
Compulsory Modules	Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed)
Optional Modules	Are a set of modules from which you will be required to choose a set number to study. Once chosen, it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed)

Qualificatory Units	These are non- credit-bearing pass/fail components that are used to satisfy relevant professional, statutory or regulatory body professional requirements that are associated with the programme
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<b>Programme Delivery Structure: MBA Tourism Management Full Time</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Delivery Pattern</b>	<b>Method(s) of Assessment</b>	<b>Approximate Assessment Deadline</b>
		<b>Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long</b>		
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1
<b>Students Exiting at this point with 60 credits would receive a PG Certificate Tourism Management</b>				
TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
TOUR7005	Managing Heritage Attractions	Spring Semester	Project Work (100%)	Mid Semester 2
TOUR7006	Regional Literary Tourism, Culture and Heritage	Spring Semester	Portfolio (100%)	End Semester 2
TOUR7007	Sustainability and Strategic Collaboration in Tourism	Spring Semester	Written Assignment (100%)	Mid Semester 2
TOUR7008	Transformational Tourism	Spring Semester	Report (100%)	End Semester 2
TOUR7009	Festival Management	Spring Semester	Portfolio (100%)	Mid Semester 2
TOUR7010	Events and Rural Regeneration	Spring Semester	Report (100%)	End Semester 2

TOUR7011	Strategic Hotel Management	Spring Semester	Portfolio (100%)	Mid Semester 2
TOUR7012	Sustainable Supply Chain Management	Spring Semester	Report (100%)	End Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management</b>				

**Programme Delivery Structure: MBA Tourism Management with Heritage and Culture Full Time**

Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long		
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				



TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
TOUR7015	Managing Heritage Attractions	Spring Semester	Project Work (100%)	Mid Semester 2
TOUR7016	Regional Literary Tourism, Culture and Heritage	Spring Semester	Portfolio (100%)	End Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management with a specialism in Heritage and Culture</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management with a specialism in Heritage and Culture</b>				

<b>Programme Delivery Structure: MBA Tourism Management with Sustainable Development Full Time</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Delivery Pattern</b>	<b>Method(s) of Assessment</b>	<b>Approximate Assessment Deadline</b>
		<b>Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long</b>		
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%)	End Semester 1

			Written Assignment (60%)	
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				
TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
TOUR7017	Sustainability and Strategic Collaboration in Tourism	Spring Semester	Written Assignment (100%)	Mid Semester 2
TOUR7018	Transformational Tourism	Spring Semester	Report (100%)	End Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management with a specialism in Sustainable Development</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management with a specialism in Sustainable Development</b>				

<b>Programme Delivery Structure: MBA Tourism Management with Cultural Events Full Time</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Delivery Pattern</b>	<b>Method(s) of Assessment</b>	<b>Approximate Assessment Deadline</b>
		<b>Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long</b>		
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1

TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				
TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
TOUR7019	Festival Management	Spring Semester	Portfolio (100%)	Mid Semester 2
TOUR7020	Events and Rural Regeneration	Spring Semester	Report (100%)	End Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management with a specialism in Cultural Events</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management with a specialism in Cultural Events</b>				

<b>Programme Delivery Structure: MBA Tourism Management with Hotel Management Full Time</b>				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		Autumn Semester / Spring Semester /		

		<b>Extended Spring Semester / Year-Long</b>		
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				
TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
TOUR7021	Strategic Hotel Management	Spring Semester	Portfolio (100%)	Mid Semester 2
TOUR7022	Sustainable Supply Chain Management	Spring Semester	Report (100%)	End Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management with a specialism in Hotel Management</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management with a specialism in Hotel Management</b>				

<b>Programme Delivery Structure: MBA Tourism Management Part Time</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Delivery Pattern</b>	<b>Method(s) of Assessment</b>	<b>Approximate Assessment Deadline</b>
		<b>Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long</b>		
<b>Year One</b>				
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1
TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				
TOUR7006	Regional Literary Tourism, Culture and Heritage	Spring Semester	Portfolio (100%)	End Semester 2
TOUR7008	Transformational Tourism	Spring Semester	Report (100%)	End Semester 2
TOUR7010	Events and Rural Regeneration	Spring Semester	Report (100%)	End Semester 2
TOUR7012	Sustainable Supply Chain Management	Spring Semester	Report (100%)	End Semester 2
<b>Year Two</b>				
TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7005	Managing Heritage Attractions	Spring Semester	Project Work (100%)	Mid Semester 2

TOUR7007	Sustainability and Strategic Collaboration in Tourism	Spring Semester	Written Assignment (100%)	Mid Semester 2
TOUR7009	Festival Management	Spring Semester	Portfolio (100%)	Mid Semester 2
TOUR7011	Strategic Hotel Management	Spring Semester	Portfolio (100%)	Mid Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management</b>				

<b>Programme Delivery Structure: MBA Tourism Management with Heritage and Culture Part Time</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Delivery Pattern</b>	<b>Method(s) of Assessment</b>	<b>Approximate Assessment Deadline</b>
		<b>Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long</b>		
<b>Year One</b>				
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1

TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				
TOUR7016	Regional Literary Tourism, Culture and Heritage	Spring Semester	Portfolio (100%)	End Semester 2
<b>Year Two</b>				
TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7015	Managing Heritage Attractions	Spring Semester	Project Work (100%)	Mid Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management with a specialism in Heritage and Culture</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management with a specialism in Heritage and Culture</b>				

<b>Programme Delivery Structure: MBA Tourism Management with Sustainable Development Part Time</b>				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		Autumn Semester / Spring Semester /		



		<b>Extended Spring Semester / Year-Long</b>		
<b>Year One</b>				
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1
TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				
TOUR7018	Transformational Tourism	Spring Semester	Report (100%)	End Semester 2
<b>Year Two</b>				
TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7017	Sustainability and Strategic Collaboration in Tourism	Spring Semester	Written Assignment (100%)	Mid Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management with a specialism in Sustainable Development</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management with a specialism in Sustainable Development</b>				

<b>Programme Delivery Structure: MBA Tourism Management with Cultural Events Part Time</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Delivery Pattern</b>	<b>Method(s) of Assessment</b>	<b>Approximate Assessment Deadline</b>
		<b>Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long</b>		
<b>Year One</b>				
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1
TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				
TOUR7020	Events and Rural Regeneration	Spring Semester	Report (100%)	End Semester 2
<b>Year Two</b>				
TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7019	Festival Management	Spring Semester	Portfolio (100%)	Mid Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management with a specialism in Cultural Events</b>				

TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management with a specialism in Cultural Events</b>				

<b>Programme Delivery Structure: MBA Tourism Management with Hotel Management Part Time</b>				
<b>Module Code</b>	<b>Module Title</b>	<b>Delivery Pattern</b>	<b>Method(s) of Assessment</b>	<b>Approximate Assessment Deadline</b>
		<b>Autumn Semester / Spring Semester / Extended Spring Semester / Year-Long</b>		
<b>Year One</b>				
TOUR7001	Tourism Innovation and Entrepreneurship	Autumn Semester	Report (100%)	Early Semester 1
TOUR7003	Managing the Visitor Experience	Autumn Semester	Presentation (40%) Written Assignment (60%)	End Semester 1
TOUR7004	Contemporary Issues in Tourism Management	Spring Semester	Project Work (100%)	Early Semester 2
<b>Students Exiting at this point with 60 credits would receive a PG Certificate in Tourism Management</b>				
TOUR7022	Sustainable Supply Chain Management	Spring Semester	Report (100%)	End Semester 2
<b>Year Two</b>				

TOUR7002	Destination Marketing	Autumn Semester	Group Presentation (50%) Written Assignment (50%)	Mid Semester 1
TOUR7021	Strategic Hotel Management	Spring Semester	Portfolio (100%)	Mid Semester 2
<b>Students exiting at this point with 120 credits would receive a PG Dip Tourism Management with a specialism in Hotel Management</b>				
TOUR7013	Applied Research Methods	Extended Spring Semester	Presentation (40%) Report (60%)	Early Semester 3
TOUR7014	Applied Industry Project	Extended Spring Semester	Project Work (100%)	End of Year
<b>Students exiting at this point with 180 credits would receive an MBA Tourism Management with a specialism in Hotel Management</b>				

## Methods for Evaluating and Improving the Quality and Standards of Learning

<b>Mechanisms used for the Review and Evaluation of the Curriculum and Learning, Teaching and Assessment Methods</b>	<ul style="list-style-type: none"> <li>• Module Evaluation</li> <li>• Programme Validation and Periodic Review</li> <li>• Annual Monitoring</li> <li>• Peer Review of Teaching</li> <li>• External Examiner Reports</li> <li>• Student Success and Quality Assurance Committee</li> </ul>
<b>Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, placement and work-based learning providers, other stakeholders, etc.</b>	<ul style="list-style-type: none"> <li>• Staff Student Forum</li> <li>• Module Evaluation Forms</li> <li>• Programme Evaluation: National Student Survey, UK Engagement Survey</li> <li>• Module/Programme/Personal tutorials</li> <li>• Meetings with External Examiners</li> </ul>

<b>Date of Programme Specification Production:</b>	16 <sup>th</sup> August 2019
<b>Date Programme Specification was last updated:</b>	N/A
<b>For further information about this programme, refer to the programme page on the University website</b>	

<b>The following information has implications for potential international applicants who require a Tier 4 visa to study in the UK</b>	
<b>Is the placement requirement more than 50% of the programme?</b>	No
<b>If yes, what % of the programme is the placement requirement?</b>	N/A
<b>If yes, is the amount of placement a statutory requirement to meet Professional, Statutory or Regulatory Body (PSRB) or Department of Education requirements?</b>	No