

## **Course Specification**

**MSc International Hospitality and Tourism Management**

**LONT033**

**MSc International Hospitality and Tourism Management**

**LONT016P (Part-time delivery)**

**MSc International Hospitality and Tourism Management with Extended  
Professional Practice**

**LONT045**

**Coventry University London**

**September 2018**

**To Apply Progressively to Cohorts Entering from September 2019**

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

**PART A Course Specification (Published Document)**  
**MSc International Hospitality and Tourism Management**  
**LONT033, LONT016P and LONT045**

## **1. Introduction**

The MSc International Hospitality and Tourism Management course is aimed at students who would like a career within the international tourism and hospitality industries. The course is designed to give students both a strategic understanding of the hospitality and tourism industries as well as a managerial perspective of how to run such operations. It provides students with the opportunity to develop specialist knowledge and a set of rigorous and industry relevant analytical tools for leadership and management positions. Students will develop knowledge and ability to apply fundamental concepts through a range of teaching and learning approaches, including work-place learning, experiential activities and live projects.

Hospitality and tourism are two of the largest and fastest growing sectors of the global economy and it is reported that these sectors are vital contributors to employment and economic growth in both, advanced and emerging economies. In the UK alone, the tourism industry generates £127 billion of direct business for the economy each year, which equates to around 9% of GDP. It is one of the biggest employers, with over 200,000 businesses providing 4.4% of all employment (Visit Britain 2018).

Within Britain's overall tourism industry, London is the strongest destination, also recognised as the global capital of tourism. In 2017, it attracted over 19 million visitors and continues to create a wide range of opportunities for Coventry University London student placements and internships.

The rapid development and constant evolution of the hospitality and tourism industries highlights the need for talented leaders, capable of thinking strategically. They will need to be able to anticipate developments in the traditional tourism business models and operate effectively within a fast-moving global environment.

This course is designed to meet the increasing demand worldwide for graduates with the competencies and knowledge to operate as generalists in multiple parts of the Tourism and Hospitality industries and beyond. This is achieved by providing the transferrable specialist knowledge and skills that will enable graduates to communicate and manage effectively within a multi-cultural environment.

Furthermore, this course is approved by the Chartered Management Institute (CMI), in the recognition of level of professional study incorporated into the course.

### Benefits of this course

- A teaching location in the City of London;
- Business experience through internships, group and individual consulting opportunities at leading companies in the tourism and hospitality industries;
- Study visits to leading hospitality and tourism industry related events and exhibitions. Previous activities include visits to the World Travel Market, The Travel Technology Show, Technology for Marketing Show, Hotelympia and The Mandarin Oriental Hotel, destination specific visits e.g. Brighton to collect primary data, amongst others;
- Participation in academic events, research seminars and competitions and guest lectures and sessions with industry practitioners;
- A learning experience delivered by an institution with strong foundations in educating business leaders;
- Career-oriented activities, including Live projects, Coventry University London TED Talks;
- Potential to engage with business start-up advice and support;
- Strong links with the tourism and hospitality industries;
- Professional Mentoring offered by Springboard Hospitality charity;
- Cohort start dates in September and January.

MSc International Hospitality and Tourism Management graduates will develop the knowledge and skills, which will help them, pursue career opportunities in the tourism, hospitality and leisure industries, in the private and public sector or to start their own business.

<b>2 Available Award(s) and Modes of Study</b>			
Title of Award	Mode of attendance	UCAS Code	FHEQ Level
Master of Science (MSc) in International Hospitality and Tourism Management (LONT033)	One academic for year full-time	N/A	M Level (level 7)
Master of Science (MSc) in International Hospitality and Tourism Management (Part-time delivery) (LONT016P)	Two academic for years part-time		
Master of Science (MSc) in International Hospitality and Tourism Management with Extended Professional Practice (LONT045)	5 terms for extended practice		
<u>Fall-back Awards:</u> Postgraduate Diploma in International Hospitality and Tourism Management  Postgraduate Certificate in International Hospitality and Tourism Management  Postgraduate Certificate			
<b>3 Awarding Institution/Body</b>	Coventry University		
<b>4 Collaboration</b>	None		
<b>5 Teaching Institution and Location of delivery</b>	Coventry University London		
<b>6 Internal Approval/ Review Dates</b>	Date of approval: TBC Date for next review: TBC		
<b>7 Course Accredited by</b>	This course has been mapped to the requirements of the Chartered Management Institute (CMI). Students who pass two specific modules on their way to achieving the full Coventry University London qualification, can be awarded the CMI Certificate Level 7 Strategic Management and Leadership, subject to registering as a CMI member. To benefit from this, successful students will need to register with the CMI and pay their relevant membership fee.		
<b>8 Accreditation Date and Duration</b>	7 <sup>th</sup> September 2015		
<b>9 QAA Subject Benchmark Statement(s) and/or other external factors</b>	Particular note has been taken of the QAA Benchmark Statements for Masters' Degrees in Business and Management (June 2015) and, where appropriate, learning outcomes are cross-referenced to the report. Subject Benchmark statements can be found at: <a href="http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16">http://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-business-and-management-15.pdf?sfvrsn=1997f681_16</a>		
<b>10 Date of Course Specification</b>	September 2018		
<b>11 Course Director</b>	Ms Alison Maton		
<b>12 Outline and Educational Aims of the Course</b>			
A student who successfully completes the course will have achieved the following Course Learning Outcomes:			
This course satisfies the QAA Benchmark Statements for Masters Awards in Business and Management (2015).			
<ul style="list-style-type: none"> <li>Section 21 maps the intended learning outcomes as described in the next section to the course's mandatory and option modules (as listed in section 20).</li> <li>Section 22 shows the capabilities that students will be taught, given the opportunity to practise and will be assessed in.</li> </ul>			

The principal teaching, learning and assessment methods normally used on the course to achieve these learning outcomes, are identified in the next section.

The MSc International Hospitality and Tourism Management course is interdisciplinary in nature and draws on a wide range of disciplines from 'hard' to 'soft' social sciences. It has been designed to explore in detail the nature of hospitality and tourism and to address a key area of employment in the UK; particularly in the rapidly growing global economies. It aims to provide students with the skills and mind-sets that will allow them to operate within and lead organisations of the future. In doing this, we focus not just upon issues of leadership and change management, but also upon the ways in which the current managerial paradigms might most effectively be re-thought and new patterns of thinking implemented.

The course adopts an integrative approach that blends leadership and analytic approaches to solving complex problems and implementing appropriate solutions in the Hospitality and Tourism industries, placed in an international context perspective to ensure relevance in today's global economy. In this context, a culturally diverse student and academic staff body are particularly important for enriching the overall international learning experience.

The course comprises a mixture of core modules which focus on key aspects of business and specialist Hospitality and Tourism modules as well as a choice of cumulative and integrative final term project options.

The more generic business skills modules are: Strategic Management (M115LON), Global HRM Strategies (M016LON) and Managerial Finance (M004LON).

The specialist Hospitality and Tourism modules are: Marketing and Customer Experience Management (M119LON), Operations Management in Hospitality and Tourism (M150LON), Destination Management (M126LON) and Events and Project Management (M121LON).

The course aims to provide students with a thorough understanding of the key concepts and philosophies related to successful management of tourism and hospitality organisations globally. To achieve this, the course is designed to share some teaching of core modules with more generic Level 7 business courses at Coventry University London, most notably through the sharing of Coventry University London's lectures. The specialist nature of the course is emphasised in the specialist hospitality and tourism modules, seminars, small group activities, field trips and assessment. Furthermore, where practicable, the seminar groups for the shared modules will be for MSc International Hospitality and Tourism Management students only.

Seminars, run alongside traditional lectures and are course specific. These classes employ subject specific case studies, presentations and examples amongst other methods. Assignments are equally specialist and adopt a range of approaches designed to build both professional and academic skills.

A strong feature of the course is the focus on change management and managing the nature of tourist experience. This is viewed as a way to remain competitive in an era of unprecedented economic growth, global competition and increasing technology usage.

The course offers a wide range of options for students' final term project, which is designed to improve the employability of the students in their chosen area of interest. Options include an internship, research project or a dissertation.

The course has been commended by the external advisors for maintaining a strong conceptual and theoretical emphasis to address the needs of international students with little or no work experience, whilst maintaining a strong practical and professional orientation to prepare individuals for employment in a management role.

The course will develop students as individuals who are well-equipped to meet the leadership and managerial challenges of the future. They will, therefore, emerge from the course with well-developed powers of analysis, clear perspectives on strategy and strategic thinking. Furthermore, they will have honed highly effective communication and research skills, all of which are demanded by employers in the private, public, and third sectors.

For each possible course outcome, the general objectives are to:

#### **PG Certificate**

- Provide the framework within which students can develop an analytical understanding of general business in the context of a changing environment;
- Foster in students a commitment to personal development, a reflective style of management and a responsibility for their own learning.

#### **PG Certificate in International Hospitality and Tourism Management**

- Provide the framework within which students can develop an analytical understanding of International Hospitality and Tourism Management in the context of a changing environment;
- Foster in students a commitment to personal development, a reflective style of management and a responsibility for their own learning.

#### **PG Diploma in International Hospitality and Tourism Management**

- Provide students with the opportunities to develop a range of skills and the ability to apply a variety of management tools and techniques relevant in real-world international hospitality and tourism management scenarios;
- Stimulate a proactive approach to organisational issues that enables an understanding of the impact that a changing international environment has on the global hospitality and tourism industries within which organisations operate.

#### **Masters (MSc) in International Hospitality and Tourism Management**

- Encourage students to demonstrate the ability, knowledge and skills to be competent managers and effective leaders of international organisations in the rapidly changing hospitality and tourism environment;
- Provide students with frameworks to understand the core business disciplines and methods of working in the hospitality and tourism sectors, and be able to apply these in practical contexts;
- Equip students with well-developed powers of analysis, strategic approaches and communication skills to meet the leadership challenges of the rapidly changing international hospitality and tourism industries;
- Provide students with the ability to appraise current and future environments in which the hospitality and tourism industries operate and develop a competitive, strategic response;
- Enable students to define, investigate, analyse, evaluate and respond to tactical and strategic issues of concern to organisations in hospitality and tourism;
- Encourage students to adopt an analytical and creative approach to problem solving through independent judgement and critical self-awareness, working as individuals or as part of a team;
- Prepare students to communicate ideas clearly, demonstrating a capacity for logical and coherent thinking;
- Encourage students to manage their own learning and self-development and use a range of personal skills and competencies that will enable them to operate effectively in their industry.

#### **13 Course Learning Outcomes**

A student who successfully completes the course will have achieved the following Course Learning Outcomes:

- LO1 Appraise the international dynamic contexts and environments in which hospitality and tourism industries operate, to understand the critical issues and challenges and their impact on organisations' strategic planning.
- LO2 Apply and critically evaluate the major business and management models, tools and theories in the context of theoretical and practical problems.
- LO3 Competently develop and analyse strategic plans for hospitality and tourism organisations to ensure competitive advantage and maximise the customer experience.
- LO4 Explore the concepts, processes and institutions in the production and marketing of hospitality and tourism services; the management of resources and operations.
- LO5 Critically examine the policies and strategies used to manage and develop staff within international and multinational organisations in the hospitality and tourism industries.

- LO6 Evaluate the strategic dimension of marketing in managing the customer experience and developing the competitive advantage of hospitality businesses and tourist destinations.
- LO7 Develop problem-solving and decision-making skills in order to establish criteria, use appropriate decision techniques including identifying, formulating and solving business problems; the ability to create, identify and evaluate options; the ability to implement and review decisions.

## 14 Course Structure and Requirements, Levels, Modules, Credits and Awards

### 14.1 Patterns and modes of attendance

The course has been devised primarily as a one-year full-time course but it may also be taken part-time over two years and there is also a full time option with extended professional practice, the duration of which is two years. It is constructed on the basis of a modular framework of 180 credits. The course is comprised mainly of core modules that are common to all postgraduate courses, with a number of mandatory modules for each pathway course.

### 14.2 Term C Final Project Options

The course offers a wide range of options in Term 3, to give students the opportunity of preparing for their individual career path after graduation:

- M128LON Internship for Contemporary Hospitality and Tourism Mgt
- M127LON Dissertation for Contemporary Hospitality and Tourism Mgt
- M120LON Hospitality and Tourism Industry Research Project

### 14.4 Professional Accreditation with the Chartered Management Institute (CMI)

Students who pass modules M115LON Strategic Management and M121LON Events and Project Management can be awarded the CMI Certificate Level 7 Strategic Management and Leadership, subject to registering as a CMI member. CMI membership fees apply, for which students will be liable.

### 14.5 Course Structure

Modules within the course, their credit value, status (whether mandatory or options) are identified in the table below. Also indicated are the course learning outcomes that are serviced within each module. This applies to the full-time, part-time and extended practice MSc International Hospitality and Tourism Management.

Level	Module Code	Title	Credits	Status	Course Learning Outcome	Pre/Co-requisite
7	M115LON	Strategic Management	15	M	LO1, LO2	None
7	M004LON	Managerial Finance	15	M	LO2, LO7	None
7	M150LON	Operations Management in Hospitality and Tourism	15	M	LO1, LO2, LO3, LO4, LO5	None
7	M119LON	Marketing and Customer Experience Management	15	M	LO3, LO4, LO6, LO7	None
7	M016LON	Global HRM Strategies	15	M	LO1, LO5	None
7	M126LON	Destination Management	15	M	LO1, LO4, LO7	None
7	M121LON	Events and Project Management	15	M	LO1, LO2, LO7	None
7	M148LON	Research Methods for the Creative Industries	15	M	LO1, LO2, LO7	None
7	M128LON	Internship for Contemporary Hospitality and Tourism Mgt	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7	None
7	M127LON	Dissertation for Contemporary Hospitality and Tourism Mgt	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7	None
7	M120LON	Hospitality and Tourism Industry Research Project	60	O	LO1, LO2, LO3, LO4, LO5, LO6, LO7	None
7	M123LON	Postgraduate Professional Practice 1	0	M	LO1, LO2, LO3, LO4, LO5, LO6, LO7	None
7	M124LON	Postgraduate Professional Practice 2	0	M	LO1, LO2, LO3, LO4, LO5, LO6, LO7	None

7	M125LON	Postgraduate Professional Practice Project	60	M	LO1, LO2, LO3, LO4, LO5, LO6, LO7	None
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Key

M = Mandatory (i.e. must be studied and passed for the named award)

O = Option

Blue background = extended practice delivery only – please note that students studying the extended practice MSc will not study the Dissertation, Internship or Research Project modules, only the three professional practice modules.

#### 14.6 Awards requirements

The award conditions below are in addition to Coventry University London Academic Regulations.

To achieve a full MSc degree in International Hospitality and Tourism Management, a student must have passed all level 7 modules on the appropriate course (including the modules specified as Core and Mandatory and the final term project), achieving a total of 180 credits. This applies for the full time, part time and extended MSc courses.

For a Postgraduate Diploma in International Hospitality and Tourism Management, a student must have passed 120 Level 7 credits.

For a Postgraduate Certificate in International Hospitality and Tourism Management, a student must have passed 60 Level 7 credits, including at least one course-specific mandatory module.

For a Postgraduate Certificate a student must have passed 60 Level 7 credits overall excluding any course-specific mandatory module at Level 7.

#### Extended Professional Practice Criterion

Securing an internship is a highly competitive process, which requires students to be proactive and engage in search, developing their transferrable skills, taking part in career workshops, and practicing interview skills with the Careers and Employability team.

The work setting must be approved by the Employability team. Students can provide their own work setting opportunities, which will be subject to formal approval prior to the commencement of the professional practice. The team take every student through the process of preparation including matching them with an employer, identifying the suitable project, as well as arranging the final interview. During the professional practice experience students will be supported by work-based and academic mentors, who will be providing formative advice and guidance, as well as support and encouragement.

**Internship with a host organisation:** Those students gaining professional experience at an external organisation will engage and participate in genuine activities in the workplace as part of the staff team, supported by an allocated mentor, based in the organisation and an academic supervisor, based at the university. Students may be working individually or alongside other students on an internship within the host organisation.

**Campus-based Professional Experience:** Those students gaining campus-based professional experience will do so through live examples and case studies, with learning incorporating the Principles for Responsible Management Education (PRME). For example, students may undertake the campus-based professional experience, either individually or collaborate in 'consultancy teams' within and across disciplines; roles and responsibilities of team members facilitated by an identified project supervisor, who will support students, working to the consultancy cycle.

#### 14.7 Cascade of Awards

MSc in International Hospitality and Tourism Management  
(Where a student obtains 180 credits at Level 7 level including the final term module)

or

Master of Science (MSc) in International Hospitality and Tourism Management (Part-time delivery) (LONT016P)  
(Where a student obtains 180 credits at Level 7 level including the final term module)

or

Master of Science (MSc) in International Hospitality and Tourism Management with Extended Professional Practice (LONT045)  
(Where a student obtains 180 credits at Level 7 level including the final term module)

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Postgraduate Diploma in International Hospitality and Tourism Management  
(Where a student obtains 120 credits at Level 7)

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Postgraduate Certificate in International Hospitality and Tourism Management  
(Where a student obtains 60 credits overall including at least one course-specific mandatory module at Level 7)

↓

Postgraduate Certificate  
(Where a student obtains 60 credits overall excluding any course-specific mandatory module at Level 7)

#### 15 Criteria for Admission and Selection Procedure

The course is subject to the Coventry University London's admission procedures and access policies. To be accepted for entry onto the MSc International Hospitality and Tourism Management course students must possess:

- A good honours degree at 2:2 or above or equivalent.
- Applications from candidates with relevant experience will be considered on an individual basis.
- For EU and international students, this course requires IELTS of 6.5 or equivalent. Pre-sessional English is available if required.

It is recognised that some applicants may possess more than one of the above. Careful monitoring of applications to ensure that applicants are suited to the course will take place. Where necessary, applicants are interviewed by the Course Director (remotely if applicable), especially those who do not appear to meet the standard admissions criteria. Where deemed appropriate, a written exercise is administered to establish suitability.

An adequate proficiency in English must be demonstrated and will be assessed during the induction phase of the course. The requirement is a minimum IELTS score of 6.5 with no component below 6.0 (or an equivalent English language test).

Accreditation for prior learning is in accordance with Coventry University London Academic Regulations for taught postgraduate courses.

#### 16 Academic Regulations and Regulations of Assessment

This Course conforms to the General Regulations and Academic Regulations for Courses at Coventry University London.

#### 17 Indicators of Quality Enhancement

The University has well established mechanisms for the review and evaluation of teaching, learning, assessment and the curriculum and outcome standards.



The University's quality procedures were confirmed by a QAA HE Audit in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University that it meets UK expectations for:

- The setting and maintenance of the academic standards of awards meet UK expectations;
- The quality of student learning opportunities meets UK expectations;
- The quality of the information about learning opportunities meets UK expectations;
- The enhancement of student learning opportunities meets UK expectations.

The arrangements for quality assuring courses and monitoring academic standards at Coventry University London reflect those in place at the University, suitably modified to take account of the size of the campus and the business-facing nature of the academic content.

Established arrangements at Coventry University London include:

- Academic Boards at Coventry University London;
- Assessment Boards;
- Student feedback mechanisms upon enrolment and graduation/exit and for courses and modules;
- Assessment processes, including benchmarking, anonymous marking of work (wherever practicable), pre-marking benchmarking, moderation or double marking for the final term project modules and the appointment of External Examiners;
- Processes for the internal approval of modules and courses prior to submission to Coventry University boards;
- Arrangements for accreditation of courses by a suitable professional body;
- Processes for monitoring teaching quality including open access to teaching material, as well as managerial and peer observation;
- Provision of a pre-sessional induction course.

## **18 Additional Information**

Enrolled students have access to additional, key sources of information about the course and student support including:

Course pages on Moodle which contain:

- Course Handbook
- Discussion Forum
- Guest lecture schedule
- Links to sources of further support and guidance
- Information on careers and professional bodies

Module pages on Moodle which contain:

- Teaching and learning materials
- Assessment briefs and rubrics
- Guest lecture schedule
- Discussion forum
- Links to sources of further support and guidance

The Coventry University London's Website and Student Portal contain references and signposts to:

- Student welfare support on campus
- Study Support information
- IT and Library provision on and off campus
- Medical and dental centres
- Travel guides
- Personal safety advice
- Financial guidance
- Accommodation options
- Student Central facilities
- Module Information Directory (<https://webapp.coventry.ac.uk/MidWebNext/Main.aspx>)

