11. Benchmark statements/professional and statutory body requirements covered by the programme

Relevant QAA Subject Benchmarks (See http://www.qaa.ac.uk/publications/information-and-guidance/publication?PubID=2915#.WpaIP5q7LZ4)

Scottish Credit Qualifications Framework (See http://scqf.org.uk/the-framework/)

12. Learning Outcomes of the Programme

Knowledge and Understanding
On completion of the programme, the students will have gained knowledge and understanding of:

1. The defining characteristics of tourism and hospitality in the modern world

Practical Skills

On completion of the programme, students will be able to:

1. Plan, design, execute and evaluate practical activities in a variety of organisational contexts

2. Operate effectively as a member of a team

3. Undertake fieldwork with appropriate consideration for ethics, safety and risk assessment

4. Plan, design, execute and communicate a sustained piece of independent work using appropriate media

5. Engage with relevant information technology in the tourism and hospitality workplace and in the analysis of findings and presentation of work.

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To implement this strategy, a variety of learning, teaching and assessment methods allow students to demonstrate their mastery of theory, practice and to celebrate achievement in as wide a variety of contexts as possible. Students will be encouraged to develop confidence in and demonstrate mastery of selecting, transforming and applying theory in a range of different situations. This includes, for level four students, a placement opportunity.

One of the key goals of our approach is to place the student at the centre of the learning experience and to empower them to take ownership of the learning process. This approach encourages the practice of critical thinking and reasoning, encourages challenges to claims and assumptions and encourages understanding of the limits and uncertainties of knowledge. It is also used to provoke an attitude of enquiry and the development of personal qualities such self-management, self-reflection, initiative, enterprise and team-working.

As is evident from the module catalogue, we follow the standard teaching delivery patterns of our School. This means that across four years of study, the balance of activity shifts from the classroom based to the directed and independent, self-directed learning.

14. Assessment strategies

The assessment strategy is designed to provide students with practice and opportunities to demonstrate their mastery of learning outcomes, provide feedback for improved learning, and offer diagnosis of strengths and weakness to develop reflective practice.

As can be seen in more detail from the module catalogue, assessment throughout the programme is both formative and summative and is designed to encourage deep rather than superficial learning. Examinations take a number of forms including unseen questions, case study analysis, MCQs (online and paper), and open book. Other forms of assessment include essays, management reports, individual and group presentations, video recorded role plays, poster presentations, reflective portfolios, project proposals and the Honours dissertation project. These assessment tools allow students to demonstrate their acquisition of knowledge and understanding through a variety of approaches. They also allows students both to develop and be tested on a range of transferable skills.

15. Programme structures and features, curriculum units (modules), credits and award requirements (including any periods of placement)

Level One

B1113	Introduction to Marketing	20 credits	Sem 1
B1092	Introduction to Tourism	20 credits	Sem 1
B1093	Introduction to Hospitality	20 credits	Sem 1
B1073	Introduction to Finance and Accounting	20 credits	Sem 2
B1111	Management for Hospitality and Tourism	20 credits	Sem 2
B1114	Management for Hospitality and Tourism	20 credits	Sem 2

Level Two

B2083	Operations Management	20 credits	Sem 1
B3200	IHTM Internship OR:	20 credits	Sem 1
B2084	Business Law	20 credits	Sem 1
B2116	Market Diversification in Hospitality and Tourism	20 credits	Sem 1
B2082	Human Resource Management	20 credits	Sem 2
B2112	Digital Business & E-Commerce Futures	20 credits	Sem 2
B2117	Revenue Management in Hospitality and Tourism	20 credits	Sem 2

Level Three

B3192	Research Methods and Skills	20 credits	Sem 1
B3133	New Enterprise Creation	20 credits	Sem 1
B3197	Tourism in Developing Countries	20 credits	Sem 1
B3195	People, Planet, Profit	20 credits	Sem 2
B3196	Design for Hospitality and Tourism	20 credits	Sem 2
Various	Elective	20 credits	Sem 1

Level Four

B4132	Strategy as Practice	20 credits	Sem 1
B4131	International Destination Management and Marketing	20 credits	Sem 1
B4129	International leadership for Hospitality and Tourism	20 credits	

Electives

Level Three   6

B3107	Logistics and Supply Chain Management	20 credits
B3143	Attractions Management	20 credits

16.   Criteria for admission

Students are admitted to the Undergraduate programmes within the Division of Business, Enterprise and Management from a diverse variety of academic backgrounds. Typically, these include:

Entrants who apply directly from school;

Entrants from Further Education in the UK or its equivalent in mainland Europe;

Students who develop their studies with a Trans-national educational partner and transfer to our Edinburgh campus for Level 3; and

Mature students who have typically devoted time to employment and/or caring responsibilities prior to entry.

The variety of learner journeys is reflected in our admissions criteria.

Scottish Higher: BBBC (102 UCAS points)

A Level: BCC (104 UCAS points)

Irish Leaving Certificate: H2 H3 H3 H3 (102 UCAS points)

International Baccalaureate: 28 points

International: IELTS of 6.0 with no element lower than 5.5

Required subjects: Maths and English at S/Int2/N5/GCSE

Direct Entry

Year Two

HNC: HNC in a related subject with B in the graded unit

Scottish Higher: BC at Advanced Higher (88 UCAS points) in relevant subjects plus BB at Higher (54 UCAS points)

A Level: BBB in relevant subjects (120 UCAS points)

Year Three

HND: HND in a related subject with CB in the graded unit

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