Plymouth University

Faculty of Business
School of Tourism and Hospitality

Programme Specification

MSc International Hospitality Management
4334

Final Approved Version
August 2016
1. **MSc INTERNATIONAL HOSPITALITY MANAGEMENT**

   **Final award title:** MSc INTERNATIONAL HOSPITALITY MANAGEMENT

   **Intermediate award title(s):**
   PgDip (120 level 7 credits)
   PgCert (60 level 7 credits)

   **UCAS code:** n/a

   **JACS code:** N800

2. **Awarding Institution:** Plymouth University

   **Teaching institution(s):** Plymouth University

3. **Accrediting body:** Institute of Hospitality

   **Summary of specific conditions/regulations:** None

   **Date of re-accreditation:** August 2019

4. **Distinctive Features of the Programme and the Student Experience**

   The key features of the MSc International Hospitality Management are:

   a) Subject relevance and contextualisation the programme intends to be identified as a vocationally configured hospitality business degree with a problem solving orientation and a strong research ethos in line with other programmes in the School of Tourism and Hospitality.

   b) Maximising the regional advantage: The programme will have a focus on internationalism and multinationalism in Hospitality Management while at the same time building on the regional strengths that prevail in delivering this type of degree in the South West of England. This will mean including field trips to local businesses that showcase hospitality and related businesses in the South West of England (vineyards, brewers, distillers, food suppliers, hotel and hospitality operators), reflecting on the characteristics of the regional setting, considering how
lessons can be learnt that apply internationally and taking advantage of the existing networks (Institute of Hospitality, employers etc).

c) Study flexibility: The programme will be attractive for both non-traditional and traditional students in both UK and international markets and available part-time or full time.

d) Work related: The programme will provide opportunities for those in employment to apply learning and assessment activities in a pragmatic way in the workplace and be customised to have relevance to specific sectors or types of Hospitality management.

e) Expert lecturing team and guest lecturers: The programme will utilise a team of key professionals from industry and education to increase the professional status of the degree.

f) Focus on employability: The programme will provide the option for access to, and support in finding, relevant work placement opportunities that can be undertaken while studying for the degree.

g) Field trips: The programme will establish a varied and comprehensive programme of field trips including for one module a three day activity in London that will involve visits to businesses, key note lectures by a visiting fellow who is also Senior Executive of a major luxury hotel group, HR managers and student group exercises with the management team.

h) Action research: The dissertation will be designed so that students can elect to complete either a ‘traditional’ research project with the emphasis on studying a topic or problem of interest with the intention of developing a deep understanding and undertaking empirical research to address the problem or develop a new understanding relating to the topic or an applied and business related study involving action research to address a problem in order to develop a report that provides solutions.

i) Student support: The Tourism and Hospitality staff are approachable and available to students in person and/or via email. The School has a positive atmosphere and relationships between students and staff are good. In addition, Study Skills workshops, including clear guidance on Academic Dishonesty, and free English workshops are provided throughout the year of the Programme.

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5. **Relevant QAA Subject Benchmark Group(s):**
   Masters Awards in Business and Management

6. **Programme Structure**
The MSc International Hospitality Management aims to meet the needs of a broad range of students who wish to complete a postgraduate hospitality degree. The programme is designed to coexist with the existing MSc Tourism and Hospitality degree, which was felt by many students to be insufficiently focused on the
business world of hospitality to suit their needs. The degree is expected to appeal to full-time and part-time students and to provide candidates with a grounded yet unique programme that builds on the strengths that are related to studying in the South West of England.

The programme engages with Plymouth University's strategic message in relation to enterprise with themes such as employability, industry interaction, internationalisation, sustainability, innovation and digital literacy underpinning course content and module delivery. In addition, and as a result of the detailed planning undertaken to develop an industry focused, relevant and contemporary qualification, the degree intends to prepare graduates who are engaged, employable and enterprising.

For the purpose of this programme the word 'International' is made use of to reflect the notion of internationalism that permeates hospitality as a subject and a business type. In this sense Hospitality is a multinational entity with many of the largest hospitality employers operating globally. Indeed, even in a national context, hospitality businesses employ staff who are most easily described as being international.

<table>
<thead>
<tr>
<th>Semester</th>
<th>Module</th>
<th>Credits</th>
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<tbody>
<tr>
<td>1</td>
<td>Managing People in the Tourism and Hospitality Industry / HTM701</td>
<td>20 credits</td>
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<td>1</td>
<td>Tourism and Hospitality Marketing / HTM702</td>
<td>20 credits</td>
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<tr>
<td>1</td>
<td>Competitive Advantage for Hospitality / HTM703</td>
<td>20 credits</td>
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<td>2</td>
<td>e-Service Strategies / HTM706</td>
<td>20 credits</td>
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<tr>
<td>2</td>
<td>Hospitality Business Development and Entrepreneurship / HTM709</td>
<td>20 credits</td>
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<td>2</td>
<td>Hospitality Service Encounters / HTM708</td>
<td>20 credits</td>
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<tr>
<td>2 – and Summer</td>
<td>Tourism and Hospitality Dissertation / HTM704</td>
<td>60 credits</td>
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7. Programme Aims
The programme aims to:

1. Develop critical knowledge and understanding of the hospitality disciplines and their integration within the field of management;
2. Promote capabilities of critical analysis, synthesis and evaluation appropriate to Master’s level study and applicable to international hospitality management;

3. Understand and be able to employ a variety of research methods applicable to the hospitality management environment;

4. Develop self-learning and self-management abilities; and

5. Manage a significant tourism or hospitality management research project.

8. Programme Intended Learning Outcomes

8.1. Knowledge and understanding

On successful completion graduates should have developed:

1. The skills and processes associated with effective management in the hospitality industries;
2. New developments within hospitality industries;
3. Management strategies that are appropriate to hospitality;
4. Relevant principles, theory, philosophy and practice of hospitality management;
5. Research skills and a holistic knowledge based on hospitality management sources.

8.2. Cognitive and intellectual skills

On successful completion graduates should have developed:

1. Critically analyse hospitality and management methodologies, theoretical approaches, principles and practical solutions;
2. Synthesise and evaluate information from disparate sources in a logical and intelligible way for verbal or written communication;
3. Evaluate the reliability, validity and relevancy of evidence;
4. assess a range of conceptual and management problems within the context of hospitality management;
5. Analyse data critically and evaluate its potential for problem-solving within the context of hospitality management;
6. Apply relevant ‘trans-disciplinary’ principles, theories, methods and techniques to case studies drawn from the hospitality industries

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to:

1. Communicate hospitality related ideas, principles and theories effectively by oral, written and visual means;
2. Search for, retrieve, sift, select and order information from a variety of sources;
3. Generate and handle data effectively to generate knowledge which is applicable to hospitality management;
4. Use existing knowledge to propose solutions to hospitality related problems or processes to resolve them;
5. Work independently and organise his/her own learning;
6. Participate effectively and supportively in groups, meeting obligations to others;
7. Transfer skills and apply them in new contexts; and
8. Make professional use of others in support of self-directed learning.

8.4. Employment related skills

On successful completion graduates should have developed:

1. Use existing knowledge to propose solutions to tourism and hospitality related problems or processes to resolve them;
2. Generate and handle data effectively to generate knowledge which is applicable to tourism and hospitality;
3. Make professional use of others in support of self-directed learning

8.5. Practical skills

On successful completion graduates should have developed:

1. Transfer skills and apply them in new contexts; and
2. Apply theories relating to research
3. Undertake activities that show initiative and innovation in practice

9. Admissions Criteria, including APCL, APEL and DAS arrangements

The admissions policy for the MSc International Hospitality Management complies with the University Policy for Admissions to Postgraduate Taught Programmes of Study and with University policies on Equality and Diversity.

The normal entry requirements are:
- A Second Class Honours degree (2:2) from a UK university, or
- An equivalent award from an overseas institution, or
- An equivalent professional qualification, or
- Other qualifications and/or experience that have demonstrated that the applicant has acquired knowledge and skills sufficient to be considered as equivalent to a degree and can meet the challenges and demands of this programme, and
- Work experience: where the applicant does not have a degree then a minimum 3 years relevant managerial level work experience is required.

At the discretion of the Programme Leader, applicants may be required to undertake a piece of written work to indicate their suitability, for example, a short literature review on a relevant topic.
For candidates whose first language is not English, evidence is required of spoken and written ability in English. This must be a minimum test score of 6.5 for IELTS or 575 (paper based) and 232 (computer based) for TOEFL.

**Process of Admission**

Admission to the MSc International Hospitality Management will be determined by its Programme Manager, with the assistance of the University’s Admissions Team, and will be on the basis of whether an applicant:

(i) is *prima facie* qualified to join the programme, and is in accordance with the specified entry qualifications above;
(ii) has the personal qualities and determination to complete successfully the programme of studies;
(iii) can benefit from participation in the programme; and
(iv) will be a continuing member of the programme, participating and contributing fully in discussions, and be an active member of teams undertaking group work.

**Support for students and their learning:**

(a) Induction programme: the programme includes a carefully constructed induction programme scheduled to take place in September or January when students enrol. The key objectives are as follows:

- to identify and form a relationship with key teaching and administrative staff;
- to understand and orientate themselves around the facilities, resources and support available to them in the School of Tourism and Hospitality;
- to understand the structure and content of the programme, the likely demands on them, and what they can expect from the School of Tourism and Hospitality;
- to introduce the local Institute of Hospitality branch
- to get to know each other;
- to complete the necessary administrative procedures around enrolment.

To this end students, in their first week of attendance, receive/participate in:

- an icebreaker activity;
- an introduction to the programme;
- an introduction to the library, information services and student support services;
- a tour of the building

(b) The first modules delivered in semesters one and two will be designed so that they will be a particular beneficial for students without experience of higher education study skills. These two modules will also hone the skills of students who
do have experience of higher education. Students will acquire knowledge and skills which include search and research skills, reading and evaluation skills, technological and data handling skills, academic writing and personal organisation skills. This will be achieved through the media of the university’s virtual learning environment which includes MOODLE (teaching and learning in Plymouth), Primo (electronic library) and Pepplepad (eportfolio). The modules will support students in the development of a platform of postgraduate skills and knowledge for application in future study, developed and assessed through an individual portfolio of evidence.

(c) The Programme team are all available for one to one tutorials with students who require additional support for postgraduate study.

(d) The University Information and Learning services (ILS) offer extensive support for all students

- ILS Learning Development offers support for academic writing, critical thinking, exam preparation, giving presentations and so on, in the form of study guides and resources, tutorials, Library Drop in Zone, email and taught sessions by request: http://intranet.plymouth.ac.uk/learndev/intranet.htm
- ILS Services for Students with Disabilities

Disability ASSIST Services (DAS) refers students with special needs and dyslexia to the library and will notify the library of their eligibility for Access membership. In the library, students are registered as having Access membership which will be shown on their Voyager account. This entitles them to borrow equipment free of charge. Further help is available for students with physical or sensory disabilities, as required on an individual basis, (equipment loan, a range of equipment can be borrowed free of charge including voice activated dictaphones and MP3 players, a range of colour overlays and library use laptops are available from the Special Support Services office, each library use laptop has Inspiration, TextHelp Read and Write, Screen ruler, Adobe reader and SPSS installed). Further help is available for students with physical or sensory disabilities who have a proven need for the service. Some of these services are offered at the discretion of Library staff in liaison with Disability ASSIST Services. Further details about these services and how to contact us can be found in the booklet ILS Services for Students and Staff with Disabilities. http://ilsselfhelp.plymouth.ac.uk/novo/default.asp?SID=&Lang=1&id=1059

10. Progression Criteria for Final and Intermediate Awards

A student will be awarded a Masters degree with Distinction provided that s/he has achieved a credit-weighted average mark of 70% or above across all modules (including dissertation/major project) and the mark for the dissertation/major project is not than 70%; A student will be awarded a Masters degree with Merit provided that s/he has achieved a credit-weighted average mark of 60% or above across all modules (including dissertation/major project) and the mark for the dissertation/major project is not less than 60%. 
60 level 7 credits for PgCert
120 level 7 credits for PgDip
180 level 7 credits for MSc

11. Exceptions to Regulations: None

12. Transitional Arrangements: N/A

13. Mapping and Appendices:

13.1. ILO’s against Modules Mapping
See Appendices 1 and 2

13.2. Assessment against Modules Mapping
A range of assessment methods, including essays, reports, case-studies, and oral presentations will be used to measure student performance academically and in relation to experiences in the workplace. Such assessments can be individual or group assessments. Coursework assignment briefs are issued, giving directions and guidelines for the work to be completed successfully. See Appendix 3.

13.3. Skills against Modules Mapping
See Appendices 1 and 2

13.4. Appendices

- Appendix 1: SEEC level descriptors for Masters Level
- Appendix 2: Matrix Map of Assessed Learning Outcomes against set SEEC ‘M’ level descriptors
- Appendix 3: Assessment against modules mapping
Appendix 1: SEEC Level Descriptor for Masters Level

Masters Level

Development of Knowledge and Understanding
A. Knowledge base: has depth and systematic understanding of knowledge in specialised / applied areas and / across areas and can work with theoretical / research-based knowledge at the forefront of their academic discipline
B. Ethical issues: has the awareness and ability to manage the implications of ethical dilemmas and work pro-actively with others to formulate solutions
C. Disciplinary methodologies: has a comprehensive understanding of techniques / methodologies applicable to their own work (theory or research-based).

Cognitive and Intellectual Skills
D. Analysis: with critical awareness can undertake analysis of complex, incomplete or contradictory areas of knowledge communicating the outcome effectively
E. Synthesis: with critical awareness, can synthesise information in a manner that may be innovative, utilising knowledge or processes from the forefront of the discipline/practice
F. Evaluation: a level of conceptual understanding to allow to critical evaluation. research, advanced scholarship and methodologies & argue alternative approaches
G. Application: can demonstrate initiative and originality in problem solving. Can act autonomously in planning and implementing tasks at a professional or equivalent level, making decisions in complex and unpredictable situations

Key / Transferable Skills
H. Group working: can work effectively with a group as leader or member. Can clarify task and make appropriate use of the capacities of group members. Is able to negotiate and handle conflict with confidence
I. Learning resources: is able to use full range of learning resources
J. Self evaluation: is reflective on own & others’ functioning in order to improve practice
K. Management of information: can competently undertake research tasks with minimum guidance
L. Autonomy: is independent and self-critical learner, guiding the learning of others and managing own requirements for continuing professional development.
M. Communications: can engage confidently in academic and professional communication with others, reporting on action clearly, autonomously and competently
N. Problem solving: has independent learning ability required for continuing professional study, making professional use of others where appropriate

Practical Skills
O. Application of skills: can operate in complex and unpredictable, possibly specialised contexts, and has an overview of the issues governing good practice
P. Autonomy in skill use: is able to exercise initiative and personal responsibility in professional practice

Technical expertise: has technical expertise, performs smoothly with precision & effectiveness; can adapt skills & design or develop new skills or procedures for new situations.
### Appendix 2: Matrix Map of Assessed Learning Outcomes Against Set SEEC ‘M’ Level Descriptors

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<thead>
<tr>
<th>SEEC ‘M’ level descriptor</th>
<th>Managing People in the Tourism and Hospitality Industry HTM701</th>
<th>HTM702</th>
<th>HTM703</th>
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<td>Knowledge &amp; Understanding</td>
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### Appendix 3: Assessment Against Modules Mapping

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<th>Written exam</th>
<th>Managing People in the Tourism and Hospitality Industry HTM701</th>
<th>Competitive Advantage for Hospitality HTM703</th>
<th>Tourism and Hospitality Marketing HTM702</th>
<th>e-Service Strategies HTM706</th>
<th>Hospitality Service Encounters HTM708</th>
<th>Hospitality Business Development and Entrepreneurship HTM709</th>
<th>Tourism and Hospitality Dissertation HTM704</th>
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