



BA (Hons) Business (Tourism) Programme Handbook



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V16

Introduction to the Programme

Welcome to the BA (Hons) Business (Tourism) degree programme.

The programme and themed routes are made up of the core modules listed below which are studied across levels four, five and six. If you are studying a final year top-up programme you will be required to complete the level 6 modules only. An outline of the content of each of the modules and the assessment methods used can be found in the Module Definition Form section on iLearn.

Each 20-credit module is equivalent to 200 hours of self-guided learning.

What is CMI?

CMI is The Chartered Management Institute and is an awarding body that delivers qualifications for managers. They are the only chartered professional body dedicated to promoting the highest standards in management and leadership excellence. CMI offers practical, proven solutions for individual managers, employers, and education providers alike. Their mandate is to create better led and managed organisations.

What does the student need to do?

Once the student has enrolled onto the BA (Hons) Business (Tourism) programme and completed the induction, Arden University will register their membership with the CMI. This will provide the student with a wide range of resources that may help them during their studies. CMI offers practical help, fast advice, new ways to learn, handy tools and techniques, regular newsletters, access to events, and mentoring services. Once the student has completed the programme they will receive a Diploma at the relevant level, which is a qualification that is valued by employers making them more marketable.



Core Modules

	Module	Credits	BA (Hons) Business	BA (Hons) Business (Finance)	BA (Hons) Business (HRM)	BA (Hons) Business (Marketing)	BA (Hons) Business (Tourism)
Level 4	Developing Personal and Management Skills	20	x	x	x	x	x
	Understanding the Business Environment	20	x	x	x	x	x
	Principles of Marketing	20	x	x	x	x	x
	Introduction to Finance	20	x	x	x	x	x
	People in Organisations	20	x	x	x	x	x
	Management Information Systems	20	x				
	Management Accounting	20		x			
	Managing Human Resources	20			x		
	Marketing Communications	20				x	
	Understanding the Tourism Environment	20					x
Level 5	Managing Across Cultures	20	x	x	x	x	x
	Business Processes	20	x	x	x	x	x
	Enterprise and Entrepreneurship	20	x	x	x	x	x
	Business Analysis	20	x	x	x	x	x
	Managing Knowledge	20	x				
	Managing Change in Organisations	20	x		x		

	Module	Credits	BA (Hons) Business	BA (Hons) Business (Finance)	BA (Hons) Business (HRM)	BA (Hons) Business (Marketing)	BA (Hons) Business (Tourism)
	Financial Reporting	20		x			
	Financial Auditing	20		x			
	Planning Human Resources	20			x		
	Market Intelligence	20				x	
	Marketing Planning	20				x	
	Contemporary Issues in Tourism Management	20					x
	Sustainable Tourism Management	20					x
Level 6	Contemporary Management Issues	20	x	x	x	x	x
	Strategic Management	20	x	x	x	x	x
	Managing Self and Others	20	x	x	x	x	x
	International Management	20	x				
	Financial Decision Making	20		x			
	Strategic Issues in Human Resource Management	20			x		
	International Marketing	20				x	
	International Destination Management	20					x
	Research Methods and Dissertation	40	x	x	x	x	x

Please note that modules may not be delivered in this order, please refer to the module delivery schedule on ilearn.

Programme Specifications

PROGRAMME SPECIFICATION

1. Target Award	BA (Hons) Business (Tourism)
2. Programme Title	BA (Hons) Business (Tourism)
3. Exit Awards	BA Business (Tourism) Diploma of Higher Education in Business (Tourism) Certificate of Higher Education in Business
4. Programme Leader(s)	Alison Watson
5. Delivery Model	Online Blended Learning
6. Start date	September 2015
7. Programme Accredited by (PSRB or other, if applicable)	CMI
8. UCAS Code (If applicable)	
9. Relevant QAA subject benchmark statement	General Business Management (2007) Hospitality, Leisure, Sport and Tourism (2008)

10. Programme Aims
<p>The overall aim of the Arden University BA (Hons) Business (Tourism) is to enable students to acquire knowledge, understanding and a range of practical skills relating to key tourism disciplines which are applicable to a range of commercial and non-commercial sectors, and in a variety of geographical and cultural settings. More specifically it is the aim to develop skills and understanding specific to tourism management and to enable managers to respond to changes in the external environment through effective decision making. Simultaneously they will develop a range of transferrable skills that will aid them as they pursue business careers or further relevant study. More specifically it will:</p> <ul style="list-style-type: none"> • enable students to build upon their areas of strength, existing knowledge and prior experience, career aspirations and current challenge using innovative and flexible distance learning strategies. • facilitate students in developing professional level skills in tourism, supplemented by an understanding of a range of associated business disciplines. For example, Hospitality • develop knowledge of the nature of the tourism environment and students will be able to recognise the strategies and decision making processes required to manage changes effectively. • promote understanding of the key aspects of current practice in the field of tourism while acknowledging current and emerging developments in related disciplines. • equip students with the essential skills and tools to work professionally in a tourism business situation and to be effective and professional practitioners, when working independently and when collaborating with others as part of multidisciplinary teams. • enable students to communicate effectively through a variety of media and presentational forms to specialist and non-specialist audiences. • prepare students to work within diverse settings and to appreciate the complexity of decision making in such contexts, local, national and international. • develop an awareness of those entrepreneurial skills which best encourage the growth of enterprise and support the creation of new businesses. • provide a stimulating online academic environment in which students can develop confidence as practitioners, and as individuals who are part of a highly engaged community of learners and thereby to inspire students to become lifelong learners.

11. Intended programme learning outcomes and the means by which they are achieved and demonstrated		
11a. Knowledge and understanding	The means by which these outcomes are achieved	The means by which these outcomes are demonstrated
<p>With due regard to the QAA Hospitality, leisure, sport and tourism Benchmark Statement 2008, the intended programme learning outcomes are for students to:</p> <p>A1 Recognise and respond to moral, ethical, sustainability and safety issues which directly pertain to the context of study including relevant legislation and professional codes of conduct.</p> <p>A2 Utilise research to evaluate the tourism environment, and analyse and interpret written, visual and graphical data with a view to improving business performance.</p> <p>A3 Demonstrate an understanding of the domestic and international nature and dimensions of tourism and apply knowledge to the solution of familiar and unfamiliar problems.</p> <p>A4 Analyse leading issues in tourism and have a clear view of the contemporary issues facing modern tourism managers in diverse contexts,</p> <p>A5 Apply a range of theoretical concepts to practical organisational or industry sector issues or problems, displaying sensitivity to local, national and globally diverse and ethical contexts in decision making.</p>	<p>Learning and Teaching methods and strategy:</p> <p>Acquisition of knowledge and understanding (A1 – A5) at all levels is through a blended and integrated learning and teaching pedagogy that includes both asynchronous and synchronous activity. That is:</p> <p>Asynchronous</p> <ul style="list-style-type: none"> ▪ Independent and directed student study, supported throughout by comprehensive online multi-media teaching materials and resources accessed through our VLE ▪ Guided group / project based work ▪ Discussion forums where students discuss and critically engage with themes emerging from the materials they engage with, following the posing of questions or propositions, case studies or similar by either tutor or students themselves ▪ Podcasts and narrated PowerPoints <p>Synchronous</p> <ul style="list-style-type: none"> ▪ Online seminars facilitated by VOIP's where theory and practice are integrated. ▪ Live chats ▪ Classroom based teaching (lectures, seminars & tutorials) <p>Based upon the profile of our typical student body, our strategy enables students to engage with a variety of learning tools that best meet their learning styles, overall objectives and personal circumstances.</p> <p>Independent study is the cornerstone of the learner experience supported by engagement with the specialist tutor and peer engagement.</p>	<p>Assessment strategy:</p> <p>Knowledge and understanding are assessed through in-module assessments of portfolio submissions, presentations, time-constrained examinations, essay and report based assignments.</p>

11b. Intellectual (thinking) skills	The means by which these outcomes are achieved	The means by which these outcomes are demonstrated
<p>B1 Identify issues and formulate appropriate methods of investigation and evaluation.</p> <p>B2 Research, select and assess paradigms, theories, principles, concepts and factual information, and apply such skills in explaining and solving problems.</p> <p>B3 Plan, design, execute and communicate a sustained piece of independent intellectual work which provides evidence of critical engagement with, and interpretation of appropriate data.</p> <p>B4 Critically interpret data of different kinds and appraise the strengths and weaknesses of approaches adopted.</p> <p>B5 Self appraise and reflect on practice and their own impact and effectiveness in a variety of inter- and intra- personal contexts.</p>	<p>Intellectual skills (B1 – B5) are developed throughout the programme by the methods and strategies outlined in section A, above. Intellectual development (B3) is further encouraged via formative assessment tasks including set briefs, in-module activities, self-initiated briefs, and discussion with tutors and peers (in online forums/debates).</p> <p>Specific modules support the development of quantitative and qualitative analysis, and the development of self-reflective skills. In addition, the student’s thinking skills will be evident in a summative assessment process which requires and rewards learners for the demonstration of rational thinking and problem solving, analysis, informed judgement and self-reflection in the development of solutions, and a willingness to engage with a range of media.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by undertaking independent study and research.</p>	<p>Intellectual skills are assessed through a combination of in-course formative exercises and summative assignments, including the submission of portfolios of self-reflective evidence, live case studies, qualitative judgements, and research reports/dissertation.</p>
11c. Practical skills	The means by which these outcomes are achieved	The means by which these outcomes are demonstrated
<p>C1 Select effective information collection methods and analytical tools.</p> <p>C2 Describe, synthesise, interpret, analyse and evaluate information and data relevant to a professional or vocational context</p> <p>C3 Plan, design, manage and execute practical activities using appropriate techniques and procedures whilst demonstrating high levels of relevant skills</p>	<p>Practical skills (C1 – C5) are developed throughout the programme by the methods and strategies outlined in section A, above. Practical and professional skills are employed in the production of solutions to real life situations developed through set briefs, exercises and practical activities. The important modern day skills of managing projects, working within differing organisational and national contexts are provided by specific modules, as are specific inputs with an emphasis upon practical functional decision making skills related to decision making and reporting; managing others and managing knowledge.</p>	<p>To support the development of practical skills students must supply worked materials and evidence in support of their assignments. Critical reasoning, good presentation and sound evidence trails in all assignments are rewarded. Assessment briefs include a variety of commercial and geographical contextual settings. Students receive formative feedback on all activities and assignments which includes practical examples for improvement in the</p>

<p>C4 Articulate reasoned evidence and conclusions.</p> <p>C5 Demonstrate flexibility in adapting to different tourism and business contexts, locally, nationally and globally.</p>	<p>Practical skills are further developed and integrated through a series of in-course online activities and projects intended to test skills acquired. (C1 - C3). Group discussion forums provide opportunities to discuss ideas, progress, the work of others and the strengths and weakness in the work presented and particularly support the development of C4. Activities are provided so that students can work independently to consolidate their knowledge and grasp of practical skills. The in-course activities and assessment process in the final year particularly emphasised the acquisition of C5 with specific modules devised to highlight the practical differences in tourism development and management skills required in differing contexts.</p>	<p>application of theory to practice to help them improve their skill base.</p>
<p>11d. Transferable skills</p>	<p>The means by which these outcomes are achieved and demonstrated</p>	<p>The means by which these outcomes are demonstrated</p>
<p>D1 Demonstrate effective communication and presentation skills and use of a variety of media.</p> <p>D2 Utilise appropriate IT software and critically evaluate internet sources.</p> <p>D3 Work effectively independently and with others in the spirit of critical and self-reflective enquiry, and demonstrate understanding of being part of a global virtual team, taking personal responsibility for their own efforts and outputs.</p> <p>D4 Utilise problem-solving skills in a variety of theoretical and practical situations including the areas of enterprise and entrepreneurship.</p> <p>D5 Manage time effectively by learning to plan and prioritise work in order to meet specified deadlines.</p>	<p>Personal responsibility (D3) becomes an increasingly important skill as students progress, culminating in the writing of the Dissertation.</p> <p>Modules in level 5 promote the development of entrepreneurial skills that a student may develop further in their Dissertation topic at level 6 if they wish.</p> <p>The Managing Across Cultures module at level 5, combined with the Contemporary Management Issues module at level 6 provide a focus for the increased internationalisation of the programme that is also evidence in the supporting materials and assessments used throughout the programme.</p> <p>As work becomes more complex at levels 5 and 6, students are tested on their abilities to respond positively to formative feedback from a variety of audiences, as well as to manage increasingly large workloads. (D5). Students are required to complete a number of assignments and a Dissertation in level 6 that reward independence and originality, and critical enquiry, and which further enhance communication and self-reflective skills. (D3 – D5)</p>	<p>To develop transferable skills all assignments must meet time deadlines and word count guidelines. All assessed work must be submitted independently even where group activity has been an element of the process. Students must take responsibility for their own work. All assignments require students to adopt a spirit of critical enquiry and self-reflection which is rewarded in marking guides. These guides are shared with students</p>

12. Graduate Attributes and the means by which they are achieved and demonstrated

Graduate Attributes

The concept of the Arden University Graduate, based upon the definition of 'graduate attribute' by Bowden et al (2000) has been developed around 6 attributes

- E01 - Discipline Expertise
- E02 - Effective Communication
- E03 - Responsible Global Citizenship
- E04 - Professional Skills
- E05 - Reflective Practitioner
- E06 - Lifelong Learning

All six attributes are relevant to this programme, especially, E01, E02, E04 and E05.

The means by which these outcomes are achieved and demonstrated

The achievement of these attributes is integrated into all programmes of study curriculum, unit study tasks (individual and group work) and through summative assessment tasks.

13. Learning and teaching methods and strategies

Learning and teaching methods and strategies are delivered through a blended and integrated learning and teaching pedagogy that includes both asynchronous and synchronous activity. That is:

Asynchronous

- Independent and directed student study, supported throughout by comprehensive online multi-media teaching materials and resources accessed through our Virtual Learning Environment
- Guided group / project based work
- Research tasks
- Discussion forums where students discuss and critically engage with themes emerging from the online materials they engage with, following the posing of questions or propositions, case studies or similar by either tutor or students themselves
- Podcasts and narrated PowerPoints

Synchronous

- Online seminars facilitated by VOIP's where theory and practice are integrated.
- Lectures, seminars & tutorials both on line and via classroom based input

Based upon the variety of student undertaking our programmes and our wishes to provide equal opportunity for engagement no matter what their preferred method of learning styles of the student, our strategy has been designed to enable students to engage with a variety of learning tools that best meet their learning styles, overall objectives and personal circumstances.

Independent study is the cornerstone of the learner experience, supported by subject specialist engagement with the tutor and peer engagement.

There is a requirement for written work at all levels including reports, essays, practical tasks, developed plans, timed examinations, portfolios of work etc., and our assessment policy informs how feedback is supplied by tutors at the formative and summative assessment stage. Critical analysis is encouraged at all levels culminating in a Dissertation.

14. Assessment methods and strategies

Our assessment strategy encourages a variety of assessment methods all explicitly aligned to learning outcomes that focus upon knowledge, understanding and skills. These are contextualised so that the assessment is directly relevant to each subject area and assessment methods include case study analysis, written essay, critical self-reflection, portfolios of evidence, sector report production, preparation of a targeted sector plan, time constrained tests, etc.

15. Employability

Our approach pays due regard to the UKCES report 'The Employability Challenge' (2009a) definition of employability, 'the skills almost everyone needs to do almost any job. They are the skills that must be present to enable an individual to use the more specific knowledge and technical skills that their particular workplaces will require.' Employability is an important strand integrated into the curriculum, learning tasks and summative assessment.

16. Entry Requirements

- Two Subjects at GCE A level or equivalent, plus passes at grade C or above in three subjects at GCSE level or equivalent; or
- Completion of a recognised Access Programme or equivalent.
- IELTS 6.0 (no less than 5.5 in any element) or equivalent for students whose medium of prior learning was not English.
- Candidates who demonstrate an ability to study the programme as evidenced through previous a personal statement (of between 350-500 words) that addresses their motivation for undertaking the programme; including their references, relevant prior experience and qualifications.

Applicants holding a HND or equivalent may be admitted into Level 6 of the programme provided that the totality of their learning experience would allow them to achieve the programme aims. Exemptions may be granted in respect of other qualifications subject to the University's APCL regulations. It is not intended to provide exemption via APEL.

17. Programme Structure

Level 4

Module Code	Module Title	Credits	Module Type (Core/Option)	Assessment Method
HRM4001	Developing Personal and Management Skills	20	C	Assignment
BUS4001	Understanding the Business Environment	20	C	Assignment
MKT4001	Principles of Marketing	20	C	Assignment
FIN4001	Introduction to Finance	20	C	Assessment
HRM4002	People and Organisations	20	C	Assignment
TRM4001	Understanding the Tourism Environment	20	C	Assignment

Level 5

Module Code	Module Title	Credits	Module Type (Core/Option)	Assessment Method
BUS5001	Managing Across Cultures	20	C	Assignment
BUS5002	Business Processes	20	C	Exam
BUS5003	Enterprise and Entrepreneurship	20	C	Assignment
BUS5004	Business Analysis	20	C	Assignment
TRM5001	Contemporary Issues in Tourism Management	20	C	Assignment
TRM5002	Sustainable Tourism Management	20	C	Assignment

Level 6

Module Code	Module Title	Credits	Module Type (Core/Option)	Assessment Method
BUS6001	Contemporary Management Issues	20	C	Assignment
BUS6002	Strategic Management	20	C	Assignment
HRM6001	Managing Self and Others	20	C	Assignment
TRM6001	International Destination Management	20	C	Assignment

RES6001	Research Methods and Dissertation	40	C	Major Project (Dissertation)
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18. Subject: N832 Tourism Management	Select https://www.hesa.ac.uk/component/content/article?id=1787	from:
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Annex – Mapping of Intended Programme Learning Outcomes and Modules

Programme Learning Outcomes		Modules																			
		A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Level 4	Developing Personal and Management Skills	x				x	x						x	x			x		x		x
	Understanding the Business Environment	x	x					x		x	x	x	x	x	x	x			x	x	x
	Principles of Marketing	x			x	x	x	x	x			x	x		x					x	
	Introduction to Finance		x	x		x	x	x	x			x						x	x		x
	People and Organisations	x									x	x		x		x	x		x		x
	Understanding the Tourism Environment	x	x	x	x	x	x	x			x	x	x	x	x			x	x	x	x
Level 5	Managing Across Cultures	x		x	x				x	x		x	x		x	x	x		x	x	x
	Business Processes																				
	Enterprise and Entrepreneurship		x		x	x		x	x			x		x	x	x	x		x	x	x
	Business Analysis			x			x	x	x	x		x	x		x		x	x	x	x	x
	Contemporary Issues in Tourism Management	x	x	x	x	x	x	x	x	x	x	x		x	x			x	x	x	x
	Sustainable Tourism Management	x	x	x	x	x	x	x	x	x	x	x		x	x			x	x	x	x
Level 6	Contemporary Management Issues	x		x		x	x	x	x			x	x		x	x	x		x	x	x
	Strategic Management	x		x		x	x	x	x			x	x		x	x	x		x	x	x
	Managing Self and Others				x	x	x					x	x	x	x		x	x	x		x
	International Destination Management	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
	Research Methods and Dissertation	x	x			x	x	x	x	x	x	x	x	x	x			x	x	x	x