OXFORD
**BROOKES**
UNIVERSITY

# PROGRAMME SPECIFICATION

## for the award of

## MSc in International Hotel and Tourism Management

## Managed by the Oxford Brookes Business School

| Date approved: | February 2019 (Programme first validated in January 2010) |
|---|---|
| Applies to students commencing study in: | September 2020, January 2021 |

**RECORD OF UPDATES**

| Date amended* | Nature of amendment** | Reason for amendment** |
|---|---|---|
| February 2019 | Learning Outcome 7 and 8 amended<br>Removal of P58909 Contemporary Issues  and P58907<br>P58925 / HOTO-7016 changed to 20 credits<br>Removed P58915 / HOTO-7012 and replaced with P58815 / BMGT 7021<br>Added P58833/ BMGT-7028 Client Project and HOTO-7013 as Optional<br>Updated HOTO 7007 Assessment<br>Added P58928/HOTO 7019 as Optional<br>Section 6.1 - removed references to compulsory interview and updated entry requirement<br>Add P58335 / BMGT-7011 to PS | To reflect the addition of alternative capstone module (i.e. Client Project) to the programme. Programme Updates. |

# SECTION 1: GENERAL INFORMATION

| Awarding body: | Oxford Brookes University |
|---|---|
| Teaching institution and location: | Oxford Brookes University, Oxford |
| Language of study: | English |

| Final award: | Master of Science (MSc) |
|---|---|
| Programme title: | International Hotel and Tourism Management |
| Interim exit awards and award titles available: | PGD-IHT: Postgraduate Diploma in International Hotel and Tourism Management<br><br>PGC-IHT: Postgraduate Certificate in International Hotel and Tourism Management |
| Brookes course code: | BH57 / MSC-IHT |
| UCAS code: | 17869 |
| JACS code: | N800 |
| HECoS code: | See guidance note G2.2, section 1 |
| Mode of delivery: | Full-time (face to face/on-campus)<br>Part-time (face to face/on-campus)<br>Sandwich mode (full-time) |
| Mode/s and duration of study: | 1 Year for full time<br>2 Years for part time<br>2 years for sandwich mode (full time)<br>Maximum duration is 5 years. |
| QAA subject benchmark statement/s which apply to the programme: | Master's degrees in Business and Management (2015) |
| Professional accreditation attached to the programme: | None |
| University Regulations: | The programme conforms to the University Regulations for the year of entry as published/archived at: http://www.brookes.ac.uk/regulations/<br><br>Specific Regulations for Postgraduate Taught Programmes also apply.<br>http://www.brookes.ac.uk/regulations/current/specific/b4/ |

# SECTION 2: WHY STUDY THIS PROGRAMME?

The development of the international tourism industry continues at a pace, despite economic downturns, political unrest and natural events. Fundamental to the tourism industry are the hotel, and wider hospitality and tourism businesses delivering tourist experiences and helping to build and support the economic infrastructure of developed, developing and emerging countries. This programme focuses upon the interplay between the macro and micro aspects of the tourism and hospitality environment and the approaches and practices taken to leading and managing hotel, hospitality and tourism businesses.

This programme offers students an opportunity to further develop and enhance their existing relevant knowledge, skills and competencies to accelerate their careers in hotel, hospitality and tourism management. For this reason the MSc in International Hotel & Tourism Management is often referred to as our 'developmental' programme in the suite of Masters Programmes offered by the Oxford School of Hospitality Management (OSHM).

This programme builds upon students' previous knowledge in the sector and has been developed at a time when the global hospitality and tourism industry is undergoing a period of dynamic change. Many factors are transforming the business environment and the context in which hotel, hospitality and tourism businesses operate. These include: the advent of the global market place; advancing technology and e-commerce; the emergence of other major international trading blocs (such as South and East Asia); the willingness of former communist and reforming communist regimes to embrace the market; the increasing consumerism evident throughout the world; and the significant global growth of hotel, hospitality, travel and tourism coupled with the growth of environmental and responsible tourism concerns.

The OSHM postgraduate programmes have been developed using the concept of "lifelong learning" and this MSc should be seen as another step in this process. The programmes are academically rigorous and place responsibility on individual students to continue to study outside formal classroom based sessions; they encourage students to develop the skills needed to study independently by helping identify and set learning goals; implement them; and then to reflect upon what each individual has achieved so they can become reflective practitioners.

In line with other postgraduate programmes at Oxford Brookes University the MSc in International Hotel & Tourism Management reflects the postgraduate attributes vital for employability. This programme is notable in that it builds upon existing academic literacies and challenges students to develop their understanding of the international hotel and tourism sectors at both operational and corporate levels. This programme also emphasises the research literacy, critical self-awareness and personal literacy and active citizenship which are critical for successful accelerated career development in the international hotel and tourism sector.

Profiles of staff teaching on the programme can be found at
http://business.brookes.ac.uk/about/staff/index.asp?dept=HLTM&btnFilter=Filter


# SECTION 3: PROGRAMME LEARNING OUTCOMES

On successful completion of the programme, graduates will demonstrate the following Brookes Attributes:

## 3.1 ACADEMIC LITERACY

1. Propose, justify and recommend international financial, human resource and marketing managerial decisions for international hotel and tourism organisations

2. Plan strategies and tactics, and adapt effectively to unusual and unexpected situations in an international hotel and tourism environment

3. Critically appraise international hotel and tourism business from an inter-disciplinary and global context

4. Evaluate the current strategic position of international hotel and tourism firms and recommend future strategic directions

5. Critically evaluate generic management theory within a chosen specialist area, and apply this to the context of the international hotel and tourism industry - also in RL

## 3.2 RESEARCH LITERACY

6. Construct a complex argument using the integration of information from a variety of sources - also in DIL

7. Design and undertake a sustained piece of substantial research on a topic relevant to the context and content of international hotel and tourism management - also in DIL

8. Collect and analyse primary and/or secondary information and communicate findings in a range of forms e.g. reports, presentations – also in DIL

## 3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

9. Learn, reflect and research actively, independently and reflectively as part of your development

10. Apply a self-development approach to personal development planning as a future leader in a complex and dynamic environment

11. Evaluate business ethics from a responsible business leadership perspective - also in AL

12. Proactively identify and exploit opportunities for learning in the work place; and critically reflect upon theoretical and work place learning

## 3.4 DIGITAL AND INFORMATION LITERACY

13. Effectively select and use applied information technology to evaluate high quality information and record learning,

14. Make effective use of digital technology including library and learning resources, social media and internet applications where appropriate

## 3.5 ACTIVE CITIZENSHIP

15. Participate and work effectively in multi-cultural groups showing cross-cultural awareness and valuing human diversity

16. Reflect habitually and question one's own and others' values, culture and perspectives in order to develop ethical and responsible approaches to leadership and management actions

17. Interpret the complex relationships between different stakeholders in the international tourism and hotel industry, in the context of wider global developments, in order to devise and recommend appropriate organisational strategies

# SECTION 4: CURRICULUM CONTENT & STRUCTURE

## 4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:

| Code | Module Title | Credits | Level | Status | Coursework: Exam ratio |
|---|---|---|---|---|---|
| BMGT 7021 | Research Methods | 10 | 7 | Compulsory | 100% CW |
| HOTO-7001 | Strategic Financial Management | 20 | 7 | Compulsory for MSc | 100% Exam |
| HOTO-7002 | Managing People Across Cultures | 20 | 7 | Compulsory for MSc and PG Diploma | 100% CW |
| HOTO-7003 | Marketing Across Cultures | 20 | 7 | Compulsory for MSc and PG Diploma | 100% CW |

| HOTO-7007 | Corporate Risk Governance | 20 | 7 | Compulsory for MSc | 100% CW |
|---|---|---|---|---|---|
| HOTO-7016 | Mentoring and Leadership Development | 20 | 7 | Compulsory | 100% CW |
| HOTO-7021 | Professional Development | 20 | 7 | Compulsory for Sandwich Mode | 100% CW |
| BMGT-7011 | International Business In Practice: Study Trip | 0 | 7 | Optional | 100% CW |
| HOTO-7004 | Tourism Digital Distribution Strategies | 20 | 7 | Optional | 100% CW |
| HOTO-7011 | Independent Study | 20 | 7 | Optional | 100% CW |
| HOTO-7017 | Events | 20 | 7 | Optional | 100% CW |
| HOTO-7018 | Revenue Management | 20 | 7 | Optional | 100% CW |
| HOTO-7019 | Tourism Innovation and Entrepreneurship | 20 | 7 | Optional | 100% CW |
| INSE-4001 | Academic English for Postgraduate Studies | 0 | 4 | Optional | 100% CW |
| INSE-4002 | Academic English for Postgraduate Research | 0 | 4 | Optional | 100% CW |

**One From**

| BMGT-7028 | Client Project | 50 | 7 | Optional | 100% CW |
|---|---|---|---|---|---|
| HOTO-7013 | Dissertation | 50 | 7 | Optional | 100% CW |

## 4.2  PROGRESSION AND AWARD REQUIREMENTS

To gain the award of PG Certificate students much successfully complete any 60 level 7 credits.

To gain the award of PG Diploma students must successfully complete 120 level 7 credits including Managing People across Cultures module and Marketing across Cultures module.

To gain the award of MSc students must pass all modules except for Professional Development, Academic English for Postgraduate Studies and Academic English for Postgraduate Research.

Student studying on the Sandwich module must also pass Professional Development module.

## 4.3  PROFESSIONAL REQUIREMENTS

Not applicable

# SECTION 5: TEACHING AND ASSESSMENT

The learning, teaching and assessment strategy is designed to provide students with a wide range of different approaches. This combines a variety of experiences in terms of teaching style, coursework assignments and the student learning experience.  Each module, and each module leader, has their own particular methods of learning, teaching and assessment and these different approaches provide students with a stimulating learning environment.   The programme maintains strong quality control mechanisms based on student and external examiner feedback to ensure that each module delivers high quality.

The teaching, learning and assessment strategies of the programme are interrelated. The aim of the programme team is to provide a learning environment where students will readily participate in the learning process. Students will be actively involved with, and contribute to, their own learning through

structured activities and discussions led by tutors and fellow students.  Emphasis will be placed upon an applied approach to resolving environmental, managerial and individual issues informed by theoretical models and acquired practice, utilising the accumulated knowledge within the programme community. A detailed profile of knowledge, understanding and skills that will be developed is given in each Module Guide issued by the Module Leaders during the programme.

Teaching methods will be student centred within a lecture/seminar or workshop approach to programme delivery. Classes could involve tutor input, analysis of case studies, problem-solving activities, computer-based business simulations, presentation of papers, analysis of data for decision making and directed reading and research. Students will be encouraged to contribute through both individual and group activities during classes with tutors but also in similar activities outside of normal class contact time that are student led. For example, outside of classes students will be expected to organise themselves to undertake group or individual research activities, directed reading, prepare presentations and reports, analyse case studies and where appropriate prepare themselves for examinations.

The programme has an emphasis on the development and application of research skills, reflecting the view that a successful career is likely to depend increasingly on student's capacity for conducting well-grounded empirical and literature-based research and analysis. Tutors have a wide range of research experience and interests and this body of research and expertise will be available to students to facilitate and guide their own research projects and assignments.  These research interests also feed into the teaching process and provide a core of research on which students may draw in the course of their learning.

Although this may be termed a 'taught' Masters programme, some of the most important skills acquired are those of independent learning. Students experience a wide variety of learning and teaching methods at the University, which is student-centred, participative and interactive, however they are expected to take a great deal of responsibility for their own learning.

A key element of the philosophy underpinning these Masters programmes is encouraging engagement in students Personal Development Planning to help improve students' personal effectiveness. During the induction programme, students will be introduced to the concept of personal planning and reflection; and encouraged to set personal learning goals for the entire programme. These skills will be developed across the modules and specifically within the Mentoring and Leadership Development module. Throughout the year, students will have opportunities to observe and participate in activities and discussions with executives; they will need to develop an awareness of how individual and collective actions and behaviours impact on themselves and others. Becoming a reflective learner underpins our postgraduate ethos. To achieve this, students need to engage in critical self-reflection and to give and receive feedback from each other and from tutors.

# SECTION 6: ADMISSION TO THE PROGRAMME

## 6.1 ENTRY REQUIREMENTS

Entry requirements

A minimum of a second class honours degree (2:2) in business, hotel, tourism and management (or equivalent) plus at least six months work experience in the hotel, hospitality and tourism industry.

This course attracts students from a wide range of backgrounds and nationalities. Applicants who possess a diploma rather than a good degree may be eligible for entry provided they have compensatory work experience and can demonstrate career development.

Entry will also be subject to two satisfactory references (one of these must be an academic reference).

Please also see the university's general entry requirements.

English language requirements

If English is not your first language you will need to satisfy the university's English language requirements:

- IELTS minimum level 6.0 (with a minimum of 6.0 in reading and writing, and 5.5 in listening and speaking) or equivalent
- If you have completed your undergraduate degree in the UK (at least one full year of study) you will automatically meet our English language requirements

Please also see the university's standard English language requirements

### 6.2 DBS AND OTHER PRE-COURSE CHECKS REQUIRED

Not applicable

## SECTION 7: PREPARATION FOR EMPLOYMENT

The Oxford School of Hospitality Management (OSHM) works with a range of external partners in the form of independent consultants, company executives, and practising managers across all functions and areas within the international hospitality and tourism industry. Such employer's engagement includes guest lectures, panel discussions, awarding prizes for achievement, mentoring, live projects/case studies and careers presentations. The OSHM also hosts networking events where students benefit from the chance to communicate with key members of the hospitality industry, gain advice and build their contacts. There are also a series of guest lectures by visiting Fellows and Professors are organized throughout the year to provide students with current and topical hospitality and tourism perspectives. There is a regular programme of weekly careers presentations, and currently more than twenty companies come to recruit OSHM graduates and postgraduates. These companies are prestigious UK and international hospitality firms which include Fairmont Hotels and Resorts, the IHG Group, Richmond Creative Events and Lexington Catering.

Many students gain highly relevant experience during their optional paid supervised work experience. They are supported in securing a placement by a dedicated team of staff to ensure that their placement matches their aspirations and abilities, and through preparation in their first year of study. Employer partners for work experience include major international groups such as Four Seasons, Marriott International, Rezidor, and Fairmont Hotels & Resorts, and UK-based companies including Malmaison and Hotel du Vin, and in prestigious owner-managed properties such as The Breakers in Palm Beach Florida and Claridges.

The Bacchus Alumni Society is a worldwide network of hospitality graduates from Brookes and friends or associates of the OSHM. It is with the support of this association that the Bacchus mentoring programme, linking final year students with senior figures in industry, has become such a success. Relationships and networks developed through this scheme are seen to be rewarding and of immense value to both students and industry mentors. That so many alumni want to stay connected is testament to the quality of the educational experiences offered and the regard in which OSHM is held within the industry.