

PROGRAMME SPECIFICATION

for the award of

MSc International Tourism Management**Managed by Oxford Brookes Business School**

Date approved:	February 2019 (Programme code first approved in February 2017)
Applies to students commencing study in:	September 2020

RECORD OF UPDATES

Date amended*	Nature of amendment**	Reason for amendment**
February 2019	Removal of P58909 Contemporary Issues P58925 / HOTO-7016 changed to 20 credits Removed P58915 / HOTO-7012 and replaced with P58815 / BMGT 7021 Section 6.1 - removed references to compulsory interview and updated entry requirement Add P58335 / BMGT-7011 to PS	Programme Updates

SECTION 1: GENERAL INFORMATION

Awarding body:	Oxford Brookes University
Teaching institution and location:	Oxford Brookes University, Headington Campus
Language of study:	English
Final award:	Master of Science (MSc)
Programme title:	International Tourism Management
Interim exit awards and award titles available:	PGD-ITM: Postgraduate Diploma in International Tourism Management PGC-ITM: Postgraduate Certificate in International Tourism Management
Brookes course code:	BH85 / MSC-ITM
UCAS code:	52727
JACS code:	N800
HECoS code:	See guidance note G2.2, section 1
Mode of delivery:	Full-time (face to face/on-campus) Part-time (face to face/on-campus) Sandwich mode (full-time)
Mode/s and duration of study:	1 Year for full time 2 Years for part time 2 years for sandwich mode (full time) 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/ Specific Regulations for Postgraduate Taught Programmes also apply. http://www.brookes.ac.uk/regulations/current/specific/b4/

SECTION 2: WHY STUDY THIS PROGRAMME?

The international tourism industry makes a significant contribution to the global economy and society. However, it can also result in the exploitation of cultures, communities and the environment. This programme explores how tourism businesses, organisations and destinations create new products, services and experiences within the context of the dynamic social, political, economic and environmental conditions that influence the international tourism industry.

The programme includes an innovative learning experience with an evidence-based evaluation of current business practice as well as exposure to practitioners. The programme also involves participation in a group consultancy/research project commissioned by a tourism business or organisation through which students will gain a deeper understanding of, for example, potential responses to changes in the external environment. Through such learning graduates will be equipped to make a contribution as leaders, change-makers and entrepreneurs.

The Oxford School of Hospitality Management (OSHM) postgraduate programmes have been developed using the concept of lifelong learning and this MSc should be seen as a step in that process. The programmes are academically rigorous and place responsibility on individual students to study outside formal classroom-based sessions. They encourage students to develop the skills needed to study independently, and identify, set, implement and reflect on practical objectives and aspirations.

For staff profiles please visit the School's website:

<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. Analyse and synthesise contemporary challenges affecting the international tourism industry.
2. Analyse and evaluate innovative solutions to the contemporary challenges facing the international tourism industry
3. Critically evaluate consumer behaviour in relation to the international tourism industry.
4. Participate in critically evaluating management strategies and practices within the context of international tourism operations.
5. Create, plan and defend proposals for international tourism organisations.

3.2 RESEARCH LITERACY

6. Conduct an original theory-based research project.
7. Conduct a practice-based consultancy project within a tourism organisation or business.
8. Design methodologically appropriate research instruments for data collection, analysis, interpretation and presentation of information in international tourism industry.
9. Construct a relevant, detailed, evaluative argument using the integration of information from a variety of sources (also DIL).

3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

10. Learn, reflect and research actively, independently and reflectively.
11. Apply a self-development approach to personal planning as a future leader, change-maker and entrepreneur in a complex and dynamic environment.
12. Evaluate business ethics from a responsible business leadership perspective.
13. 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

14. Be a confident and agile user of IT for organisational and personal development.

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 different values and perspectives in order to develop ethical and responsible approaches to different stakeholder actions.
17. Interpret the complex relationships between different stakeholders in the international tourism sector 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 for MSc	100% CW
HOTO-7010	Tourism, Hospitality & Events Synthesis	20	7	Compulsory for MSc	100% CW
HOTO-7013	Dissertation	50	7	Compulsory for MSc	100% CW
HOTO-7014	Tourist Consumer Behaviour & Marketing	20	7	Compulsory for MSc	100% CW
HOTO-7015	Tourism Consultancy Project	40	7	Compulsory for MSc	100% CW
HOTO-7016	Mentoring & Leadership Development	20	7	Compulsory for MSc	100% CW
HOTO-7019	Tourism Innovation and Entrepreneurship	20	7	Compulsory for MSc	100% CW
BMGT-7011	International Business In Practice: Study Trip	0	7	Optional	100% CW
HOTO-7021	Professional Development	20	7	Compulsory for Sandwich Mode	100% CW
HOTO-7011	Independent Study	20	7	Optional	100% CW
INSE-4001	Academic English for Postgraduate Studies(non-credit)	0	4	Optional	100% CW
INSE-4002	Academic English for Postgraduate Research(non-credit)	0	4	Optional	100% CW

4.2 PROGRESSION AND AWARD REQUIREMENTS

Indicate any specific requirements for progression and awards in respect of the modules that must be passed, including any requirements that must be met to qualify for interim exit awards:

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

To gain the award of PG Diploma students must successfully complete any 120 level 7 credits.
To gain the award of MSc students must pass all modules except for Professional Development module.
Students studying on the Sandwich module must also pass Professional Development module.

4.3 PROFESSIONAL REQUIREMENTS

This programme does not have professional accreditation.

SECTION 5: TEACHING AND ASSESSMENT

Information about the learning experience is provided in the prospectus course entry. Include information here about:

- typical contact/independent study mix across the programme – how student time is divided between different teaching and learning methods;
- how the assessment strategy is informed by the Brookes Assessment Compact, and how it has been designed to enable students to achieve the programme learning outcomes;
- an indication of the typical mix of coursework/examinations students will experience across the programme.

The teaching and learning methods include:

- Lectures and seminars led by individual members of Faculty and visiting specialists
- Workshops for teaching a range of research methodologies and on-line research skills
- The use of case study and practical exercises
- Student-led seminar activities facilitated by members of Faculty
- Support for independent research and study through one-to-one or small group tutorials
- A practice-based consultancy project

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 students' capacity for conducting well-grounded empirical and literature-based research and analysis. Tutors have a wide range of research experience and interests and this both informs teaching and is available to students to facilitate and guide their own research projects and assignments.

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.

In the first semester the context of tourism and the potential responses of tourism organisations and businesses are explored. In the second semester, students will use this knowledge and understanding in the Tourism Consultancy Project. This double module involves students in a consultancy project for a tourism organisation and through which the students develop a solution to a current challenge. Students continue to develop their academic and research skills through the Contemporary Issues and Research Methods modules. The programme culminates in a dissertation and students submit their assignment relating to Mentoring and Leadership which students have engaged with through the year.

SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

A minimum of a second class honours degree (2:2) in any academic discipline, or equivalent overseas degree from a recognised institution.

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.

Please note that although useful, prior work experience in the hospitality and tourism industry is not a requirement for this course.

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

Please provide information about how the programme has been designed to prepare students for employment. This may include, for example: the involvement of visiting lecturers from relevant industries/professions; involvement of relevant professionals/employers in other learning activities; mentoring; work placements (optional or integral to the programme); any other opportunities for work-based learning.

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 engagement includes guest lectures, panel discussions, awarding prizes for achievement, mentoring, live projects/case studies and careers presentations. There is a regular programme of weekly careers presentations, and currently more than thirty companies come to recruit OSHM graduates and postgraduates.

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.

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.