

Course Specification

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Produced By:	Laura Clode
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	LI031P01UV LI031P31UV	Full-time Part-time	12 Months 2 Years
Course Title:	MA Hospitality and Event Management		
Hierarchy of Awards:	Master of Arts Hospitality and Event Management Postgraduate Diploma Hospitality and Event Management Postgraduate Certificate Hospitality and Event Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	26/Jul/2017		
Last Review:	2016/7		
Course Specification valid from:	2016/7		
Course Specification valid to:	2022/3		

Academic Staff

Course Leader:	Dr Ade Oriade
Head of Department:	Ian Roberts

Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

The entry requirements for the MA Hospitality and Event Management would include:

- A first or second class (2:2 minimum) undergraduate honours degree from a UK university or overseas equivalent, or a professional qualification and/or experience considered to be equivalent to the above;
- A reference from a tutor who has supervised the applicant's undergraduate studies and/or employer;
- Please check our minimum [language entry requirements](#)/before submitting your application.
- We offer a range programmes in [English as a Foreign Language](#) if you don't meet these requirements.

Students may apply for recognition of prior learning (RPL) subject to the guidelines set out in the RPL Handbook. RPL includes accreditation of prior certificated learning and /or accreditation of prior experiential learning.

Applications are also welcome from individuals who do not possess the above qualifications but who have significant management experience and are able to demonstrate previous non-certificated learning equivalent to the above. In such cases, admission to the programme will be based on an evaluation of the applicant's ability to continue to benefit from and achieve the award.

Distinctive Features of the Course:

This programme offers flexibility to students in terms of career choice and meets industry demand because there is a wide appeal amongst employers for students who have both event and hospitality sector knowledge and expertise. Students will be able to use prior experience and certificated learning to gain credits against the programme.

The course is unique in bringing together the two subject areas, and teaching on the course is undertaken by experienced practitioners. The teaching team have published widely in both subject areas and the Department has been recognised as a centre of excellence by the Institute of Travel and Tourism.

Educational Aims of the Course:

MA Hospitality and Event Management is designed to equip professionals to undertake a range of diverse operational and strategic management roles within the hospitality and event sectors. Studying on this programme you will be introduced to application of management concepts relating to hospitality and event organisations, including event planning, event catering and hotel related operations. You will also gain knowledge in the use and management of a range of property and venue types, ranging from B&Bs to mixed development properties, and from street theatre to exhibition centres.

You will be able to work with technology and tools associated with the management of hospitality and events to create exceptional consumer experiences. You'll also be equipped with the skills to manage material, financial and human resources. You will be provided a contextual knowledge base from which you can interpret relevant concepts and theories and develop ideas not only to provide solutions to the complex challenges facing hospitality and event organisations but also communicate these solutions effectively to a range of audiences.

If you are interested in owning and managing your own business, and wish to acquire business skills this is the course for you! You will develop skills in enterprise, employability and entrepreneurship necessary for the creation of event and hospitality business in a wide range of settings.

Intakes:

September
January

Major Source of Funding:

Office for Students (OFS)

Tuition Fees:

Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	Overseas	Full Time	£13350.00
2020/1	H	Full Time	£7650.00
2020/1	H	Part Time	£3825.00

PSRB:

None

Course Structure:

January (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Module	Title	Credits	Period	Type
7BU005	Delivering Customer Experience	20	INYR	Core
7LI016	Advanced Food and Beverage Studies	20	INYR	Core
7LI006	Managing Events in a Digital World	20	INYR	Core
7MG001	Independent Business Analysis Project	60	CRYRA	Core
7BE005	The Entrepreneurial Change Agent	20	INYR	Core
7LI010	Advanced Hotel and Accommodation Management	20	INYR	Core
7MK022	Service Sector Marketing	20	INYR	Core

September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Year 1

Module	Title	Credits	Period	Type
7BE005	The Entrepreneurial Change Agent	20	IN YR	Core
7LI010	Advanced Hotel and Accommodation Management	20	IN YR	Core
7MK022	Service Sector Marketing	20	IN YR	Core
7BU005	Delivering Customer Experience	20	IN YR	Core
7LI016	Advanced Food and Beverage Studies	20	IN YR	Core
7LI006	Managing Events in a Digital World	20	IN YR	Core
7MG001	Independent Business Analysis Project	60	CRYRA	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, to create the best learning experience.

Learning, Teaching and Assessment

Academic Regulations Exemption:

None.

Reference Points:

Quality Code - [Part A: Setting and Maintaining Academic Standards](#). Including:

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#) - *Master's Degrees in Business and Management (2015)*

Quality Code - [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

Equality Act (2010).

Learning Outcomes:

PGCert Course Learning Outcome 1 (PGCCL01)

Critically engage with hospitality and event management discourse for future employment or continuing personal and professional development

PGCert Course Learning Outcome 2 (PGCCL02)

Critically evaluate social, cultural, economic and technological trends in the leisure economy to effectively design and manage sustainable hospitality products/services

PGCert Course Learning Outcome 3 (PGCCL03)

Synthesise effective event and catering plans in order to deliver a competitive visitor economy product.

PGDip Course Learning Outcome 1 (PGDCL01)

Critically analyse key concepts, processes and theories and their application in professional practice to provide effective solutions to operational and strategic issues in hospitality and event management

PGDip Course Learning Outcome 2 (PGDCL02)

Critically evaluate social, cultural, economic and technological trends in the leisure economy to effectively design and manage sustainable hospitality products/services

PGDip Course Learning Outcome 3 (PGDCL03)

Synthesise effective event and catering plans in order to deliver a competitive visitor economy product.

PGDip Course Learning Outcome 4 (PGDCL04)

Critically evaluate event and hospitality marketing and the role of advanced technology in managing visitor/guest experience.

PGDip Course Learning Outcome 5 (PGDCL05)

Critically engage with hospitality and event management discourse for future employment or continuing personal and professional development.

Masters Course Learning Outcome 1 (MACLO1)

Critically analyse key concepts, processes and theories and their application in professional practice to provide effective solutions to operational and strategic issues in hospitality and event management.

Masters Course Learning Outcome 2 (MACLO2)

Critically evaluate social, cultural, economic and technological trends in the leisure economy to effectively design and manage sustainable products/services

Masters Course Learning Outcome 3 (MACLO3)

Synthesise effective event and catering plans in order to deliver a competitive visitor economy product.

Masters Course Learning Outcome 4 (MACLO4)

Critically evaluate event and hospitality marketing and the role of advanced technology in managing visitor/guest experience.

Masters Course Learning Outcome 5 (MACLO5)

Critically engage with hospitality and event management discourse for future employment or continuing personal and professional development.

Masters Course Learning Outcome 6 (MACLO6)

Synthesise and analyse appropriate secondary and primary data to effectively address contemporary hospitality and event issues.

Overview of Assessment:

Module	Title	Course Learning Outcomes
7BE005	The Entrepreneurial Change Agent	MACLO1, MACLO2, MACLO5, PGDCLO1, PGDCLO2, PGDCLO5
7BU005	Delivering Customer Experience	MACLO2, MACLO3, MACLO4, PGDCLO2, PGDCLO3, PGDCLO4
7LI006	Managing Events in a Digital World	MACLO1, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO3, PGDCLO1, PGDCLO3, PGDCLO4, PGDCLO5
7LI010	Advanced Hotel and Accommodation Management	MACLO2, MACLO3, MACLO4, MACLO5, PGCCLO1, PGCCLO2, PGCCLO3, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5
7LI016	Advanced Food and Beverage Studies	MACLO2, MACLO3, MACLO4, MACLO5, MACLO6, PGCCLO1, PGCCLO2, PGCCLO3, PGDCLO2, PGDCLO3, PGDCLO4, PGDCLO5
7MG001	Independent Business Analysis Project	MACLO1, MACLO2, MACLO3, MACLO4, MACLO5, MACLO6
7MK022	Service Sector Marketing	MACLO1, MACLO2, MACLO3, MACLO6, PGDCLO1, PGDCLO2, PGDCLO3

Teaching, Learning and Assessment:

A variety of interactive learning activities will support the achievement of the course learning outcomes. Learning will involve both classroom engagement and out of classroom activities including the use of blended learning environments. Flexible and interactive e-learning opportunities will be a feature of learning. Personal reflection and collaborative learning will be vital components of this course. Students will encounter a number of learning activities during a variety of formal lectures, seminars and tutorials. The course will make use of techniques such as case studies, problem solving activities, discussions (both structured and unstructured), action learning sets, evaluation of online and documentary resources and guest speaker inputs.

Students will be expected, and directed, to read from a range of sources, including academic journals. Students will work autonomously as well as interactively within group exercises.

Both formative and summative assessment tasks will enhance opportunities for learning.

Where appropriate visiting speakers, external visits and real-time (as opposed to text book) case based activities will add a practical dimension to the learning process. Recognising the rich potential learning from the workplace, opportunities to work with organisations will be maximised.

Students will experience a range of assessment methods to demonstrate achievement of the learning outcomes (both formative and summative). Variety and innovation in assessment across modules is a positive feature of this course. An assessment tariff will apply to ensure some degree of consistency in assessment loading between equally weighted modules. All assessment tasks will be commensurate with study at postgraduate level.

Underpinning the assessment policy within this course are a number of principles, including clarity (about what the assessment task involves), transparency (how grades are arrived at) validity (grades awarded are fair and appropriate), equity of treatment, performance measurement and reliability. Assessment should provide a learning opportunity for the student, through the task set, and promote improvement in performance in the future through the feedback provided. Assessment will include both individual and group exercises. Emphasis will be placed upon a synthesis of academic best practice contextualised within work place realities. Students will be required to produce critiques of theory and research, case study analyses, personal reflection and development portfolios, skills audits and action plans. Across the course there will be a use of in class tests,

verbal presentations, and written submissions including reports, essays, projects, and plans.

Formative assessment and feedback opportunities will be provided through presentations, role plays, tutorials, coaching and mentoring sessions, as well as feedback on written work.

Assessment Methods:

At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

Student Support:

In providing flexible and interactive e-learning opportunities to meet student needs, e-learning components will be designed to form an integral feature of the learning, teaching and support. The University VLE provides a platform for doing this and will be the primary focus of the online supported learning dimension of the module. In addition to making use of the online databases and other software resources available through LIS and ITS, students will be encouraged to consider the potential benefits of using Pebble Pad as a practical aid to research activity and career planning.

Flexible and interactive e-learning opportunities will also be offered to on-line distance learning students. The University VLE provides a platform for learning materials and activities to support online learning across all modules. A cohesive package of e-learning components has been designed to compensate for a lack of traditional classroom contact by presenting an integrated package of learning, teaching and support. All e-learners will be supported by online tutors. In addition e-learners will make use of the online databases and other software resources available through LIS, including learning skills support and ITS.

A Personal Tutor is allocated to every student. Personal Tutors maintain regular communication (virtual and/or face-to-face) with each of their designated tutees. Follow up meetings are arranged with students who are not making satisfactory progress or who are at risk of withdrawal. Personal Tutors assist students in their personal and academic development, planning and progression as well as offering students advice and guidance to help them liaise with other staff and support facilities in their school and the University, including study skills support.

The Course Leader will monitor the academic and experiential quality of the Course through Award Boards, focus groups and other channels. The Course Leader also supports and directs students proactively on the Course, both collectively and individually, and responds to inquiries and requests from students with regard to the academic programme of study.

The Faculty Enabling Tutor (FET) liaises with the Student Enabling Centre (SEC) regarding provision for specific disabled students & disseminates information from the SEC on the needs of specific disabled students. The FET also monitors requests for, and provision of, specific examination and assessment arrangements, publicise FET 'surgery' arrangements and make available time to meet with individual disabled students to enable them to discuss their own school-specific disability issues where necessary. The FET takes a pro-active role in monitoring the welfare and academic progress of disabled students within the school.

Employability in the Curriculum:

In the first instance, the course by design offers an edge in that it enables students to have a wider range of employment sector outcomes in either more traditional hospitality careers, or the event management area. Employability is incorporated in all the subject specific modules and 7BU005 Delivering Customer Experience seeking to engage students with hospitality and event management discourse for future employment and continuing personal and professional development. Advanced Hotel and Accommodation Management (7LI010) for example includes life project simulation which requires student to engage with life location to develop a practically feasible project. Strategy, Entrepreneurship and Culture (7BU004) also incorporates entrepreneurship dimension to the programme to address the appetite of students who may want to run their own business in event planning, event catering, food service and wedding planning.

There is also the pathway of higher and further education teaching in terms of career path and development. Some of our master's students are in lecturing jobs in HEIs and FEIs in the UK.

Students also have the option to progress to higher degree. A master's qualification prepares graduates for PhD study. Increasingly the department is attracting PhD students in the subject area. A number are currently studying for a PhD with us.



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