



Course Specification

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Produced By:	Oliver Jones
Status:	Validated

Core Information

Awarding Body / Institution:	University of Wolverhampton		
School / Institute:	Wolverhampton Business School		
Course Code(s):	LI034K23UV	Sandwich	4 Years
UCAS Code:	N806		
Course Title:	BA (Hons) Tourism and Events Management with Sandwich Placement		
Hierarchy of Awards:	Bachelor of Arts with Honours Tourism and Economics, having satisfactorily completed a sandwich placement Bachelor of Arts Tourism and Economics, having satisfactorily completed a sandwich placement Diploma of Higher Education Tourism and Events Management Certificate of Higher Education Tourism and Events Management University Statement of Credit University Statement of Credit		
Language of Study:	English		
Date of DAG approval:	25/Jan/2018		
Last Review:	2017/8		
Course Specification valid from:	2017/8		
Course Specification valid to:	2023/4		

Academic Staff

Course Leader:	Dr Asia Alder
Head of Department:	Dr Peter Robinson

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)

Distinctive Features of the Course:

The Marketing, Innovation, Leisure and Enterprise (MiLE) department has strong reputation in the subject disciplines of tourism and events management, based on a combination of the industry expertise and experience of MiLE department staff who have delivered a number of consultancy projects on behalf of organisations such as The NEC Group, further demonstrating our expertise around the management of venues.

Courses are informed and endorsed by our research, publications and engagement with professional bodies such as the Association of the British Travel Agents, the Association for Tourism in Higher Education (ATHE) and the Association for Events Management Education (AEME). We are also the Institute of Travel and Tourism (ITT) Centre of Excellence. These accreditations recognise leading universities who maintain high professional standards throughout tourism and events industries.

We have strong links with industry partners and work closely with large tourism and events businesses, such as, the NEC, Sandals and Disney. Students of this course engage in industry specific work placements, have access to high level industry speakers, interact with senior industry figures (for mentoring and research purposes) and have the opportunity to be awarded the annual ITT Centre of Excellence Student of the Year award and many other awards. Furthermore, our relationship with university venues (The Arena Theatre and The Performance Hub) provides an alternative classroom which you will access as part of your course. Learning with us, you will engage with industry through application of learning to live events, field trips and guest lectures. These resources and developments place MiLE in a very strong position to provide both practical experiences, which underpin theoretical understanding, and prepare you for the challenges of working in the dynamic event tourism environment.

Teaching at the University is designed to meet the needs of a wide variety of learners, and benefits from technology supported learning so that you can develop your IT skills whilst developing and presenting exciting and industry-relevant assessments. The University of Wolverhampton continues to develop state of the art facilities which greatly enhance your learning experience. The University of Wolverhampton Business School, which houses the course, was opened in November 2015. Designed to nurture talents and provide platform for engagement with the business community in the region, the University of Wolverhampton Business School building provides state of the art facilities, such as, executive education suite, innovative teaching and learning spaces, an IT suite, consulting rooms and a central social space and café. This building and its facilities provide conducive environment for student learning and Higher Education experience. As a result of gaining a BA (Hons) in Tourism and Events Management from the University of Wolverhampton you can be sure you will be ready to enter the world of graduate employment within the industry of your choice.

There are many internal and external initiatives which have been developed to support students' employability development and to boost your career prospects with real life business experience. For example the Challenge Academy, organised and delivered by the university, is a network of students who undertake short-term projects on behalf of businesses. During the first and second year of the degree students take a module which gives them an opportunity to undertake a placement, in the final year there are opportunities to undertake real life consultancy projects. Between the second and third year of the degree students have an

opportunity to take a sandwich placement, which is a ten months paid placement in the industry. The University's Careers Centre provides assistance in finding suitable placements and making successful applications, from identifying a job role to CV writing, applications, interviews and assessment centres. Every module delivered as part of this course aims to give students exposure to the industry, this is either through a field trip or an industry speaker guest talk. All university students are eligible for the ERASMUS+ EU Placements. These are paid or unpaid placements organised in the area of students' study or interest in a number of European Union countries. There are two to twelve months summer or yearlong placements which are organised and funded by the scheme (flights, insurance, accommodation, transfers etc.). The University has a team of careers consultants and employability advisers who offer help with the above opportunities. There is also a virtual jobs boards called the Workplace which advertises a multitude of casual and permanent roles. These may be of interest to you whilst studying with us or as you look for your first post-university graduate job.

Educational Aims of the Course:

BA (Hons) Tourism and Events combines the skills development from the events subject with a knowledge and understanding of the key requirements of successful tourism organisations and it equips graduates with the skills and knowledge required to manage tourism within an evolving global marketplace of events management.

The course has a strong emphasis on management and enterprise and enables students to develop industry sought after competencies for students to progress their career within the dynamic, multi-faceted industry. The course is also designed to make you attractive to prospective employers through the development of practical skills, such as, the ability to problem solve, work in groups, research, use research methods and work independently.

A degree in Tourism and Events Management prepares you for career opportunities in the tourism and events sector where you can use a portfolio of events expertise and skills to inform the management of tourist destinations and attractions. Upon graduation students can expect to enter a number of roles in the tourism or events sector within the public, private or voluntary sectors, or continue on to postgraduate study. Career opportunities include travel agents, destination management and marketing organisations, event and venue management companies, visitor attractions, heritage sites, local authorities, cultural organisations, travel operators, transport organisations and travel industry suppliers.

You can further enhance your graduate employability by undertaking an industry placement between the second and third year of your degree. The university fully supports its students in finding domestic and international placements, making applications, writing CVs, preparing for interviews and assessment centres. Students who complete a year of an industry based placement gain confidence, improve their employability, often secure graduate jobs and achieve high classification degrees.

Intakes:

September
January

Major Source of Funding:

HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

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
2017/8	H	Full Time / Sandwich	£9250.00
2017/8	EU	Full Time / Sandwich	£9250.00
2017/8	Overseas	Full Time / Sandwich	£11475.00
2018/9	H	Full Time / Sandwich	£9250.00
2018/9	EU	Full Time / Sandwich	£9250.00
2018/9	Overseas	Full Time / Sandwich	£11700.00
2019/0	H	Full Time / Sandwich	£9250.00
2019/0	EU	Full Time / Sandwich	£9250.00
2019/0	Overseas	Full Time / Sandwich	£12000.00

PSRB:

None

Course Structure:

September (Sandwich)

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

Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
4LI001	Introduction to Events and Venues	20	SEM1	Core
4LI003	Introduction to Tourism	20	SEM1	Core
4LI011	Academic Skills	20	SEM1	Core
4LI009	Venue Design and Management	20	SEM2	Core
4LI012	Managing People in Events and Venues	20	SEM2	Core
4LI005	Tourism Placemaking	20	SEM2	Core

September (Sandwich)

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

Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5LI007	Functions and Special Events	20	SEM1	Core
5LI015	Delivering Event Experiences	20	SEM1	Core
5LI014	Business Travel and Tourism	20	SEM1	Core
5LI017	Research Themes in Events	20	SEM2	Core
5MK012	Integrated Marketing Communications	20	SEM2	Core
5LI016	Solving Work-based Problems	20	SEM2	Core

September (Sandwich)

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

Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
5LI009	Employability: The Year-Long Sandwich Placement	40	CRYRA	Core

September (Sandwich)

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

Year 4

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Module	Title	Credits	Period	Type
6LI024	The Wedding Experience	20	SEM1	Core
6LI020	Destination Marketing & Management	20	SEM1	Core
6LI022	Research, Interpretation and Analysis	20	SEM1	Core
6LI018	Tourism in Emerging Markets	20	SEM2	Core
6BU013	Independent Project	20	SEM2	Core
6LI012	Managing Digital Events and Venues	20	SEM2	Core

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](#)

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

[University Policies and Regulations](#)

Equality Act (2010).

Learning Outcomes:

CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate knowledge of the underlying concepts and principles associated with tourism and event management within the tourism sector, and an ability to evaluate and interpret these within the context of that area of study.

CertHE Course Learning Outcome 2 (CHECLO2)

Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of tourism and events management within the tourism sector.

DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate knowledge and critical understanding of the well-established principles of tourism and event management within the tourism sector, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge.

DipHE Course Learning Outcome 2 (DHECLO2)

Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context.

DipHE Course Learning Outcome 3 (DHECLO3)

Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to tourism and event management within the tourism sector, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study.

DipHE Course Learning Outcome 4 (DHECLO4)

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.

Ordinary Course Learning Outcome 1 (ORDCLO1)

Demonstrate a systematic understanding of key aspects of tourism and events management within the tourism sector, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline with an appreciation of the uncertainty, ambiguity and limits of knowledge.

Ordinary Course Learning Outcome 2 (ORDCLO2)

Demonstrate an ability to deploy accurately established techniques of analysis and enquiry within the tourism and events management discipline and apply the methods and techniques that they have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects.

Ordinary Course Learning Outcome 3 (ORDCLO3)

Demonstrate conceptual understanding that enables the student: (a) to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline (b) to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.

Ordinary Course Learning Outcome 4 (ORDCLO4)

Demonstrate the ability to manage your own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline) and communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

Ordinary Course Learning Outcome 5 (ORDCLO5)

Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.

Honours Course Learning Outcome 1 (DEGCLO1)

Demonstrate a systematic understanding of key aspects of tourism and events management within the tourism sector, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline with an appreciation of the uncertainty, ambiguity and limits of knowledge.

Honours Course Learning Outcome 2 (DEGCLO2)

Demonstrate an ability to deploy accurately established techniques of analysis and enquiry within the tourism and events management discipline and apply the methods and techniques that they have learned to review, consolidate, extend and apply your knowledge and understanding, and to initiate and carry out projects.

Honours Course Learning Outcome 3 (DEGCLO3)

Demonstrate conceptual understanding that enables the student: (a) to devise and sustain arguments, and/or to solve problems, using ideas and techniques, some of which are at the forefront of a discipline (b) to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.

Honours Course Learning Outcome 4 (DEGCLO4)

Demonstrate the ability to manage your own learning, and to make use of scholarly reviews and primary sources (for example, refereed research articles and/or original materials appropriate to the discipline) and communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

Honours Course Learning Outcome 5 (DEGCLO5)

Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.

Honours Course Learning Outcome 6 (DEGCLO6)

Propose, undertake and present an independent study project that analyses a key issue in the area of business and human resource management.

Overview of Assessment:

Module	Title	Course Learning Outcomes
4LI001	Introduction to Events and Venues	CHECLO1, CHECLO2
4LI003	Introduction to Tourism	CHECLO1, CHECLO2
4LI005	Tourism Placemaking	CHECLO1, CHECLO2
4LI009	Venue Design and Management	CHECLO1, CHECLO2
4LI011	Academic Skills	CHECLO1, CHECLO2
4LI012	Managing People in Events and Venues	CHECLO1, CHECLO2
5LI007	Functions and Special Events	DHECLO1, DHECLO2, DHECLO3
5LI009	Employability: The Year-Long Sandwich Placement	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI014	Business Travel and Tourism	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI015	Delivering Event Experiences	DHECLO1, DHECLO2, DHECLO3, DHECLO4
5LI016	Solving Work-based Problems	DHECLO1, DHECLO2, DHECLO3
5LI017	Research Themes in Events	DHECLO1, DHECLO2, DHECLO3
5MK012	Integrated Marketing Communications	DHECLO1, DHECLO2, DHECLO3, DHECLO4
6BU013	Independent Project	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO6
6LI012	Managing Digital Events and Venues	DEGCLO1, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO4, ORDCLO5
6LI018	Tourism in Emerging Markets	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6LI020	Destination Marketing & Management	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4
6LI022	Research, Interpretation and Analysis	DEGCLO1, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO4, ORDCLO5
6LI024	The Wedding Experience	DEGCLO1, DEGCLO2, DEGCLO4, ORDCLO1, ORDCLO2, ORDCLO4

Teaching, Learning and Assessment:

Teaching and learning on this course may include;

- Reading – both core and supplementary reading from books, journals and electronic sources

- Case Analysis – to look at the application of theory and practice, to identify problems and recommend solutions
- Group discussions – on provided themes to draw out and share personal experiences and learning amongst the wider group
- Student presentations/student led seminars
- Problem-based learning approaches
- Lectures and workshops
- Group and individual tutorials
- Personal reflection
- Group role play and project work
- Assessment preparation and feedback
- Individual and group presentations
- Examinations
- Peer feedback.

Student Support:

General University Support:

[University Learning Centres](#) are the key source of academic information for students.

Learning Centres provide physical library resources (books, journal, DVDs, etc.) and offer a range of study areas to allow students to study in the environment that suit them best: Social areas, quiet and silent areas. Learning Centres also provide access to wide range of online information sources, including eBooks, eJournals and subject databases.

Learning Centres also provide students with academic skills support via the [Skills for Learning programme](#). Students on campus can attend workshops or ask for one-to-one help on a range of skills such as academic writing and referencing. Students can access a range of online skills material at: www.wlv.ac.uk/lib/skills

The [University Student Support website](#) offers advice on a variety of matters (careers, counselling, student union advice, etc.) Students can also access these services by booking appointment with the SU, careers, counselling services, etc.

Course Specific Support:

A core strand through this course is the development of skills appropriate to both general study at HE and for lifelong learning, and specific study in a chosen specialist subject. In some modules the development of these skills are explicit in others they are embedded within the curriculum.

Students will be able to access the learning services of the University of Wolverhampton.

For example:

- University Learning Centres provide general academic skills support to all students. Individual appointments are available with a study skills advisor. They offer advice on areas, such as, academic writing, assignment planning, exam preparation, and time management. In addition, there is a regular timetable of drop-in and bookable workshops covering information and digital literacy skills, including academic referencing.
- The Faculty Student Services provides more generic international advice and guidance for example visas. In addition, the Office provides regulatory guidance and any such other support to signpost students to enhance their learning.

You will receive support and guidance from personal tutors, so that you can better understand your learning process, have the skills and understanding to act on the feedback, so as to become more effective and successful, collect evidence on your achievement to enhance your employability.

Feedback - tutors provide personalised written feedback following all summative assessments. The mechanism for feedback from formative tasks varies between assessments, but will always be provided in some form. On occasions tutors may provide generalised verbal feedback to the whole group on points

relating to an assessment. You may also be asked to give feedback to your peers and to your tutors.

Employability in the Curriculum:

The degree is designed and delivered to include opportunities for experiential learning. This includes engagement with the industry through module guest talks and company visits, placements built into modules, an accredited optional sandwich year between the second and third year, ERASMUS study exchange, annual Career Development Week and summer and graduate placements.

A degree in Tourism and Events Management gives graduates an opportunity for a career in the tourism sector where you will be able to use a portfolio of events expertise and skills to inform the management of tourist destinations and attractions. Upon graduation students can expect to enter a number of roles in the tourism sector within the public, private or voluntary sectors, or continue on to postgraduate study. Career opportunities include travel agents, destination management and marketing organisations, event and venue management, visitor attractions, heritage sites, local authorities, cultural organisations, travel operators, transport organisations and travel industry suppliers.



THE UNIVERSITY OF OPPORTUNITY