# Module Description Booklet

Semester 2

Academic Year

2019 / 2020

**AIRPORT PLANNING (1360)**　　　　　　　　　　　　　　　　**LEVEL 5**　　　**10 ECTS**

**Module Description**
This module explores the airport planning environment, through evaluating the impact of Airport Systems and Master Plans on development through to considering the micro aspects inherent in the design of the terminal and satellite infrastructure. Inherent in the examination is the need to segregate passengers, enhance the passenger experience, ensure security and safety and to generate revenue streams along with appreciating the differences in approach between low cost terminals and full service legacy carrier terminals. A key theme of the module is to develop an awareness of the changing planning landscape for airports along with the requirements of the 21st Century airport.

**Syllabus and Content**
1. Planning Objectives - Airport types and airline requirements. Objectives and targeted service levels; site constraints; construction logistics; airport security; terminals and satellites; cargo buildings; general aviation facilities and general support infrastructure considered. The impact of the airport on different stakeholders.
2. The Historical and Legislative Perspective of Airports - Development of the airport planning process; airport modernisation and the jet age; airport development after de-regulation and liberalisation legislation and regulations - Development of Hub and Spoke systems/Fortress Hubs/route networks. Challenges to the traditional planning process approach - the challenging context of airport planning.
3. Airport Planning Principles - Airport planning studies - types of planning study; Airport Systems plans, Airport site selection criteria, Airport project plans and Airport Master Plans. IATA guidelines for Master Plans.
4. Airport Master Plans - The Master Plan process- pre-planning, public involvement, environmental considerations, existing conditions, aviation forecasts, facility requirements and alternative developments and evaluation. Public involvement v public hearings.
5. Airport land development - Runway information and limits- runway components; land and hold short operations - Principles of slot allocation in non-coordinated, facilitated and coordinated airports- landing fee pricing strategies.
6. Terminal Planning considerations - Passenger segregation- the passenger experience; operational considerations in planning; security, financial models -concessions and retail planning-airside retail and departure lounges. Terminal envelope geometry - terminal operations support systems - The 'Simplify Passenger Travel' concept.
7. Environmental Considerations - Environmental practices and stakeholder analysis - noise, air quality, water quality, wetlands - cumulative impacts; issues of sustainability - The economic principles of emissions cap-and-trade policies and carbon offsets programmes that impact aviation.
8. The 21st Century Airport Technology and airport and airline passengers. Forecasting - capacity/ demand analysis - the problem of airport peaks- methods of describing peaking - implications and constraints -The emergence of airports as destinations.

**Learning Outcomes**
i. Analyse the impact of airports on different stakeholder groups
ii. Evaluate the airport planning process in so far as the needs of different stakeholder groups might be met.
iii. Develop an awareness of terminal and runway planning considerations.
iv. Critically analyse the changing requirements for the contemporary airport.

**Summary of Method Assessment**

·   Practical Exam:  Simulation exercise in teams recreating a public hearing for a proposed airport expansion plan - 50% (individual grade awarded)
·   Coursework:  Writing up a report of the findings of the public hearing [2,000 words] - 50%

**ATHLETIC MOVEMENT ANALYSIS (838)**                                    **LEVEL 5**          **10 ECTS**

**Module Description**
Athletic movement analysis is an essential component of identifying the ability of an athlete to be able to perform in their sport. The module will introduce the theoretical and practical applications of a variety of principles in the assessment and management of athletes in sport. The advantages and disadvantages to profiling an athlete will be introduced and students will be encouraged to think critically about module content. The proposed benefits and effects of exercise on injury prevention will be discussed. A range of evidence-based exercises will be used to design appropriate athletic training programmes.

**Syllabus and Content**
1. Injury and movement analysis
2. Mechanics of common athletic movements
3. Selection of tests suitable for athletic assessment
4. Interpretation of tests results
5. Limitations of athletic screening- reliability and validity
6. Knowledge of the components of fitness and exercise prescription
7. Structure and delivery of an athletic training session
8. Demonstration, coaching and correction of exercises
9. Practical application of exercise progressions and regressions

**Learning Outcomes**
i.   Carry out an injury and movement analysis for a specific sport. From this, identify key factors associated with the common non-contact injuries.
ii.  Design a test battery to assess athletic movement, and justify the inclusion of each test with reference to its validity and reliability.
iii. Effectively prescribe and deliver evidence-based exercise to reduce the risk of athletic injury for a specific sport. Supported by underpinning knowledge of the components of fitness and exercise prescription.

**Summary of Method Assessment**
·   Practical exam - a 15 minute Poster Presentation. Students may choose to complete this task individually or in pairs (40%) (Learning Outcomes 1 & 2)
·   Practical exam - 30-minute Practical Examination (60%)  (Learning Outcome 3)

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**AVIATION INVESTIGATIONS  (1545)**                              **LEVEL 5**          **10 ECTS**

**Module Description**
This module builds on the basic research skills taught at level 4 and applies these to the application of research within the aviation industry to support decision making. The module develops inquisitiveness and challenge by developing an awareness of multiple perspectives and agendas for studying, analysing and understanding phenomena related to the aviation industry. Students will be encouraged to challenge research and data through systematic analysis. This enquiring approach will engender in students the ability to view research as tentative, to be revised and reconsidered.

When considering their own research students will establish research aims and objectives and will adopt a suitable research method and design appropriate research tools in order to identify, collect and evaluate information and data. Tools could include questionnaires, interviews and observations. Students will be introduced to qualitative and quantitative approaches and identify aviation specific analysis tools. Wherever possible, Information Technology will be used to support the process. Students will apply appropriate tools to a live aviation industry project.

Overall, the module adopts a structured approach to the effective use of a range of primary and secondary research tools and techniques that are utilised by aviation professionals and prepares the student for the application of research at level 6 and within the aviation industry.

**Syllabus and Content**
1.    The role of research within the aviation industry.
      Develop an appreciation of information, its collection and synthesis to aid in the decision making process within the aviation industry.
2.    Aviation research methods
      Understand the research tools that are used within the aviation industry to explore both primary and secondary data. This will include the skills to devise and conduct research within the aviation context. This will include research methodology and design.
3.    Aviation Literature
      Appreciate the place of secondary data sources and theoretical frameworks in the research process. Identification and evaluation of a selection of tourism related data sources. This will include how to structure a literature review and academic writing skills.
4.    Interpretation of data and application to aviation.
      Application of a range of data analysis techniques for both qualitative and quantitative analysis of tourism related data. Utilise appropriate IT tools for the creation, manipulation, and presentation of data within aviation research. Make realistic and appropriate conclusions and recommendations as a result of data analysis that are useful within the aviation context.

**Learning Outcomes**
i.     Demonstrate competence in the choice, design and planning of a live aviation research project
ii.    Demonstrate an ability to analyse a selection of research data
iii.   Derive appropriate conclusions and recommendations from research findings
iv.    Demonstrate an ability to reflect on and learn from the research experience

**Summary of Method Assessment**

Students work in small teams to conduct a live research project. This will be assessed in two ways:

- Coursework (**50%**) - Students will produce an individual research proposal which includes the project aim, objectives, rationale, literature review and methodology (**maximum 2500 words**)
- Practical exam (**50%**) - Student teams will present their findings and recommendations to a Scrutiny Panel, within a restricted time. They will also be questioned on their individual findings, recommendations and on their experience of the research process. All students will be assessed individually.

**BUSINESS OPERATIONS (034)**                                    **LEVEL 4**          **10 ECTS**

**Module Description**
This module aims to provide students with a basic understanding of business operations within a dynamic service sector-based environment. As such, the module integrates the three core business disciplines of finance, marketing and economics. In doing so, the module examines the business and its operations both within the context of its immediate (micro-) environment, as well as within the broader (macro-) environment. On part-time programmes consideration will be given to practical uses of finance in day-to-day operations.

**Syllabus and Content**
1. *Introduction to Business Economics*
   The nature of economics, types of business organisation. Public and private sector economic objectives, different types of economic system.
2. *The External Business Environment*
   Factors of production, internal and external influences including understanding and applying PESTLE.
3. *Market structures, Organisational Scale and Growth:*
   Defining and categorising types of market structure. Identify types of organisational growth: internal and external.
4. *Introduction to Marketing & Segmentation*
   Understand the issues relating to the marketing of services. Explain the concept of segmentation and the benefits for the organisation. Main methods used to segment markets: demographic, geographic, socio-economic and psychographic.
5. & 6. *Introduction to the Marketing Mix*
   Explanation of the 7Ps. Application of product, price, place and promotion within business sectors.
7. *Understanding the Profit & Loss Statement*
   Definitions and concepts of accounting and finance. Introduction to the profit and loss account and balance sheet. Exam guidance - Deciphering a Trial Balance
8. *Understanding the Balance Sheet*
   Introduction to the Balance Sheet. Preparing a Balance Sheet. Exam guidance - Balance Sheets
9. *Understanding Break-Even Analysis*
   Define key terms - break-even, margin of safety, contribution, fixed, variable and semi-fixed costs. Introduce formula for calculation of break-even point and margin of safety.  Exam guidance - Break Even.

**Learning Outcomes**
i.    Understand the importance of the key microeconomic concepts within service sectors.
ii.   Identify techniques used by service organisations to segment the marketplace and target customers through the application of the marketing mix.
iii.  Understand how to interpret financial information.
iv.   Prepare financial statements for a simple business organisation.

**Summary of Method Assessment**
·    Exam:  Multiple choice and open question exam relating to business economics, market structures and marketing (50%)
·    Exam:  Multiple choice test/exam relating to financial data (50%)

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**COACHING PRINCIPLES 680)**                                    **LEVEL 4**        **10 ECTS**

**Module Description**
This level 4 module aims to equip the learner with the underlying knowledge and skills to develop the physical, social and mental skills of participants through active recreation. This Coaching Principles module intends to develop an awareness of the techniques involved in the coaching process, the skills required for its practical application, knowledge of the principles of training and an appreciation of safety and planning for coaching differing populations.

**Syllabus and Content**
The themes identified are:
1. *Evaluate contemporary coaching and the coaching profession*
   Key terminology, coaching definitions, components of coaching, role of the coach, motives for sports participation, UK Coaching Framework, NGB's, barriers to participation, differing leadership styles, soft and hard coaching skills, coaching cycle, learning models / cycles, coaching client relationships, art of coaching, science of coaching, coaching philosophies.
2. *Apply key coaching techniques to the planning and delivery of safe coaching sessions*
   Session planning, coaching resources, establishing aim and objectives, leadership styles, control, communication, training techniques, situational coaching skills, programming, long and short term targets, cohesion and dynamics, legislation, safety, assessing risk, managing safe environments, planning coaching sessions, health and safety in sports environments, legislative policies, DBS.
3. *Appreciate key psychological and physiological factors relevant to coaching in sport*
   Principles of movement, body in action, warm up and cool down, five S's, physiology, psychology, provision issues, special sports, children and exercise, young performers, disabled sportspersons, gender, ethnic / cultural considerations, levels of fitness, health related issues, diet, nutrition and performance, overload, over training, burnout, reversibility.
4. *Review and evaluate coach and athlete development.*
   Evaluating coaching sessions, goal setting, distractions, measuring performance
   Improvement strategies, action planning, continuous professional development, reflective practice.

**Learning Outcomes**
i.   Evaluate contemporary coaching and the coaching profession.
ii.  Apply key coaching techniques to the planning and delivery of safe coaching sessions.
iii. Appreciate key psychological and physiological factors relevant to coaching in sport.
iv.  Review and evaluate coach /athlete development.

**Summary of Method Assessment**
·   Coursework:  A detailed and informed lesson plan, 1000 words max - 50%
·   Practical Exam:  A 20 minute live coaching demonstration with evaluation - 50%

**COMMERCIALISATION AND SUPPLY CHAIN  (1421)**                    LEVEL 5          10 ECTS

**Module Description**
Consumers demand high quality, nutritious and safe food. The food industry, which manufactures and processes foods, is largely responsible for controlling the quality and safety of the food we buy as consumers, whilst remaining profitable and operating within the law. This module will develop your knowledge of the Food Industry and the supply chain. It focuses on the processes involved in product scale-up, initialisation of commercialisation, packaging, labelling, shelf-life and legislation, as well as applying sensory testing and physical analysis through product benchmarking, food safety and product analysis.

**Syllabus and Content**
· Commercialisation of Products
· Preservation methods
· The scaling up of products, line trials, testing and marketing
· Packaging and labelling legislation.
· Legislation of food products.
· Specifications - generation, detail required and sensory analysis
· Post launch quality
· Benchmarking and quality attributes (QAS)
· Quality systems checks and quality required.
· Raw material supply chain

**Learning Outcomes**
i.   To propose a suitable process for the production of a commercial food product
ii.  To follow legal labelling guidelines to design packaging for a commercial food product.
iii. To identify suitable materials and design for the packaging of a commercial food product

**Summary of Method Assessment**
Practical exam:  An individual 15 minute technical and product review presentation (100%)

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**CONSUMER INSIGHTS (1457)**                                     **LEVEL 5**          **10 ETCS**

**Module Description**
The overall aim of this module is to develop students' understanding and appreciation of consumer behaviour and its impact on marketing decisions undertaken by organisations. The module adopts a knowledge and practical based approach explaining the theoretical underpinning and practical implications of consumer behaviour for businesses. This module builds on the Marketing modules completed at Level 4 of the programme and complements the international and strategic perspective characteristic of the final year modules.

**Syllabus and Content**
1. Consumer Behaviour and Consumer Research
2. Consumers as individuals - Perception, The Self, Personality, Motivations, Values and Lifestyles
3. Consumers as decision makers - Learning & Memory, Attitudes, Online consumer behaviour
4. The role of others in consumption - Groups and social media, Family, Socio-economic factors, Culture and consumption
5. The complex process of making decisions

**Learning Outcomes**
i. Demonstrate an awareness of a range of key influences on consumer behaviour.
ii. Analyse the impact of the influencing factors on decision making process
iii. Discuss a variety of ways in which consumer behaviour may influence marketing decisions

**Summary of Method Assessment**
· Coursework:  An individual 1000-word report (50%)
· Coursework:  An individual 2000-word reflection related to the residential trip, to be submitted in a digital media format (50)%

**CREATIVE BUSINESS ENTERPRISE  (1367)**                                    **LEVEL 5          10 ECTS**

**Module Description**
The aim of this module is to equip students with the knowledge and the skills to think creatively and generate and develop ideas, implement and evaluate business plans and work with and manage teams of people.

The module is designed to reflect the needs of graduate employers by creating students who are able to learn through action and reflection rather than just through theory and demonstrate competencies such as creative thinking, collaborative working, leadership, business planning, project management, resource allocation and justification, analysis and evaluation and collective and individual responsibility.

**Syllabus and Content**
The module is delivered over eleven (11) weeks combining lectures and skills workshops. The module covers the five (5) key themes of creative enterprise development - Generation Ideas and Exploiting Ideas; Resource Management; Marketing and Communication Skills; Financial Planning and Leadership Skills.

1:   Introduction to Enterprise Skills and Graduate Attributes
2:   Generating ideas and product development; evaluating opportunities.
3:   Competitor profiling and trend spotting
4:   Resource Planning - physical, financial, social; lean start-up
5:   Developing intrapreneurs and adding value
6:   Brand Development and positioning; persuasion and influencing people
7:   Sales, not Marketing! Pitching a concept
8:   Show Me the Money Value; Angels or Demons? The pros and cons of business finance
9:   Financial Forecasting; creating a budget
10:  Leadership and decision-making; project management tools
11:  Dealing with uncertainty; delegation and negotiation skills

**Learning Outcomes**
i.    Demonstrate an understanding of the key concepts of enterprise development.
ii.   Apply the principles of idea creation, resource management and marketing to create a bespoke product offer to meet customer needs.
iii.  Evaluate and select an appropriate stream of funding to finance a project.
iv.   Develop a project plan which reflects changing market conditions.

**Summary of Method Assessment**
·    Coursework:  An individual 1500-word business proposal (50%)
·    Practical exam:  An individual 15 minute presentation (50%)

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**CREATIVE SOLUTIONS FOR BUSINESS (1454)**                    LEVEL 5          10 ECTS

**Module Description**
Designing professional visual and written communication is vital element of any business in the 21stcentury. This module emphasises the importance of developing a range of creative design skills needed to provide solutions for industry client problems and encourages fluency across a range of mediums. Students will develop and present a portfolio of creative elements produced to a high level of technical execution, using a range of mediums and utilising the latest multimedia applications. Throughout the module students will develop industrially relevant communications skills and these coupled with the tangible portfolio of creatives will contribute to enhancing their employability skills.

**Syllabus and Content**
1. Creative design - graphic communications. DTP - type, colour and shape. Logo design using visual aids.
2. Application of visual design in a variety of contexts and mediums - introduction to a variety of media and manipulation of image.
3. Investigate and think creatively about design problems and opportunities - explore and critique the design thinking of others
4. Creative writing - media forms and audiences.  Narrative forms. Preparing and writing a press release. Writing a news release or a feature article writing a creative brief
5. Communications strategies and PR- corporate communication and branding- target market media consumption - developing a communication strategy

**Learning Outcomes**
i.   Assess the effectiveness of selected designs and strategies
ii.  Demonstrate the ability to use appropriate layouts for presenting different information
iii. Design appropriate creative communications to a given industry brief.

**Summary of Method Assessment**
·   Coursework 100%:  Students will develop a range of design and written communication creatives in response to given case study or industry client brief, which will be presented in a tangible portfolio.

    This will include formative pieces of work undertaken at various stages of the course. A 2000 word article (A) a piece of visual design (B) and a 1000 word written justification and evaluation of the chosen design for the client. The coursework will be set in response to a live exercise and hence the exact components will vary according to the brief.

**CROSS-CULTURAL TOURISM (1367)**                    **LEVEL 4**        **10 ECTS**

**Module Description**
Global tourism industry touches the lives of those it encounters. Indeed, the key 'differentiating' factor of many destinations and communities is its cultural base and resources. Accordingly, tourism utilises cultures to 'sell' various places and people, and subsequently, tourism facilitates cultural change within a destination. This module therefore provides a broad introduction to the global context of tourism within a cultural context, focusing on 'self' and 'otherness', cultural interactions/collisions between tourists and host communities, and the commodification and consumption of cultures for tourism advantage. It further introduces students to the concept of sustainable cultural management.

**Syllabus and Content**
1. *Cross-cultural tourism-* contextualising culture, sub-cultures and cultural diversity within a global tourism environment
2. *Tourism and cultural motilities-* introduction to diaspora tourism, religious tourism, urban 'cultural' quarters and tourism
3. *Tourism and the culture industry-* utilising historic and heritage resources for tourism development - indigenous people/ethnic minorities and tourism - introduction to the debates surrounding cultural commodification, authenticity and consumption
4. *Cultural influences on tourist perceptions-* impact of cultural distance on perceptions - role of gender, lifestyles, identities and media within this process
5. *Cultural interactions- introduction to the 'self' and 'otherness' dichotomy -* factors influencing the nature of cultural encounters between tourists and hosts - the collision of cultures - culture 'shock' and 'dependency' as a result of tourism
6. *Management of cultural resources and indigenous communities within tourism regions-* an introduction to cultural sustainability applied to tourism destinations and communities - debating Cultural Resource Management (CRM) in practice

**Learning Outcomes**
i.   To understand the nature and role of culture(s) within international tourism
ii.  To explore the range of cultural tourism resources utilised within tourism destinations
iii. To examine the range of cross-cultural interactions between tourists and hosts
iv.  To explore strategies for managing cross-cultural tourism within a sustainable manner.

**Summary of Method Assessment**
· Coursework:  An individual 2000-word essay exploring the opportunities to develop a new form of cultural tourism within a selected destination - 50%
· Practical exam:  Creative display [digital storyboard - maximum 3 minutes in duration] or infographic poster - Managing cross-cultural tourism - proposing strategies in a creative manner to manage cross-cultural interactions of a given case study - 50%

**DEVELOPING PEOPLE IN TOURISM (1353)**                      LEVEL 4          10 ECTS

**Module Description**
The module aims to provide students with an understanding of the skill sets required to develop people within the Tourism sector.  Through the development of students' appreciation of factors that shape individual differences, group dynamics and leadership styles, students will draw upon reflective practice to further develop their graduate attributes through the completion of a Personal Development Project comprising; Self Reflective Group Development Indicator Questionnaire (SRGDI), Personal Development Plan (PDP) which is based upon the findings of the SRGDI, Essay and Action Plan, with practical application to tourism case studies and relevant theoretical concepts.  This personal development project provides lecturer formative feedback prior to summative feedback.

**Syllabus and Content**
The module syllabus provides students with an understanding of the skill sets required to develop people within the Tourism sector.  Therefore the module enables individuals involved in group work activity to compete with advantage in their industry sector and reflects a number of reports that show employers do not expect everyone to arrive at their door job ready but at the very least they want people who have good employability skills.

1.  Developing Teams
    An introduction to employer expectations of teams and individuals working within the Tourism sector through the application of Team role theory will be explored.  The concept of Team Role Theory will be underpinned by a broad understanding of managerial theories that focuses on the contributing factors of Personality, Environmental, Economic Issues, Learning, Motivation and Leadership.
2.  Influences and Impacts Upon Individuals and Teams
    To understand the importance of both internal and external factors that impact upon individuals and teams working in the Tourism sector within the micro/macro environment.  An examination of the transient nature of the workforce within Tourism.
3.  Continuing Professional Development
    To appreciate the value of Graduate Attribute development through the use of self-evaluation, reflection and forward planning (PDP) in order to develop others more effectively when working in the Tourism sector.

**Learning Outcomes**
i.   Explain factors affecting team performance within the travel & tourism sectors drawing upon key management theories
ii.  Demonstrate an understanding of influences which impact upon teams within the travel & tourism sectors
iii. Identify graduate attributes which require further development in order to develop others more effectively when working in the travel & tourism sectors

**Summary of Method Assessment**
·   Coursework:  Personal Development Project comprising 100% coursework.
    Stage 1 - Professional Development Plan and Self Reflective Group Development Indicator Questionnaire 20%
    Stage 2 - Individual Essay 1500 words and a 1-page Action Plan 80%

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**DIET AND NUTRITION  (849)**                                    **LEVEL 4**          **10 ECTS**

**Module Description**
This module will introduce the student to human nutrition, including balance and energy. Individual macro- and micro-nutrients will be highlighted, along with deficiency or toxicity issues. The students will discuss health related problems associated with diet, including diabetes, obesity and cardiovascular disease. Specialist diets will be considered, with particular emphasis on allergen and intolerance management; special medical conditions and the impact of religious, cultural and moral beliefs on diet.

The students will have the opportunity to assess their own diet; make recommendations based on their findings and to analyse a current nutritional trend.

**Syllabus and Content**
1. Energy balance and metabolism - Nutrients: analysis, compilation of food composition data.
2. Principles of energy balance - Energy; components of energy expenditure, basal metabolic rate, thermic effect of food, physical activity, growth. Measurements of energy expenditure e.g. direct or indirect.
3. Dietary assessment - Methods of measuring food consumption including 24 hour recall, estimated food record, weighed food record, dietary history and food frequency questionnaires.
4. Determination of nutritional status - Height, weight, BMI, waist/hip ratio, body composition measurements.
5. Relationship between diet and chronic disease - Examining the relative contribution of nutrition, socio-economic and cultural factors in chronic diseases such as cardiovascular disease, cancer and obesity.

**Learning Outcomes**
i. Demonstrate knowledge of the principles of nutrition including macro- and micro-nutrients and recommended nutritional requirements.
ii. Use simple anthropometric data and dietary assessments to indicate nutritional status;
iii. Describe trends in food consumption and their effect on the diet.

**Summary of Method Assessment**
· Coursework:  An individual 2000-word case study report and a 3-day diet diary, with a review and analysis of findings and recommendations (100%)

**DIGITAL TOOLKIT (1461)**                                              **LEVEL 4        10 ECTS**

**Module Description**
This module allows students to develop their knowledge and practical application of digital marketing tools and platforms. Students will be able to enhance their understanding of key digital channels that support and enhance the marketing function. The focus of the module is very much practitioner based where students will be taught the design elements of website and content marketing as well as social media applications.

**Syllabus and Content**
1. Introduction to websites and implementation - Implementation issues and metrics, websites and domain names, considerations in site architecture.
2. Website Administration - A consideration of content management. Issues and strategies for security policy.
3. Introduction to issues in on-line advertising such as: data capture, keyword usage, search engine optimisation, customer relationship management and online promotion.
4. Website Design; considerations in website review.
5. Introduction to the use of social media platforms (e.g. Facebook, Twitter and YouTube) in marketing.
6. Introduction to the creation and maintenance of contemporary social media platforms, with particular reference to social publishing, content creation and management, follower engagement, follower reach and finally sentiment & passion.

**Learning Outcomes**
i.   To demonstrate an understanding of web technologies.
ii.  To exhibit a competence to set up and manage a website.
iii. To gain an understanding of the theories and concepts underlying the use of social media platforms in marketing.
iv. To display a proficiency to set up and manage a range of contemporary social media platforms.

**Summary of Method Assessment**
·   Coursework: Project: Individual practical work on planning and implementing a website supported by a 1500 word report justifying choice of design. (50%)
·   Coursework: Project: Individual practical work on planning and implementing a social media platform with a 1500 word report justifying choice (50%)

**DYNAMICS OF BUSINESS EVENTS  (807)**                    **LEVEL 5      10 ECTS**

## Module Description
The module examines the nature of the business events sector looking at the following areas; the scope and rational of business events, definitions within the MICE sectors, identification of stakeholders, funding and economic considerations, business event sectors (meeting and conferences, exhibitions and trade shows, product launches, incentive travel), MPI meeting and business event competency standards, operational management of business events, sourcing business leads, managing client relationships, the role of business events in leveraging strategic outcomes, accompanying persons programmes, pre- and post-event activities, the use of technology in MICE sectors, the future of business events.

## Syllabus and Content
1.  The Business Event Market
    Definitions and analysis of the MICE sectors, the dynamics and rational of business events. Characteristics of the different MICE products. An analysis of the international, national and corporate markets. Assessment of the types of venues used for business events in both U.K. and internationally, their markets and facilities.
2.  The Stakeholders of Business Events
    Establishing aims and objectives for events. Market segments and characteristics of business events and their clients/delegates, their needs and expectations. The issues of timing and scheduling, with an analysis of the significance of meeting and social facilities and the issue of sponsorships.
3.  Funding and Economic considerations of Business Events
    An assessment of budget parameters as a constraining force. The funding and subvention of business events. The bidding process and the development of business events to generate event tourism.
4.  Operations Management of Business Events
    Operational management of business events, sourcing business leads, managing client relationships Planning the organisation and coordination of resources to stage productions. The role of PCO's, venue managers, DMO's and Convention Bureaux. Business event resource analysis including HR, financial, legal and quality constraints examined.  Pre- and post-event activities and accompanying persons' programmes.
5.  Planning for Business Events
    The MPI Meeting and Business Events Competency Standards. The role of business events in leveraging strategic outcomes. Establishing goals and assessing competition and trends within the operating environment.
6.  The Future of Business Events
    An evaluation of market trends and the influence of the external environment. An assessment of the use of technology, climate change and sustainability on business events. The examination of ethical and responsible behaviour by firms in meeting their environmental, social and economic obligations to stakeholders.

**Learning Outcomes**

i. Demonstrate an understanding of the dynamic nature of the Business event sector.
ii. Evaluate the main stakeholders and agencies involved in the business event sector.
iii. Demonstrate knowledge of the economic considerations and funding for business events.
iv. Critically assess the operational management issues and the impact of trends in the business event sector.

**Summary of Method Assessment**

· Coursework:  Project (100%) consisting of an Individual evaluation (60%) with group debate (40%)

(The assignment requires students to form a management team to manage and run a business event for a client. The group will have a debate in the form of a client meeting and will be required to produce an individual piece of work related to the given business event scenario.)

**ENTERPRISE START-UP STUDIES (654)**                    **LEVEL 5        10 ECTS**

**Module Description**
This module provides an insight into the key issues required in setting up and running a small business enterprise.  A particular emphasis will be placed on students undertaking the appropriate preparatory research into such areas as: demographic and social trend extrapolation, customer target markets and location analysis, in order to justify a demand for their product/service prior to starting up a small business.

This module will also allow the students the opportunity to apply and extend upon a range of management concepts - delivered at level 4 - including: financial forecasts; promotional strategies; business objectives, human resource allocation and legal requirements.

**Syllabus and Content**
1.  *The nature of a Small Business*
    Role of small businesses in the UK economy.  Introduction to issues affecting business start-up and failures. Growth stages and business life cycles
2.  *Market Research*
    The need for market research.  Understanding customer requirements.  Marketing strategy and planning. Social and demographic factors, target market profile and locations.  Application of marketing tools by small businesses.
3.  *Business planning*
    The role of business plans and their structure and purpose.  Financial information for business plans: theories of forecasting, cash budgets, costing and pricing policies, profitability measurements, breakeven policies.
4.  *Financing Small Businesses*
    Sources of finance: private sector, public sector and grant aided sector.  Factors affecting choice of finance.  Implication of short term and long term financing.
5.  *Small Businesses and external influences*
    The effects of government agencies on Small businesses including the role of the Inland Revenue; Customs and Excise and local authorities.  Restrictions on trading including:  Employment legislation, Health and Safety and maintenance of financial records.

**Learning Outcomes**
i.   Produce a detailed written business plan for a small business containing all of the information necessary to fully evaluate the proposed venture.
ii.  Undertake a detailed verbal business plan presentation for a small business containing all of the information necessary to fully evaluate the owner's ability to manage the proposed venture.

**Summary of Method Assessment**
·   Coursework:  Written Business Plan - 2500-word report - group work (individual marks will be allocated) (50%)
·   Practical Exam:  A 15 minute business presentation with a 15 minute Q & A session - group work (individual marks will be allocated) (50%)

**EVENT BUSINESS ENVIRONMENT (808)**                              **LEVEL 4        10 ECTS**

**Module Description**
Events are by their nature intrinsically linked to business and this module seeks to give an overview of key business concepts in the context of events and the events industry. The module explores key business principles of economics, marketing and finance within a contextualised event framework. It is intended that students' understanding of these business principles will enable enhanced application to 'live events' and future roles within the events industry.

**Syllabus and Content**
1. *Business environment and economics*
   Assessment the wider business environment factors. Supply and demand issues and market structures. Links to related areas of hospitality, leisure and tourism. Critical issues in the success and failure of businesses in the events industry.
2. *Marketing*
   The elements of Service marketing, clarification of the marketing mix.
   Customer segmentation and target audiences for events.
   The inter-relationship of sales and marketing to events operations.
3. *Finance*
   Configuring the event financial model - exploring basic financial concepts, pricing, budgeting for the events concept. Managing the Cash flow and its importance. Recording event Profit and Loss and the link to end of year accounts. The event break-even analysis.

**Learning Outcomes**
i.   Understand the importance of the key macroeconomic factors within the event business environment.
ii.  Explore the nature and challenges of the marketing of event services in terms of market segmentation and application of the marketing mix.
iii. Understand key financial terms and procedures whilst applying financial calculations to data.
iv.  Prepare financial statements for both event organisations and specific events.

**Summary of Method Assessment**
·   Coursework:  An individual 2000-word case study report (100%)

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**EVENT HOSPITALITY MANAGEMENT**

**Module Description**
This module aims to explore the nature and complexities of hospitality provision in the successful operation of a live event. The underpinning philosophy of the module is to develop the students' knowledge so that they can utilise indicative skills to manage the hospitality stakeholder effectively. The module contains an eclectic mix of pertinent content from the world of hospitality management education which facilitates decision making for the effective management of the hospitality event provision.

**Syllabus and Content**
1. *Introduction to Event Hospitality*
   The hospitality world, sectors and venues, food & drink provision, event hospitality typology, the provision within MICE, Corporate Hospitality, Sporting Events, Festivals, Mega Event etc, selecting your event catering, In-house or outsourcing of hospitality service.
2. *Meal Experience /Perfecting Service*
   Progression of the meal experience, Gastronomic value within Events, Evaluation of the meal experience
   Aesthetics of service - Servicescape, perfecting the service offering.
3. *Menu and Beverage Planning*
   Types of menus and beverage lists available, management considerations in list planning**,** matching menus and lists to different events**,** meeting expectations and requirements**,** religion, allergies, healthy eating and special diets, beverage selection and costing, service issues.
4. *Operational Management Issues*
   Transformation systems, quality, capacity, queuing issues in hospitality,
5. *Building the Events Hospitality Team*
   Human Resourcing Strategy, recruitment & selection, induction and training, incentive and rewards, commitment and engagement.
6. *Liquor Licensing*
   The Licensing Act 2003, Premises & personal licenses, Operating Schedules, Weights & Measures, PRS & PPL, prohibitions for the sale of alcohol drinks, understanding alcoholic drinks and the on the human body, the protection of children from harm, Social responsible in the retail sale of alcohol.
7. *Hospitality Legislation and the Duty of Care*
   Health and Safety at Work, Implications of legislation within the workplace, Food Safety, Duty of Care, the hospitality events contract

**Learning Outcomes**
i.   To assess the role, complexities and management of hospitality and catering services in the provision of a successful live event
ii.  To analyse effective Human Resources practices in effective event hospitality delivery
iii. To demonstrate appropriate knowledge in the successful integration of the licensing provision within a live event.

**Summary of Method Assessment**
· Coursework:  An individual 2,500-word essay (100%)

**EVENT STUDIES (801)**                                               **LEVEL 4**        **05 ECTS**

**Module Description**

The module is considered suitable for undergraduate BA and FdA Level 4 students on Events Management and Hospitality with Events Management programmes, having been specifically designed to develop students' knowledge and ability in academic research applicable to the Events discipline.  Research theory and methods are introduced and practically utilised by students within a mini-research project concerning a contemporary event issue of their choice.  The module aims to develop students' knowledge of appropriate research techniques and their ability to critically evaluate different sources, according to specific criteria, ethics and access issues.

The module adopts a structured and practical approach to accessing, understanding and evaluating different types of information.  This will enable students to effectively conduct appropriate research on a relevant topic of their choice which will be underpinned by key theories applicable to the Events Industry.  Student will demonstrate understanding through varied forms of assessment and seminar exercises.

In addition, the module provides a foundation in supporting research requirements within other programme modules studied, in particular the Live Events Module (347).

**Syllabus and Content**

1. Introduce the concept, types and methods of research at the undergraduate level, grounded within the Events Management subject discipline, creating an awareness of access and ethical issues which may affect research findings.
2. Introduce relevant terminology within research, emphasising the importance of theories; sources of knowledge and methodological approaches to research at undergraduate level and beyond.
3. Access and effectively use appropriate online sources relevant to the Events' discipline.
4. Understand and apply the relevant criteria for critically evaluating the work of others.
5. Consider and determine a range of contemporary issues within the Events Industry.
6. Recognise the importance of self-reflection as part of action learning and future development.

**Learning Outcomes**

i.   Understand the need for effective, valid and reliable research and associated issues related to ethics and access.
ii.  Through appropriate research, evaluate a contemporary issue of interest within the Events Industry.
iii. Analyse and evaluate research findings, offering appropriate conclusions and recommendations

**Summary of Method Assessment**

·   Coursework:  A 1500-word research paper (100%)

**EVENTS PLANNING  (094)**                                                      **LEVEL 5**          **10 ECTS**

**Module Description**
This module provides a sound understanding of the planning, implementation and evaluation of festivals and special events. It focuses on the role of events in tourism and leisure, trends in their growth and development and related management policy issues. The module structure is based upon well-established models of events planning.

**Syllabus and Content**
1. Definitions of events and the purpose they serve.
2. Analysis of the different definitions of events. An evaluation of the political, social, economic, and cultural aspects of events.
3. Planning and management of events.
4. An overview of the planning, marketing and management of events, to include staffing and risk management issues.
5. Impact of events.
6. Identification and analysis of the community and economic impacts of events. The importance of events in city regeneration
7. Finance and promotion of events.
8. Evaluation of the funding mechanisms for events. To include the influence of the media and sponsorship.

**Learning Outcomes**
i. Analyse the differing definitions of events and the differing purposes they serve.
ii. Evaluate planning and marketing of events, to include staffing and risk management issues.
iii. Evaluate the impacts of events.
iv. Demonstrate an understanding of how events are financed and promoted.

**Summary of Method Assessment**
· Coursework:  An individual 3000-word report (100%.)

**EVENTS PRINCIPLES AND PRACTICE** (1452)                    LEVEL 5          10 ECTS

**Module Description**
Students will gain a sound knowledge of the nature, significance, organisation and development of the events industry in contemporary society. Knowledge of both the theoretical principles and practical factors affecting the events industry will be addressed, including developments from a national and international perspective.

**Syllabus and Content**
1. Event typology
2. Definition and classification of event types, the purposes they serve, the differing operational activities involved, and sample types on a global basis.
3. The Events Business
4. An overview of public, private and voluntary sector events provision and the diverse mix of services available within the events business.
5. Introduction of Events Planning
6. The key concepts of event planning and marketing to include the planning process, venue selection and marketing for events.
7. The Impact of Events
8. The importance of social, economic, political and developmental implications of events.

**Learning Outcomes**
i. Identify different types of events and the purposes they serve.
ii. Distinguish between the different services available and identify the key sectors of the events market.
iii. Demonstrate knowledge of the planning and marketing concepts employed within contemporary events practice.
iv. Understand the economic, political, social and developmental impacts that events can deliver.

**Summary of Method Assessment**
·    Coursework:  The creation of a basic website to promote the events industry (individual) (100%)

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**FINANCE FOR ENTERPRISES (244)**                               **LEVEL 5**        **10 ECTS**

**Module Description**
This module will enable the student to acquire and further develop his or her knowledge, skills and techniques in providing financial information useful to an entrepreneur in both starting a new business and for SMEs, in general. The main emphasis will be upon assessing how financial information is used as part of the management and decision making process in addition to the physical processing of numerical data.

**Syllabus and Content**
1. *Budgetary control and financial planning*
   Construction of profit and loss statements and balance sheets for sole traders. Role of the budgeting process. Preparation of detailed cash budgets, forecast profit statements and forecast balance sheets. Issues of managing liquidity and profitability.
2. *Pricing Theory*
   Pricing techniques used in the service sector. Net profit and rate of return pricing. Marginal pricing and contribution theory with particular reference to gaining market share for business start-ups. Psychological and financial implications of price discounting and cost control.
3. *Regulatory Framework*
   Financial statements for sole traders, partnerships and private limited companies. Financial benefits of start-ups under each of these business structures. Short term and long term sources of finance available for small businesses and start-up operations. Role of clearing banks in business start-ups.
4. *Financial Performance*
   Analysis of performance using ratio analysis. Profitability, liquidity, and use of resources. Comparisons between financial statements and their relationship to the market, other companies, and industry benchmarks. Importance of working capital management and liquidity control.

**Learning Outcomes**
1. Prepare forecast profit statements and detailed cash budgets for a business start-up.
2. Assess a range of pricing models determining the most appropriate for SMEs.
3. Assess the regulatory framework for financial reporting, and evaluate sources of finance for new and developing businesses.
4. Analyse and interpret the financial performance of a business

**Summary of Method Assessment**
· Coursework: Set Exercise: Production of financial statements, 1000 words. Undertaken in pairs, as students prepare Cash Flow budgets, Profit and Loss accounts and Balance Sheets (30%)
· Exam: Two hour closed book examination producing calculations involving application of related issues to solutions constructed, together with open-ended questions to demonstrate evidence of reading and application of knowledge in its widest format (70%).

**FOOD, BEVERAGE AND ACCOMMODATION APPLICATIONS (040)**          LEVEL 4          10 ECTS

**Module Description**
This module introduces the student to the concept of the food, beverage and accommodation functions. Students will begin reviewing and discussing differing types of operations and related issues. Awareness of the constraints under which food, beverage and accommodation departments operate and of the correct procedures to follow given those constraints will also be developed. Students will demonstrate an understanding of certain legal requirements necessary in the effective management of food and beverage areas and the importance of sound hygiene practices within operations. Participation in practical sessions will introduce students to the kitchen and restaurant environments, while developing craft and customer service skills in these areas. The accommodation section introduces the provision of residential accommodation to both the general public and those with specific needs. The day to day upkeep, furnishing and maintenance needs of residential facilities is discussed along with coverage of operational and administrative systems of the front office areas.

**Syllabus and Content**
1. *The structure and organisation of the food and beverage function*
2. An introduction to the range and variety of the food and beverage function. Structure of the work environment and roles played by key personnel for the effective utilisation of resources. Operational food and beverage resource requirements related to customer needs and expectations. The importance of operational flexibility to meet current trends and changing customer requirements, such as consideration of ethnical and sustainability issues. Food and beverage pricing. Customer service versus profit potential and operational requirements. Awareness of commodity sources of supply purchasing, including sourcing of local produce, and handling procedures, including storage, issuing and control.
3. *Knowledge of food microbiology and food safety*
4. An investigation into the varying forms of pathogens and other hazardous agents associated with food preparation. Evaluation of relevant current legislation, codes of practice, and control and prevention measures observed by managers.
5. *Knowledge and practical ability in a range of techniques*
6. Participate in essential work routines in the kitchen and restaurant environments to include an awareness of importance attached to sound hospitality skills, provision of food and beverages and correct health, safety and hygiene standards.
7. *The accommodation and front office functions and the importance of housekeeping.*
8. The role of accommodation in the hospitality industry. Organisation into key areas of maintenance, housekeeping and front office. Contribution to profitability. Organisation of housekeeping, maintaining standards through sound housekeeping practices, essential procedures relating to maintenance and health and safety. Importance of the guest cycle: advance reservations, check-in, guest in-house and billing. Control procedures to include customer care and satisfaction principles and the generation and use of basic operating statistics.

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**Learning Outcomes**

i.    Understand the structure and organisation of the food and beverage function.
ii.   Demonstrate knowledge and an awareness of food microbiology and food safety.
iii.  Develop competence in practical ability in a range of techniques.
iv.   Demonstrate an awareness of the accommodation and front office functions and importance of housekeeping within it.

**Summary of Method Assessment**

·    Practical Exam:  Continual practical assessment (50%)
·    Coursework:  An individual 2000-word report (50%)

**FOOD, BEVERAGE AND HOSPITALITY OPERATIONS (638)**          **LEVEL 5**          **10 ECTS**

**Module Description**
This module is designed to give students an introduction to the hospitality industry, appreciating the scale and importance of the sector worldwide. The module will introduce the student to the main components of the industry i.e. food, beverage, accommodation and customer service and their inter-relationship. Particular attention will be given to the range and scope of the food and beverage elements of the industry and the constraints under which these services have to operate.

**Syllabus and Content**
1. The size, scope and diversity of the hospitality industry
   The range of provision in the hospitality industry both nationally and internationally. The characteristics of the hospitality product and how they combine to produce a successful business sector. The importance of the food and beverage operation within the hospitality industry.
2. Resource requirements within the hospitality industry
   The diverse resources required to provide the necessary components of the hospitality product. Design of the hospitality environment; the production and service systems used in food and beverage operations. The range of staffing provision. Organisation, communication and coordination required in operational areas. Effective provision, control and utilisation of sustainable resources.
3. Quality control within the hospitality industry
   Importance of maintaining quality standards throughout the industry both externally via legislation and other initiatives, as well as internally by customer service and production control measurement systems.

**Learning Outcomes**
i.   Demonstrate an understanding of the size, scope and diversity of the hospitality industry and recognise the importance of the food and beverage function contained within it.
ii.  Articulate the range of resources required to support the hospitality industry with special emphasis on the food and beverage product.
iii. Recognise the internal and external quality control procedures that exist in the hospitality industry, particularly within food and beverage areas.

**Summary of Method Assessment**
·   Exam:  A 2 hour examination covering industry scope, resources and control mechanisms (100%)

**GASTRONOMY  (036)**                              **LEVEL 5**          **10 ECTS**

**Module Description**
The Hospitality and Catering industries are highly sensitive to changes in public attitudes to food, diet, nutrition and social trends. This module builds on previously studied catering based studies and enhances the student's knowledge and skills in the Gastronomic area. It provides an appreciation of past, present and anticipated future gastronomic trends and the implications of such trends for a hospitality organisation. A sound knowledge of contemporary food issues is developed.

**Syllabus and Content**
1.  Historical influences.
    Gastronomic trends throughout history. Determinants of gastronomic trends. Constraints on food choice.
2.  Awareness of nutrition and healthy eating.
    Dietary requirements, nutritional implications of food production. The health of the nation.
3.  Gastronomic Tourism
    The growth and development of the importance of food provision in a tourism destination.
4.  Contemporary issues.
    Awareness of current consumer concerns relating to food and beverage products in light of media attention and the implications to the hospitality manager for examples consumer information legislation and labelling.
5.  Sensory evaluation.
    Appreciation of the physiological and psychological aspects of food evaluation.

**Learning Outcomes**
i.   Demonstrate a sound working knowledge of food experience evaluation.
ii.  Demonstrate an understanding of contemporary issues concerning the subject area and their impact on hospitality organisations.

**Summary of Method Assessment**
·   Coursework:  An individual 2000-word essay (70%)
·   Practical Exam:  An individual verbal presentation of 15 minutes duration with Q & A time (30%).

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**HEALTH, FITNESS AND WELLBEING  (268)**                    **LEVEL 5**        **10 ECTS**

**Module Description**
A key aspect in children and young people's development is that sport can contribute to fitness which in turn contributes to health and wellbeing. The concept of sport promoting health and fitness is evident in government campaigns, children's and young people's educational environments, commercial leisure facilities and in the media. Whilst the benefit of sport is commonly acknowledged, the reality of achieving health can be complex. The aim of this module is to critically explore how sport can contribute to health and fitness, in physiological and psychological senses and how practical guidelines can be developed by practitioners to improve the health and fitness initially of children and young people. In addition to this, the module aims to explore the potential effect of drug use by children and young people both in relation to sport and in the wider context. This will include the identification of drugs, drug use and paraphernalia, an understanding of the law and history of drug use and the practicalities of working with children and young people who are involved with drug use.

**Syllabus and Content**
1. Examine the principles of health and fitness and assess the negative impacts of sport. Understand why taking personal responsibility for your own health is important. Appreciate the short and long-term benefits of a healthy lifestyle. Understand the relationship between psychology and physiology. Principles of active recreation. Negative impacts of sport. Examine how sports can damage your health.
2. Determine the attributes and forms of health promotion facilities, screening and exercise testing whilst focusing on issues of fitness and disease prevention.
3. Identify human morphology, focusing on nutritional sources. Introduction to the principles of nutrition plus nutrition and diet.
4. Drug use in the wider context. The identification of drugs, drug use and drug paraphernalia. The law and history in regard to drug use. The potential dangers to health of drug misuse. Working with children and young people exposed to drug use.

**Learning Outcomes**
i. Critically examine the principles of health and fitness and assess the negative impacts of sport.
ii. Determine the attributes and forms of health promotion facilities, screening and exercise testing, whilst focusing on issues of health and disease prevention.
iii. Explore key aspects of human morphology, focusing on nutritional sources.
iv. Demonstrate a deep understanding of the effects of drug use and its impact on the lives of children and young people

**Summary of Method Assessment**
· Coursework:  Case study of 1500 words with scenario (relating theory to practice) (50%)
· Practical Exam:  A 10-minute Resource Presentation with a 500-word summary (50%)

**HEALTHY LIFESTYLE (796)**                                    **LEVEL 4**        **10 ECTS**

**Module Description**
The notion that sport can contribute to health, fitness, well-being and a healthy lifestyle is a debate which carries social, economic and political considerations.  This module seeks to explore the ways, in a physiological and psychological sense, in which sport can be utilised to develop health, fitness and well-being in communities, and the barriers faced in this process.  Accordingly, the module explores issues of the human morphology and samototyping the use of alternatives to a healthy lifestyle, such as performance enhancing drugs, along with nutrition and dietary supplements, in tandem with exploring the attributes of health promotion facilities, such as screening and exercise testing.  The module acknowledges that whilst the benefit of sport is commonly acknowledged as is evident in government campaigns, commercial leisure facilities and in the media, the reality of actually achieving health and fitness can be complex.  As such, the module explores the practical guidelines developed by practitioners to improve both the health and well-being of both individuals and communities.

**Syllabus and Content**
1. Examine the principles of health and fitness and assess the negative impacts of sport.  Understand why taking personal responsibility for your own health is important.  Appreciate the short and long-term benefits of a healthy lifestyle.  Understand the relationship between psychology and physiology.  Principles of active recreation.  Negative impacts of sport.  Examine how sports can damage your health. Nature of sport injuries.
2. Determine the attributes and forms of health promotion facilities, screening and exercise testing, whilst focusing on issues of fitness and disease prevention.
3. Identify facilities for the promotion of health.  Review assessment techniques and introduce alternatives.  Theory and rationale of aerobic fitness assessment.  Methods of monitoring heart rate.  The procedure for assessing strength.  The procedure for assessing flexibility.  The benefits and adverse effects associated with screening. Coronary Heart Disease. CHD Risk Factors. Preventative measures. How to monitor blood pressure.
4. Identify human morphology with particular reference to somatotyping, with an additional focus on nutritional sources.  Introduction to the principles of nutrition.  Hypertrophy and dystrophy. Anthropometrics. Eating disorders.
5. Identification of regulated and non-regulated performance enhancers.  An introduction to performance enhancing drugs.  Drugs and sport.  The potential dangers to health of drug misuse. Alternatives to improving performance - understanding the concept of ergogenic aids.
6. Introduction to the use of dietary supplements.  Retailer energy enhancers and non-prescription energy enhancers.

**Learning Outcomes**
i. Examine the principles of health and fitness and the issues and agendas concerning a healthy lifestyle.
ii. Determine the attributes and forms of health promotion facilities and screening and exercise testing, focusing on issues of health and disease prevention.
iii. Identify key aspects of human morphology in respect of a healthy lifestyle, focusing on nutritional sources and the use of regulated and non-regulated performance enhancers.
iv. Examine the practical guidelines developed by practitioners to improve the health and well-being of both individuals and communities.

**Summary of Method Assessment**

Students are requested in coursework 1 to undertake an essay focusing on a key elements of leading a healthy lifestyle with emphasis placed upon the strengths and weaknesses associated with healthy living. The second assignment asks students to create an awareness campaign for a health-related issue (usually student-related) e.g., smoking, alcohol consumption etc:

·   Coursework 1: 50% - An individual essay evaluating the strengths and weaknesses associated with a living a healthy lifestyle. (1500 words) (covers L/O i & iv)
·   Coursework 2: Project: 50% - A 15 minute poster presentation and 500-word rationale on a health awareness campaign, focusing on a contemporary health issue (undertaken in pairs) (covers L/O ii & iii)

**HOSPITALITY AND TOURISM BUSINESS PRINCIPLES (877)**            **LEVEL 4**        **10 ECTS**

**Module Description**
The module explores key business principles relevant to those students studying hospitality and tourism programmes at level four with a particular focus on the macro environment and basic finance and accounting. It is intended that students' understanding of these business principles will support their learning within both technical modules and higher level modules. In addition, the module aims to develop students' commercial awareness for future roles of employment within the hospitality or tourism industry.

**Syllabus and Content**
1. The macro environment - PESTEL factors and a specific focus on macroeconomic environment (demand, exchange rates, economic impacts of tourism and hospitality)
2. Methods of growth and business structures/forms of ownership applicable to hospitality and tourism organisations.
3. Introducing entrepreneurship within the hospitality and tourism industries (characteristics, features, attitudes and behaviour, relevant examples)
4. Finance and Accounting - Profit and Loss Accounts, Balance Sheets, Break-even analysis,

**Learning Outcomes**
i. To understand the importance of the key factors within the macro environment and their implications for the hospitality and tourism industries.
ii. To explore the methods of growth for hospitality and tourism organisations and their key drivers.
iii. To identify the different types of business structures within the hospitality and tourism industries and their implications.
iv. To prepare financial statements for a simple hospitality or tourism organisation.

**Summary of Method Assessment**
· Coursework: Group Report (2000 words per group) 50%
· Exam: Two hour multiple choice exam for finance and accounting content 50%

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**HUMAN RESOURCES FOR HOSPITALITY MANAGERS  (879)**          **LEVEL 5          05 ECTS**

**Module Description**
As organisations evolve, it is evident that more and more of the people management procedures typically carried out by the Human Resource department are being devolved to line managers. Line managers are expected to be involved in recruitment, selection, employee engagement and performance management. This module is designed to give students the practical skills and knowledge that line managers need in order to carry out these human resource activities effectively. It will also equip students with an awareness of current relevant employment legislation, and how to ensure legal compliance.

**Syllabus and Content**
1. Introduction to Human Resource Management: Definition and theoretical underpinning; the role of the line manager in delivering HRM activities; links between effective HRM practices and organisational performance.
2. The Legal Framework: the UK regulatory framework that governs HR related activities.
3. Resourcing the business: evaluation of approaches to resourcing the business and the implications of appropriate recruitment and selection processes.
4. Employee engagement and employer branding: evaluation of the concepts of employee engagement and employer branding and its relevance to attracting staff, staff retention, satisfaction, and performance.

**Learning Outcomes**
i. Recommend appropriate procedures for resourcing the business, with due consideration to the UK legal framework.
ii. Evaluate a range of strategies that can enhance employee engagement within a hospitality business.
iii. Demonstrated or Assessed By
iv. Submission of an electronic guide to assist line managers when carrying out HR related activities
v. 100% (covers all learning outcomes)

**Summary of Method Assessment**
· Coursework:  Students will collaborate in pairs to complete an 8-page electronic guide that offers a user-friendly representation of operational HRM procedures that can be implemented by line managers within a hospitality business. 2,000 words. (100%)

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**INTERNATIONAL TRAVEL OPERATIONS (046)**　　　　　　　**LEVEL 5**　　　　**10 ECTS**

**Module Description**
This module provides the student with an understanding of the practicalities of international tour management. The module aims to develop an awareness of the requirements to satisfy differing customer needs, as well as giving a practical insight into tour operating practices and constraints.

**Syllabus and Content**
1. *The tour operator product.*
   Defining tour operators. Role and functions. An analysis of the structure of the tour operating industry and its basic markets. Evaluating the significance of tour operations on a national and international scale and the importance of the inclusive tour market. Future trends examined in the context of "independent holidays". The identification of different market segments and their characteristics.
2. *Planning the tour programme.*
   The organisational structure and responsibilities. A national and international perspective. Evaluating the role of the sales forecasts to arrive at programme size and the identification of factors affecting demand. The contracting process: the nature of negotiations with accommodation, transport and transfer principals: contracting issues: exchange rate changes, room and seat allocations, release dates.
3. *Marketing the tour operator.*
   Product Promotional plans examined. An analysis of the role of media and the public relations function. Issues concerning consumer campaigns, advertising sales support and late availability. The distribution dilemma. Direct-sell or agency distribution, teletext or internet. A comparative analysis. Dealing with customer feedback and complaint handling techniques. Brochure design issues and techniques, printing and production runs and use of external agencies in the process. Monitoring and controlling the production stage. The timing and implementation of brochure launches.
4. *Contemporary issues in tour operating.*
   A comparison of reservation systems (manual and computerised) employed within the sector. Small and large operators compared. The design and development of information systems within the industry. Career opportunities. European Union considerations - such as mergers, acquisitions and the introduction of the euro etc.

**Learning Outcomes**
i. Appraise the tour operator product.
ii. Understand the planning process of the tour programme.
iii. Analyse the marketing function within the tour operating industry.
iv. Examine contemporary issues in tour operations

**Summary of Method Assessment**
· Coursework: Individual Essay 2,500 words - 50%
· Practical Exam: 15 minute Group Presentation + Q & A, with a 1000-word summary (summary not assessed) - 50%

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**INTRODUCTION TO OPERATIONS MANAGEMENT  (1448)**          **LEVEL 4**          **10 ECTS**

**Module Description**
Managers in contemporary organisations need to understand the critical role of operations within the company enabling the delivery of its objectives. The dynamics of operations is explored through an examination of the relationships between operational functions. The associated challenges that stem from this are also examined. Key operational functions included are demand and capacity planning, service quality, inventory control and application of technology.

**Syllabus and Content**
1.  Defining operations, the role of the operations function and the role of an Operations Manager in a variety of contexts.
2.  The relationship between the operational functions and how they can influence the development of a competitive advantage.
3.  Accurate demand planning in a multi-channel world.
4.  Effective and efficient operations through capacity planning based on flexible working practices.
5.  Inventory Management and Control
6.  Service Quality
7.  Application of Technology

**Learning Outcomes**
·   Understand the dynamics and challenges of managing operations within a variety of business sectors

**Summary of Method Assessment**
·   Coursework:  An individual 1500 word report (100%)

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**LEADING PEOPLE (1463)**                                          **LEVEL 5**          **10 ECTS**

**Module Description**
The module develops students' understanding of contemporary issues and how they have impacted on resourcing and retaining talent.  Furthermore the module aims to appreciate the global and international human resource issues that impact on large and SME businesses.  This module is also designed to highlight the importance of good leadership and the role of the line manager in engaging and developing creativity in their people.  The module also aims to develop an understanding of the contribution of effective leader development to sustainable business performance.

**Syllabus and Content**
1. *HR & contemporary issues with a global and international perspective.*
   · The role of HR in planning for future resources with reference to appropriate models.  An understanding of the macro/micro environment and its impact upon Human Resource Planning.
2. *Resourcing*
   · An evaluation of the challenges of resourcing and retaining a diverse, multigenerational and flexible workforce.
   · Human Resource Development a global and international perspective
   · Rewards and the role of the line manager
   · An analysis of contemporary reward strategies and an appraisal of their effectiveness in nurturing and retaining talent at all levels within the organisation
3. *Leadership and performance management*
   · An analysis of HRD drawing upon traditional models of leadership and contemporary thinking.
   · The role of the line manager in engaging, retaining and developing creativity in their people
   · Introduction to some of the leadership challenges in managing change

**Learning Outcomes**
i. Demonstrate the role of Human Resource Planning in responding to the challenges of a changing business landscape
ii. Evaluate the role of a reward strategy in the development of and retention of talent
iii. Assess contemporary models of leadership and their contribution to leadership development and employee performance
iv. Analyse the role of leadership in increasing employee engagement, developing creativity and improving enterprise performance.

**Summary of Method Assessment**
· Practical Exam:  Assessed Seminar (Individually graded) - 50%
· Coursework:  An individual 2000-word Consultancy Proposal - 50%

**LEADING PEOPLE IN TOURISM (1357)**                    **LEVEL 5**        **10 ECTS**

**Module Description**
This module builds upon the level 4 module Developing People in Tourism and aims to provide students with an opportunity to engage in a knowledge transfer activity, leading people within the Tourism sector. Further developing their graduate attributes through the completion of an activity comprising the planning, delivery and evaluation of a training package appropriate for people working within the Tourism Sector that provides opportunity for lecturer and peer formative feedback prior to summative feedback.

**Syllabus and Content**
The module syllabus provides students with an understanding of the skill sets required for leading people within the Tourism sector. Therefore the module enables students to develop both themselves and others by being involved in the planning and execution of a knowledge transfer training session. The Tourism Sector identified within the People 1st Report identifies a number of skill shortages currently being experienced therefore students involved in these activities will be able to compete with advantage in their industry sector and reflects a number of reports that show employers do not expect everyone to arrive at their door job ready but at the very least they want people who have good employability skills.

1. *Learning and Development Approaches*
   An introduction to learning and development approaches for people working within the Tourism sector drawing upon key learning and development theories which include learning styles, single and double loop learning. The concept of learning and development will be further underpinned by a broad understanding of a variety of training methods currently practiced within the Tourism sector with an appreciation for the importance of the evaluation of training practices.
2. *Impacts - Government interventions*
   To understand the importance of both internal and external factors that impact upon Human Capital Development within the Tourism sector. An examination of the transient nature of the workforce within Tourism.
3. *Knowledge Transfer*
   To appreciate the value of Graduate Attribute development through the planning and delivery of Knowledge Transfer Activity in order to lead others more effectively when working in the Tourism sector.

**Learning Outcomes**
i.   Explore a range of skill development approaches for the tourism sector drawing upon key learning and development theories
ii.  Analyse influences which impact upon Human Capital Development within the tourism sector
iii. Lead others in a Knowledge Transfer activity appropriate for the tourism sector.

**Summary of Method Assessment**
·   Coursework:  Knowledge Transfer Planning Documentation 60% (A Training Plan)
·   Practical Exam:  Delivery of Knowledge Transfer Activity 40% (A Training Session)

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**LIVE EVENTS PROJECT  (347)**                                          **LEVEL 5      10 ECTS**

**Module Description**
This module builds upon and enhances the knowledge gained at Level 4 and is delivered in conjunction with the Level 5 module, 'Project Management for events'. It will enable the student to acquire and further develop his or her knowledge, skills and techniques in project management and event operations by planning, implementing and evaluating a live event. The main emphasis of the module will initially be on effective planning and operational processes which can make an event a success or failure. The second part of the module will be primarily seminar/workshop led where students are able to put their skills into practice by organising and executing the live event.

**Syllabus and Content**
1.  Event Objectives
    Event feasibility screening, including marketing, operations and financial screening. Event vision and mission. Methods for establishing strategic objectives to satisfy a variety of stakeholders (ROI, ROO). Conceptualising and testing the event concept.
2.  Event Planning processes
    Review and analysis of event operations planning models. Work breakdown structures and task allocation. Marketing, financial and operational planning, including venue requirements and staffing. Security management.
3.  Risk Management and Legal Considerations
    Assessing risk for diverse events venues. Creating a culture of risk management. Risk assessment and a risk management plan. Emergency management. The legal responsibilities of the event manager, health and safety law and contract law. Insurance management.
4.  Implementing/executing an event
    Event component breakdown, activity analysis, ordering the completion of activities. 'On the day' management schedules. Logistics management. Arranging the resources required for each activity. Time management.
5.  Event Evaluation
    Methods of evaluating events. Sources of information for evaluation. Evaluation of event performance in terms of marketing, finance, the event consumer and event suppliers.

**Learning Outcomes**
i.   Construct and analyse effective event objectives based on thorough screening of an event concept
ii.  Appreciate the need for the detailed planning of events and construct an effective event management plan for a live event
iii. Apply risk management theory and legal considerations to a live event project and produce an effective risk assessment for an event venue
iv.  Execute a successful event demonstrating the ability to coordinate a range of complex activities 'on the day.'
v.   Evaluate the success of an event using a range of methods

**Summary of Method Assessment**
·   Coursework:  A planning report of 4000 words (60%)
·   Practical Exam:  Implement and evaluate a live event of no more than 4 hours (40%)

**MANAGING ACTIVITIES & PEOPLE (058)**  LEVEL 4  10 ECTS

**Module Description**

This module aims to provide a broad introduction to the development of management theory and explore managerial behaviour, including changes in the structure and working practices of organisations. The module also aims to develop the students understanding of the processes and factors that shape individual differences, group dynamics and leadership styles within a working environment. Practical facilities are used to illustrate and evaluate the key management principles.

**Syllabus and Content**

1. The nature of managerial work
   Development of management theory in the context of how organisations have changed their approaches to management over the years. Key management theories/approaches of managing people in relation to the main functions of management, such as organisation, communication, leadership and control.

2. Motivation and leadership
   The motivation of individuals and an introduction to content-based theories of motivation. Introduction to process-based theories of motivation to explore 'how' individuals and groups are motivated. An introduction to leadership with an emphasis on styles and traits and the effect these have on employees.

3. Working with others and group formation
   The importance of understanding human behaviour especially personality, perception, attitudes and values when recruiting, managing and working with others. The formation of groups and the role and development of groups within organisations.

4. The impact of management behaviour and working practices in organisations on individuals
   The need to understand working practices and the influence these can have on communication and motivation leading to an understanding of stress and how it can be managed in the workplace.

**Learning Outcomes**

i. Explain how major management approaches have developed and impacted on working practices, the work environment and the individual.

ii. Explain the development of group relationships and their importance in the workplace.

iii. Offer suggested approaches to motivating employees in the workplace.

**Summary of Method Assessment**

· Coursework: An individual 1000-word essay in response to 3 short answer questions (50%)
· Exam: A multiple-choice 2 hour exam (50%)

**MANAGING FOR PROFIT** (892)                                    **LEVEL 4**          **10 ECTS**

**Module Description**
This module aims to provide students with a basic understanding of the factors that can affect profit in the food industry. The module integrates three core areas: finance, organisational behaviour and marketing, highlighting key theorists and models and giving the students the opportunity to work on current industry scenarios.

**Syllabus and Content**
1.  The food, beverage and baking industries and factors affecting profit generation.
2.  Changes in organisational behaviour
    How has management theory developed? How have organisational structures and decision-making changed as a result? How have managers and leaders had to respond to these developments and changes?
3.  How do modern organisations manage?
    Covering key theories in motivation, leadership, communication, groups and teamwork and how these factors can impact on profit generation.
4.  Marketing theories and the customer
    Covering market targeting strategies, the marketing mix and the impact the customer has on profit generation - the importance of managing the customer experience.
5.  Measuring financial performance and profit
    The preparation of basic financial statements, including the nature, purpose and scope. The preparation of Profit and Loss Accounts and Balance Sheets, distinguishing between assets and liabilities. The analysis of costs into fixed and variable, break-even model and contribution theory.
6.  Demand, supply and the price mechanism.
    Laws of demand and supply, factors creating changes in demand and supply, price elasticity of demand within service industries.
7.  Business Controls
    The importance of planning for profit, creating and controlling budgets, theft, stock losses and waste.

**Learning Outcomes**
i.   Explain how organisational behaviour can impact upon profit.
ii.  Explain marketing theory and the customers' role in relation to profit generation.
iii. Demonstrate the ability to interpret basic financial reports and discuss financial decision-making.
iv.  Identify effective control methods which can assist in profit growth.

**Summary of Method Assessment**
·   Coursework:  A 1500-word report based on a food, beverage or bakery case study 60%
·   Exam:  A group presentation 40%

**MANAGING PEOPLE FOR PERFORMANCE**                                         **LEVEL 4**       **10 ECTS**

**Module Description**
This level 4 module aims to provide a broad introduction to management theory and principles and how they relate to the sports environment. The module explores managerial behaviour and its impact on sport / recreation and highlights changing working practices and structures within public, private and voluntary sport organisations. The module develops students' understanding of how individuals operate within sport organisations and the importance of group dynamics and leadership within the vocational context.

**Syllabus and Content**
1. **The nature of management in sport**
   The development of management theory and how this can relate to managing people in the vocational context. Key management theories and approaches and how these may be adapted for the vocational context. The organisation structure of public, private and voluntary sector sport organisations.
2. **The Role of Effective Communication and Management**
   Understanding the emotion behind the information to deepen connections to others and improving teamwork, decision-making, caring, and problem-solving. Communicating negative or difficult messages without creating conflict or destroying trust. Effective communication, nonverbal communication, attentive listening, the ability to manage stress in the moment, and the capacity to recognise and understand emotions.
3. **Leadership and Motivation**
   An introduction to leadership and its role within a sports context. The motivation of a disparate range of individuals working within sports organisations. Theories of motivation and their application to sports organisations. Staff morale and ethos.
4. **Working with others and group formation**
   The role of personal attributes in the development of human behaviour especially personality, perception, attitude and values and how these influence other people. The need for well-developed intrapersonal skills when working within and managing sport. The formation of groups and their role in sports organisations.
5. **The transition of managerial behaviour**
   The exploration of transition and the contextual nature of managerial behaviour within a broad vocational area. The use of delegation and participation and the importance of communication and decision making within sports organisations.
6. **The impact of changing working practices**
   How these will relate to the vocational area and in balancing conflicting demands and priorities. The importance of economic and social policy issues. Changes in the economic and social policy environment and the impact on managerial practices and decision making. How these economic and social policy issues can affect the working environment.

**Learning Outcomes**
i.   Demonstrate an understanding of management theory and contemporary issues relevant to the management of people in sports organisations.
ii.  Explain the nature of group relationships and their importance within the sports environment.
iii. Identify and recommend proposals to resolve people management issues at individual, group and organisational levels in a sports industry context.

**Summary of Method Assessment**

- Coursework:  An individual 1000-word case study (50%)
- Practical Exam:  A 15-minute team presentation (individual marks awarded - log sheets are compulsory) (50%)

**MANAGING SPORTS FACILITIES  (1407)**                    **LEVEL 5**        **10 ECTS**

**Module Description**
This module focuses on the operational aspects of sports management and builds on the previously studied level 4 modules of Sports, Safety, Health and the Environment, Managing People and Performance, Healthy Lifestyles, and the Economics of Sport. The module aims to foster an appreciation of the relationship between the different elements of management and how they combine together in the management of a variety of operational issues and problems. As well as utilising knowledge gained in marketing, finance and human resource management, the module will develop specialised knowledge, theory and skills, whilst encouraging creative and innovative problem-solving.

**Syllabus and Content**
1.  Understand the Importance of Managing the Customer and Their Needs.
    Customer care policies. Quality systems. Developing community networks. Utilising market research. Impact of design. Methods of adding value to the experience. Encouraging secondary spend; repeat visits. Dichotomy of customer care and risk.
2.  Programming
    Planning appropriate sports programmes, costing and pricing activities. Organising special sports events, analysing their benefits. Using different organisations to help in programmes. Generating ideas. Utilising different venues effectively, from community centres to stadiums. Pricing as a strategic tool. Relevant legislation that affects programming decision making.
3.  Systems
    Using technology. Booking systems, Databases, smart cards and contemporary membership payment methods. Efficient filing/data recording systems. Membership systems. Queuing theories and management, managing flows. Providing appropriate facilities and equipment. Designing for safety and efficient movement. Understand the implications of relevant legislation and its effect on sports facilities operation.
4.  Performance Analysis
    Levels of performance, efficiency, effectiveness, economy and equity. Quantitative and qualitative analysis. Techniques of evaluation ranging from data analysis, observations and brainstorming, measuring social objectives in a sports context. Measuring facility provision impact. Understanding input, process and output performance indicators, and other key sports performance indicators that are being utilised in the sector.

**Learning Outcomes**
i.    Recognise the importance of managing customers and their needs.
ii.   Demonstrate the ability to develop relevant and appropriate programmes.
iii.  Design and appreciate appropriate systems to support sports programmes and facilities.
iv.   Analyse the performance of a programme, or facility, at a variety of levels, using a variety of techniques.

**Summary of Method Assessment**
·    Coursework:  Live Case study individual report of 2000 words (covers L/O i & ii) (60%)
·    Practical Exam:  Leisure Centre Business game - Group work completing 5 rounds of the game over a 2-week period. Individual grades can be awarded. (covers L/O iii & iv) (40%)

**MARKETING DYNAMICS (1449)**                              **LEVEL 4**        **10 ECTS**

**Module Description**
This first year module introduces students to the principles and concepts of marketing, and provides a foundation of knowledge and skills, which will be utilised in the later stage modules. Students will assume the role of a Marketing Manager and learn how to make and justify marketing decisions. Students study the concept of marketing, market segmentation and examine marketing tactics, within the context of differing types of organisations. The module aims to provide the student with a sound awareness of the importance of customer orientation and of satisfying customer needs successfully, in an increasingly competitive environment.

**Syllabus and Content**
1. *Marketing value*
   Understand the role of the marketing function in the world of business and its contribution to different industry types. Analyse the marketing concept and its development. Understand the components of services marketing, including: intangibility; perishability; inseparability; variability and issues of ownership. Developing awareness of the importance of responding to customer orientation and marketers focusing on consumer needs and wants.
2. *Understanding customer value needs*
   Examination of the types of marketing decisions companies face. Identify the need to access information sources on which to base marketing decisions and actions. Understand the marketing research process and associated research methods.
3. *Markets and segmentation*
   Analysing buyer motivation and the purchase decision process including understanding of variables in the purchase decision making process (image, attitudes, perceived risk, cognitive dissonance, values and lifestyles) and models of consumer purchasing behaviour. Identifying the principle methods of segmentation of consumers and business customer characteristics. Understanding target market profiling and market selection. Developing positioning and value proposition strategies.
4. *Creating value to the consumer*
   Defining the 4 C's of marketing tactics. Understanding the product (tangible and intangible service and the three levels of product). Introduction to branding, product life cycle and new product development (NPD). Understanding price (pricing objectives and methods and the internal/external factors affecting price). Applying aspects of the marketing mix. Develop appreciation of consumer protection legislation and its impact on marketing activity (such as the legalities of freedom of information/data protection; marketing and children and marketing and advertising).
5. *Delivering and communicating value*
   Introducing the definition of promotional, discussing key elements and its components. Analysing the advantages and disadvantages of the promotional mix and an introduction to the role of selling and sales in marketing.

**Learning Outcomes**
i.    Understand the nature of business activity and the role of marketing
ii.   Understand the basis of consumer behaviour and the influences on buyer decision making
iii.  Examine how research and the strategies of segmentation, targeting and positioning are used to establish customer value.
iv.   Investigate the challenges of managing marketing tactics and apply these to a given case study

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**Summary of Method Assessment**

· Coursework:  Individual 1000-word Academic Essay (50%)
  Write an essay examining how a case study organisation has adopted the concept of marketing enabling it to establish market share in the face of competition.  1000 words
· Practical Exam:  A paired infographic on segmentation, targeting, positioning and managing the marketing tactics for a given organisation, with peer and lecturer review of infographic contents. Up to 1000 words max, 10 minute presentation with up to 5 minutes review (50%)

## MUSCULOSKELETAL ANATOMY  (840)                                          LEVEL 4          10 ECTS

**Module Description**
Musculoskeletal Anatomy will introduce learners to basic anatomical structures of the upper and lower body and serves as an important underpinning base of knowledge for many other modules in Sports Therapy. The scope of the module includes bones, joints, muscles, tendons and ligaments, as well as other tissues related to the musculoskeletal system such as fascia, cartilage, bursae and retinacula. The basic functions of regional anatomy will be explored in practical environments with a sporting context in order to facilitate understanding and relevance to the field of Sports Therapy. Delivery will be supported with the use of anatomical models, charts and digital media.
Anatomy is a key underpinning component of Sports Therapy practice.

**Syllabus and Content**
The module will cover three main areas of Musculoskeletal Anatomy:
1.  Osteology
    Identification and palpation of skeletal structures in the axial and appendicular skeleton.
    Classification and function of skeletal structures in the human sporting body.
2.  Myology
    Identification and palpation of the muscular and tendinous structures of the human body.
    Sites of origin and insertion for muscular and tendinous tissues.
    Functional actions of muscles individually and in groups that contribute to sport.
3.  Arthrology
    Identification and palpation of joint lines, ligaments and other soft tissues around joints.
    Structure and function of joints and associated tissues in the sporting body.

**Learning Outcomes**
i.    Demonstrate knowledge and the location of basic structural musculoskeletal anatomy.
ii.   Demonstrate basic practical palpation of musculoskeletal anatomy.
iii.  Demonstrate basic understanding of the functions of anatomical tissues in the sporting body.

**Summary of Method Assessment**
·    Practice Exam 1: A 25-minute practical exam based on upper body limbs (30%)
·    Practical Exam 2: A 25-minute practical exam based on lower body limbs (30%)
·    Exam: 1 hour written examination (40%)

**NUTRITION IN CONTEXT  1486**                               **LEVEL 5**        **10 ECTS**

**Module Description**
Within this module students will consider the history of food and nutritional issues, including giving consideration to international, national and local food policies. Within this module attention will be paid to trends within food consumption, and the social relationship to food.

**Syllabus and Content**
This second year module considers the global food politics surrounding food production, storage and consumption including an overview of the history of food and nutrition which may have impacted on current issues and decisions. Factors influencing individual, community or population's nutritional needs and practices will be considered, including financial, social, cultural and environmental circumstances which may influence decision making. The module will revisit and further develop some elements discussed within Public Health and Nutrition in level 4. The module will pay particular attention to current government policy in the UK and also consider the food trends that we currently see. The module will also look behind the reason we love food, paying particular attention to the social relationship to food and why food trends occur. The module will actively encourage discussion within the class.

Students will be actively encouraged to partake in individual study and research in appropriate academic journals and texts to develop ideas and arguments to enable involvement in the weekly student led seminar sessions.

The module addresses the following core competencies set by the Association for Nutrition (AfN); CC3c, CC3e

**Learning Outcomes**
i.      Investigate the history of nutrition related issues, evaluating their current impact.
ii.     Examine key government policies which affect the food that is consumed within the UK.
iii.    Evaluate current food trends and their impact upon society.

**Summary of Method Assessment**
·       Coursework:  An individual 2000-word essay (50%)
·       Practical exam:  A group presentation - 7 mins per person within the group. Groups of 2 or 3. Individual grades awarded. (50%)

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**OPERATIONAL FINANCE FOR HOSPITALITY & TOURISM** (881)　　　**LEVEL 5**　　　**10 ECTS**

**Module Description**
This module enables the student to acquire and further develop his or her knowledge, skills and techniques in analysing financial information useful to the management decision making process. The main emphasis will be upon assessing how financial information is used as part of the management process, in addition to processing numerical data.

**Syllabus and Content**
1. Review of Final Accounts
   Profit statements and key terminology. Balance sheets and measurements of wealth. Preparation of profit and loss accounts and balance sheets. Basic principles of asset depreciation
2. Forecasting and Budgetary Control
   Forecasting of sales and costs using historic information. The stages of the budgeting cycle. Projecting business performance in the form of budgets. Using Variance analysis between budgeted and actual performance.
3. Analysing Financial Performance
   The difference between management accounts and financial accounts. The use of ratio analysis and key performance measures (KPI's) to access financial performance against targets.
4. Pricing Products and Services
   The application of gross profit and net profit pricing methods. Contribution theory, and where this technique may be applied together with its impact on business profitability.
5. Managing Departmental Performance
   The need for accountability and measurement of departmental performance. Preparation of profit/cost centres allocating and apportioning costs and understanding the practical issues encountered.

**Learning Outcomes**
i.   Apply financial methodologies that allow interpretation of organisational performance.
ii.  Analyse data found in management and financial reports
iii. Evaluate the financial performance of an organisation

**PEOPLE & ORGANISATIONS (1368)**                    **LEVEL 4**          **10 ECTS**

**Module Description**
This module will introduce students to the key concepts of managing and developing people and aims to provide learners with a fundamental foundation for the understanding of management, people and organisations within the contemporary business environment. This will include both large organisations as well as smaller organisations which do not necessarily reflect a traditional organisational structure. The module introduces students to the concepts that underlie explanations of individual and group behaviour and the functioning of organisations. Students will examine current theory with a focus on practice in managing people in organisations, from the perspectives of the organisation, group and individual.

**Syllabus and Content**
1.  Organisation Context
    Analysing the organisation environment and relevant contemporary issues impacting/influencing the effective management of organisations. For example, business ethics and corporate social responsibility. The impact of technology changing the nature of work. Organisation culture and its impact on overall organisation performance. Power, decisions and structure in organisations.
2.  Employee engagement
    Individuals in the organisation. Personality, managers, leaders, perception and organisational communication. Motivating others, empowerment and managing high performance. Leadership development. Job satisfaction, design and managing diversity in the workforce.
3.  Groups and teams in the organisation.
    Developing and leading effective teams. Group development and dynamics. Group structure and processes in terms of roles, leadership and communication. Group influences on individual behaviour and perceptions. Team building and the management of contemporary team structures.
4.  Managing performance
    Coaching, mentoring, managing stress and conflict.
    The role of self-reflection and self-practice.

**Learning Outcomes**
i.    Demonstrate an understanding of management theory and contemporary issues relevant to the management of people and organisations.
ii.   Explore the role and impact of managers and leaders on individuals, groups and organisations.
iii.  Identify and recommend proposals to resolve people management issues at individual, group and organisational levels.

**Summary of Method Assessment**
·   Practical Exam: a group presentation of 15 minutes (40%)
·   Coursework: An individual 1500-word report (60%)

**PERFORMANCE ANALYSIS  (1695)**                              **LEVEL 5**          **10 ECTS**

**Module Description**
The Level 5 module will enable students to apply coaching and sporting knowledge for the use and application of performance analysis techniques to a range of activities. It will also enhance knowledge of tactics, strategies and systems of play within individual and team sports. The students will be able to observe, analyse and evaluate performance for a range of sporting activities. Students will have the opportunity to provide recommendations to improvement following the performance analysis conducted.

**Syllabus and Content**
1. Development of Analysis Skills
   Students will gain experience of analysis performance for both individual and team sports. During the module students will be observing peers completing different team (e.g. passing, shooting)/individual (e.g. serve/smash) technical skills and considering the performance linked to the coaching points for the identified skills. Opportunity to develop these analysis skills will be given throughout the module and with lecture support via theoretical and practical lectures/activities for each teaching week. Students will gain experience of using analysis flow charts and performance profiles in order to assess peers performance. There will be taught lectures focused on - performance analysis and coaching process (Psychology, Physiology, Biomechanics, Technical/tactical), and Performance profiling processes - the theoretical knowledge will be given practical application via lecture lead activities in a variety of team/individual sports (netball, athletics, cricket)
2. Importance of Analysis
   There will be consideration given to how analysis is linked to different career opportunities (e.g. coaching, performance analysis and teaching) but also how it can be used to improve the performance or efficiency of the peer/performer/team. The purpose of analysis will be highlighted and how it is linked to the process of learning and development for peers/athletes/performers being analysed. There will be taught lectures focused on introducing the concept of performance analysis, and how it has been developed within sport, and with skill classification/breakdown of sporting movements. There will be examples of career opportunities via lecturer and guest lecturer highlighting how different sports use the processes, and where to source these opportunities.
3. Providing Feedback on Analysis
   The module creates opportunities for students to provide both written and verbal feedback, to peers on the completion of performance/skill. Students will gain experience at highlighting the main areas of strength but in addition considering the information provided to help the peer improve. Students will experience providing evidence to support feedback information to peer, via performance analysis tools and raw data collected while observing. All feedback will be focused on a selected peer completing the skills either within a group coaching activity or a competitive situation. There will be lecture content on delivering appropriate feedback to a performer, to help improve performance
4. Performance Analysis Tools
   There will be taught lectures focused upon the use of notional analysis, video analysis, and computer analysis software, in addition students with lecturer guidance make use of performance analysis tools software - for example Hudle, coaches eye. Students will be using and developing their understanding of these methods via practical application by observing peer performance and lecturer support.

**Learning Outcomes**

i.   Review the technique for a selected sporting skill completed by an individual for a team sport
ii.  Provide recommendations for how the skill from the team sport can be improved further
iii. Select a skill from an individual sport to be analysed within a competitive situation
iv.  Provide feedback on the skill from the individual sport by making recommendations linked to analysis completed

**Summary of Method Assessment**

·   Practical Exam:  An individual 10-minute presentation (40%)
·   Coursework:  An individual 2000-word written report (60%)

**PRINCIPLES OF COMMUNICATION (1447)**                    **LEVEL 4**        **10 ECTS**

**Module Description**
This first year module introduces students to the concepts and skills of Marketing Principles.  It will provide a foundation of knowledge, basic theory and practical skills.  The module will provide students with the opportunity to develop the awareness and understanding necessary to apply practical marketing/promotional communication skills.

**Syllabus and Content**
1.  Understanding the consumer and the product or service.  Developing a consumer profile, understanding the target market and identifying the relationship between the consumer and the company, product or service. Identification of the differential (USP/ESP) and development of the corporate and brand identity (personality, perception and relationship names and logos).
2.  Forms of Communication.  The different elements of the promotional mix (direct and indirect). Developing an integrated communications plan. Identifying communication objectives (Writing communication briefs).
3.  Public Relations. What is PR?  How it differs from other elements of promotional communication. Developing public relation communications.
4.  Selecting promotional broadcast media and vehicles.  Consumer media consumption.  Media comparisons: Advantages and disadvantages; Traditional broadcast above the line media; below the line media and new media developments.  Working with the media.
5.  Communication theory and practical skills. Decoding marketing communications (Semiotics). Developing communication skills.  Basic Copy writing skills.  Developing visual literacy and design awareness skills.
6.  Practical design skills.  The adaptation of theory in a practical assignment, involving concepts, design processes and technical executions.
7.  Creativity.  Examining the concept of creativity including product development and practical design development.

**Learning Outcomes**
i.    Prepare a consumer profile for a given product or service.
ii.   Assess the role and objectives of communication techniques.
iii.  Prepare a promotional and communication strategy.
iv.   Assess and develop promotional communications.

**Summary of Method Assessment**
·   Coursework:  An Individual Critical Marketing Analysis. A Marketing/Promotional assessment of an existing product/venue/ service (relevant to the programme) and an assessment of their promotional/communication techniques. (1000 Words) 50%
·   Coursework:  Creative Communications Solution. Creation and promotion of a new product/ service to include short written marking documents and production of promotional materials. Group work. (1000 words) 50%

**PROFESSIONAL EVENTS PRACTICE  (348)**                                  LEVEL 5      10 ECTS

**Module Description**
The Professional Events Practice module enables students to develop practical skills, relate theory to practice and to gain a sound base of industrial experience by working - on a paid or voluntary basis - for a range of organisations in the events sector. In addition, the module seeks to develop 'employability skills' to assist students in progressing towards a career in event management. The module offers the student the opportunity to gain practical experience in the events industry and to gain academic credit for their learning. Through personal development planning, students will be encouraged to seek experience in organisations which are both appropriate to their needs and professional in their approach to clients and staff. The Industrial Placement Centre will draw on its extensive experience to support students in ensuring that these objectives are met as fully as possible.

**Syllabus and Content**
The module has been planned to allow students to take full advantage of the mercurial nature of the events industry, and to allow them to gain experience with different employers and on a range of events. Students are required to complete a minimum of 360 hours professional experience. This can be on an ad hoc or continuous basis and can include both paid employment and voluntary work. The work should be planned by students to fit around the other academic requirements of the programme. The deadline for completion of the 360 hours is 1st May of Year two of the programme. Students will be guided by the Careers and Employability Centre and their Learning Mentor on how to maximise the benefits from their experience. To enhance learning opportunities, the student will be required to produce a Portfolio of Evidence. This will take the form of a reflective log, allowing the student to evaluate both their own performance and that of the organisations concerned.

**Learning Outcomes**
Within the context of the organisations in which they have worked, students will be able to:
i.    Reflect on their experiences and performance, evaluating their strengths as well as areas for development and identifying learning and achievement.
ii.   Demonstrate improved Employability Skills as a result of the 360 hours professional experience.
iii.  Review their progress in the achievement of the learning objectives as identified in the student's Personal Development Plan.
iv.   Identify and evaluate examples of successes, failures and challenges within the organisations in which they have worked thereby improving their understanding of the events sector.

**Summary of Method Assessment**
·    Coursework:  Portfolio (100%)

In order to meet the requirements of the Professional Events Practice module, students are required to:
1.   Undertake a minimum of 360 hours relevant professional experience, by 1st May of Year two and submit suitable evidence of completion.
2.   Produce and submit a Portfolio of Evidence, in the required format and to the standard specified, by 1st May of Year 2.
3.   Attend an individual debrief session with their Learning Mentor, to discuss the Portfolio and to allow clarification on any issues arising. Once these have been completed, the Learning Mentor will evaluate the evidence submitted and will assess the module accordingly. Any student who fails to meet the criteria set for successful performance in any of these areas may, under certain circumstances, be given a further opportunity to do so.

**PUBLIC HEALTH & NUTRITION** (1484)                    **LEVEL 4**          **10 ECTS**

## Module Description

The module is taught during the first year, focusing upon the concept of health promotion, diet and the general principles of good health. Weekly lecturer led session will introduce the concept of recommended daily values (RDV), whilst also discussing and applying anthropometric measurements and the application of Metabolic Equivalent of Task (MET) values to an individual. Appropriate terminology required for success on the Applied Food and Nutrition degree programme with be introduced and used, along with the introduction of the Association for Nutrition (AfN). The module is assessed via a written assignment in the style of a case study and a group presentation.

## Syllabus and Content

The module taught on both the BSc and FdSc programme, introduces the concepts surrounding health promotion for the general population. As part of this the students will investigate the main components of diet and health, including the current RDV considering both the benefits and limitations in use; and consider food, nutrition and health policy at a global, national and local level. The effects of nutritional and non-nutritional components of food on health will be considered, paying particular attention to the consequences of an unbalanced diet.

The learners will analyse different methods for nutritional analysis both on individuals and groups. The students will learn about the standard anthropometric measurements used within industry. The weekly lectures will be supported by a practical session in a laboratory or a workshop session where the students will have the opportunity to apply what they have learnt. In addition, the learners will be introduced to the nature and extent of metabolic demands for nutritional components of the diet. In turn students will consider different methods of calculating body composition and how body mass and energy balance are controlled. Methods of investigating the dietary, nutrient and activity patterns of the general population and specific groups will be considered and the Metabolic Equivalent of Tasks (MET) values will be introduced and learners will have the opportunity to apply them to a case study which will form part of the assessment for this module.

Attention will be paid to the significance of evaluation of nutrition and the consequent public health agendas. Public health is driven by policy and learners will consider theories of health promotion, education and behaviour towards food and nutrition, analysing existing programmes in terms of effectiveness and efficiency. With the design of such a programme forming part of the assessment for this module.

The key aspects of this module which will be covered include:

1.  Investigation into general concepts of health promotion including government policies.
2.  Identify what constitutes good diet and how does this relate to good health.
3.  Consider different methods of investigating dietary, nutrient and activity patterns of an individual.
4.  Understand the current RDV's and what they mean.
5.  Evaluate existing health promotion activities and develop own programme to address a nutritional need

The students will also be introduced to the AfN and their Standards of Ethics, Conduct, and Performance. In addition to this attention will also be paid to the current UK legislation for nutritionists.

Students will be encouraged to read around the subject matter in academic journals and appropriate nutritional and public health texts.

The module addresses the following core competencies set by the Association for Nutrition (AfN); CC1d, CC1f, CC1g, CC1h, CC1i, CC3a, CC3b, CC3f, CC3g, CC3h, CC4a, CC4b, CC4d, CC4e

Learning Outcomes

i.   Identify what is meant by health promotion, and be able to develop an appropriate health promotion strategy.
ii.  Demonstrate an understanding of what is meant by the term an ethical practice.
iii. Be able to use anthropometric measurements to assess an individual.
iv.  Recognise what is meant by MET values and be able to apply them to an individual to calculate their average daily energy expenditure.

**Summary of Method Assessment**

·   Practical Exam:  A group presentation - 7 minutes per person within the group, and groups will consist of 2 or 3 individuals. (50%) Individual grades will apply
·   Coursework:  An individual case study. 1,000 words (50%)

**RESEARCH & INFORMATION ANALYSIS  (389)**                    **LEVEL 5**        **05 ECTS**

**Module Description**
This module will explore the concept and process of research. Students will develop an appreciation of the processes of both primary and secondary research and the complementary nature of these. Sessions will cover the need to identify, collect and evaluate data. Research design will be covered alongside a range of research methodologies and appropriate IT tools will be used for the analysis and interpretation of research data. This module explores a range of research tools and techniques that will be applied through related activities and prepares students for the application of research at an honours stage.

**Syllabus and Content**
1.  The research process.
    The concept and process of research through qualitative and quantitative approaches to research. Development of an appreciation of information, its collection and synthesis as an aid in the decision making process.
2.  Secondary research.
    The value and constraints of secondary research and the requirements of a literature review.
3.  Primary research.
    Design, administration and recording of data from a range of primary research methods, such as questionnaires, interviews and observation. Selection and application of appropriate sampling methods to a research situation.
4.  Interpretation and analysis of data.
    Appraisal and use a range of data analysis techniques for primary research. Utilisation of appropriate I.T tools for the manipulation, analysis and presentation of data.

**Learning Outcomes**
i.    Design with justification, a research project including aim, objectives and methodology.
ii.   Conduct research.
iii.  Analyse research findings and offer appropriate conclusions and recommendations.

**Summary of Method Assessment**
·   Coursework:  Portfolio - including primary and secondary research, and interpretation and analysis of data. (50%)
·   Coursework:  Project: - A research poster will be submitted electronically (to fit on an A3 sized page when printed). Suggested word limit 2000 words (50%)

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**RESEARCH FOR ENQUIRY (407)**                                                    **LEVEL 5**          **10 ECTS**

**Module Description**
This module allows students to pursue an interest in a particular area by independently researching an agreed subject. The research involves carrying out an independent research enquiry using accepted research techniques. The research may cover any area of interest related to their chosen sector. It introduces students to the management and application of research. The primary aim of the module is to develop students' skills and expertise in the evaluation and use of essential research tools.

When considering their own research students will establish a research aim and objectives and will adopt a suitable research method in order to collect and analyse data. For this students will be introduced to qualitative and quantitative approaches and methods.

Overall, this module adopts a structured approach to research which prepares them for the application of research at honours level.

**Syllabus and Content**
The research process and approaches to research:
·   The research process
·   Choosing a topic
·   Writing an aim and objectives
·   Justification (rationale) of the research topic
*Researching current literature*
·   The approaches used to seek out literature
·   Using a theoretical framework
·   Themes from the literature
·   Literature themes - through writing to organise and articulate the opinions and arguments from literature on a chosen topic
·   Use of a literature matrix
*Research methods*
Demonstration of the ability to design an appropriate method such as interviews, focus groups, questionnaires and observations:
·   Using a secondary-only approach
·   Evaluation of different methods
·   Identifying an appropriate sample
·   Ethical considerations
·   Trialling the method using a pilot
·   Executing the chosen method
*Undertake a small-scale research project*
·   The ability to show initiative in cooperating with others to collect data
*Presentation and analysis of data through effective written communication*
·   Presentation of data using different formats appropriate to the method used
·   Recording responses/data
·   Collecting and presenting quantitative and qualitative data
·   Interpretation and analysis of findings
*Evaluation of the process*
·   Evaluation of the method chosen and the research process
·   Identify improvement and demonstrate own learning in the stages of the research process

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**Learning Outcomes**

i. Formulate an appropriate research aim with objectives and a justification for the research.

ii. To present secondary literature on a chosen topic and identify the approach taken.

iii. To carry out and evaluate a small-scale research project.

iv. To demonstrate an understanding of the research process.

**Summary of Method Assessment**

· Coursework:  An individual 1000-word report 40%
  to include:
    - Section 1 - Introduction, rationale, aim and objectives.
    - Section 2 - the approach taken to obtain secondary research, discussion of main themes in the literature.
· Coursework:  An individual 2000-word small-scale research project 60%
  to include:
    - Section 3 - Methods, pilot, ethical considerations
    - Section 4 - Data presentation and analysis
    - Section 5 - Conclusions and reflections

**RESEARCH FOR ENTERPRISE** (1462)                                   LEVEL 5          10 ECTS

**Module Description**
This module aims to explore the nature and scope of research for enterprise. The types of research that businesses engage in and how the findings shape practices, policies and overall performance will be explored. The module will focus on the practical application of the research process and the presentation of research findings. The module provides a platform upon which later modules build.

**Syllabus and Content**
1. *The Nature of Research for Enterprise*
   The role of enterprise research and how it shapes practices, policies and overall performance. Two key types of research will be examined; marketing research and organisational research. The factors that influence the research decisions such as type of information sought, timing, research resources and cost-benefit analysis.
2. *The Research Process*
   Consideration of the steps which guide the research process from the initial identification of the research problem or need for market research through to the design, distribution and collation and final analysis, resulting in action and recommendations.
3. *Data Analysis*
   The provision of practical guidelines on how to interpret and report on quantitative and qualitative research data. The aim is to enable students to evaluate and select appropriate techniques for given research contexts.
4. *Emerging Themes in Research for Enterprise*
   Emerging themes in enterprise research including: entrepreneur ambition, business demography, diversity and innovation and exporting. All themes supporting enterprise growth and development

**Learning Outcomes**
i.   Examine the nature of enterprise research.
ii.  Analyse the key stages of the research process.
iii. Examine the main aspects of data analysis.
iv.  To propose action recommendations and demonstrate an understanding of their implications for the enterprise.

**Summary of Method Assessment**
·   Practical Exam:  Live Project - Group Presentation to the client (team work) 15 mins with up to 10 mins Q & A (50%)
·   Coursework:  An individual Action Plan -to include a chart detailing the actions necessary and a report providing justification for the actions and an examination of potential implications. (2000 words). 50%

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**RESEARCH FOR SPORT (1408)**                          **LEVEL 5**          **10 ECTS**

**Module Description**
The Research for Sport module presumes a limited or no prior working knowledge of the research material introduced. The core aim is to provide students with an understanding of the research process at undergraduate level, the strengths and weaknesses of secondary and primary research, identifying with, and creating research aims and objectives, developing discussion of the literatures under review, appraising a variety of data collection and analytical methods, constructing research designs, linking theory to research in the presentation of results and exploration of analysis particular to the discipline of sport. Comparisons will be made between quantitative and qualitative techniques, and the use of surveys will also be explored.

By the end of the module, students will have an understanding of research and the research process and how such can be applied to the level 6 research project and Sports Management programme coursework.

**Syllabus and Content**
1. Research as a concept, focusing on the research question and developing the main aim of investigation. Formulate objectives discussing how they address the research question.
2. Explain the difference(s) of using primary versus relying on secondary research and explore the challenges encountered between secondary and primary research under practice and describe how the problems encountered in applying the research approach were limited or overcome.
3. Explain the requirement and process of reviewing the literature, the organisation of research ideas, appraising published research, ordering the references and sources under discussion, and following the protocol for referring to and citing them. Explain the concept of theory in the research process and analyse the links between research questions, the literature under review and theory by adopting a critical approach to the literature.
4. Explain why methodology matters and its role in research. Show a careful consideration of appropriate analytical techniques as well as their benefits and limitations. Analyse the suitability and limitations of survey data collection techniques. Assess strengths and weaknesses of different forms of a range of data collection methods. Appreciate the foundations for sampling, the different forms available and which type of sampling to use for the research design. Analyse the links between theory, research questions, and methodological approach.
5. What is evaluation? Define and explain its key characteristics and its strengths and weaknesses. Explain the process of judging the merit of research. To discover whether and how well objectives are being fulfilled. To outline and critically appraise formative, process and summative evaluation types. Show how an understanding of the evaluative process contributes to knowledge and the communication of research findings.
6. The use of conclusions in research. Show how to summarise the main points of the research. Review the broader implications of those points. Determine suggestions for future research related to those points.

**Learning Outcomes**
i.    Clarify the principles that underpin research.
ii.   Critically appraise the literature required to develop the research.
iii.  Identify, describe and appraise the different methodological approaches, the methods involved - and the relationship between them.
iv.   Explain how evaluation can be used in contributing to knowledge and identifying the implications for further research.

**Summary of Method Assessment**

· Coursework:  An individual 1500-word sports management related research proposal (covers L/O i & ii) 60%.  (This can be used as the basis for the student's research project)

· Practical Exam:  A research poster (covers L/O iii & iv) 40%

**Learning Outcomes**

i. Formulate appropriate research aims and objectives.

ii. Demonstrate competence in the choice, design and management of different methods used in the collection of research data

iii. Demonstrate an ability to analyse primary and secondary research data

iv. Derive appropriate conclusions and recommendations from research findings.

**Summary of Method Assessment**

· Data analysis activity - 750 words plus data analysis 30%

· Small scale research project - 2000 words 70%

**RESEARCH FOR SPORTS THERAPISTS  (783)**          **LEVEL 5          10 ECTS**

**Module Description**
A specific module for sports therapy students to understand the research process and develop their research skills through a range of primary and secondary methods. The process of data collection and analysis allow students develop their research techniques specific to a sports therapist.

This module aims to develop analytical thought through scientific research methods, allowing students to increase their appreciation of the research process for scientific based research methods. Furthermore this module aims to develop students critical thought of current research and develops their appreciation of critical thinking within research.

BSc students will be given grounding in research developing key research skills both for industry as well as preparation for their undergraduate dissertation.

FdSc students will have the opportunity to complete either a pilot study or a proposal in preparation for either progression onto their third year BSc or into industry.

**Syllabus and Content**
1.  The introduction of primary and secondary research and how both can be effective for sports therapists for different areas of their decision making and development of the profession through evidence based practice (EBP).
    The core of this module will be concerned with current evidence specifically to sports therapy EBP. Students will be encouraged to develop their critical thinking through guided analysis for current literature around themes pertinent to sports therapy.
2.  During formal contact time students will be given the opportunity to advance their knowledge of different research types and develop their ability to critically analyse sports therapy specific research. This will be used as a basis to further the skills required to become autonomous sports therapy practitioners.
3.  During this module students are given the opportunity to develop a research question and a suitable methodology to answer this problem. Students will be encouraged to be self-developing through self-questioning and self-analysis of their chosen research design.
4.  This module aims to introduce both qualitative and quantitative research highlighting when sports therapists use these within clinical practice and the processes that a therapist needs to review to become analytical.

Specific quantitative statistical analysis will be highlighted with appropriate use within the research process including; T-Test's, ANOVA's and descriptive statistics.

**Learning Outcomes**
i.    Review and critique the current evidence base highlighting possible gaps within the literature.
ii.   Demonstrate understanding of different types of scientific evidence.
iii.  Investigate appropriate research design for a research proposal.
iv.   Data acquisition and application of statistical analysis presenting this in a suitable format.

**Summary of Method Assessment**
·    Coursework - An individual 2500 word research proposal (1500 word literature review and 1000 words methodology) (100%)

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**RESEARCH PRINCIPLES**

**Module Description**
This module introduces students to the management of research principles in practice. Overall the module adopts a structured approach to the effective handling of a range of primary and secondary research tools and techniques effective to be explored through research activities.

The module develops an awareness in the planning and developing of proposed ideas for studying and understanding phenomena. Students will be encouraged to challenge research data with some structured analysis. This enquiring approach will encourage students to build an ability to view research as tentative, subject to question and reconsideration as needed.

When considering their own research students will refine a working research title with research questions to be included in their own extended research proposal. Students will plan and adopt suitable research methods and tools in order to plan, identify, collate and evaluate information needed and research data. Primary research tools could potentially include a draft plan for a questionnaire, interview, focus group or an observed study. Students will be introduced to qualitative and quantitative approaches in research, and information technology will be used to support this process where appropriate.

The module prepares students to further research at higher levels and offers established learning of research tools and techniques that will be managed through related research and data exercises.

**Syllabus and Content**
1. *Introduction to the research process*
   Understanding research through broader qualitative and quantitative approaches. Develop an appreciation of information, its collection and synthesis to aid in the research process within an industry related context. Understand the necessity and importance to question published research.
2. *Research Methods*
   Understand how to select and use Secondary Research sources and evaluate their value using a schematic approach.
   Understand Primary Research options available to plan, design and collate data using questionnaires, interviews, observations and focus groups.
   To understand ethical considerations associated with Research. Consideration of sampling methods in research. Reliability of data collated in research decisions taken and findings being reported.
3. *Justifying and defending research choices*
   Understand benefits and constraints of research tools selected, and how to critically evaluate choices made.
4. *Reviewing Background reading*
   Setting the scene and providing a literary account of published data on research.
5. *Analysing data to reach informed recommendations*
   Data Analysis technique for qualitative and quantitative data. Understand how IT facilitates the creation, manipulation, and presentation of findings leading to recommendations.

**Learning Outcomes**

i.  Formulate appropriate research title and research question for a given purpose.
ii. Demonstrate competence in planning of choices, design and management of different methods employed in the collection of research data.
iii. Demonstrate an ability to plan primary and secondary research data analysis.
iv. Present appropriate findings and recommendations from research completed.

**Summary of Method Assessment**

· Coursework:  An individual extended research proposal (2500 words) 100%

**ROOMS DIVISION SYSTEMS (038)**                    **LEVEL 4          10 ECTS**

**Module Description**
This module introduces the provision of residential accommodation to both the general public and those with specific needs.  Design, furnishing and maintaining these areas is covered to allow the student an opportunity to appreciate customer needs.  The day to day upkeep of residential facilities is discussed and the administrative and operational systems of running such establishments is dealt with in detail.  Front Office practises are described and evaluated, with opportunities for the students to implement those systems currently used in industry.  Upon successful completion of the module, the student should be able to recognise and respond appropriately to customer needs in this sector of the hospitality industry, which they may encounter on industrial placement.

**Syllabus and Content**
1.  Front office procedures
    The importance of the guest cycle and detailed descriptions of all stages of the process, to include advance reservations; check in, guest in house and billing systems.  Control procedures to include consumer care and satisfaction principles and the generation and use of basic operating statistics. An appreciation of current computerised systems and how they are used in industry together with the internal and external methods of communication in use in the industry.  An understanding of the contribution of the accommodation industry to the travel trade in general. An appreciation of the key areas of law in relation to the industry.
2.  Housekeeping
    The organisation of the accommodation function into the key areas of maintenance, housekeeping and front office with an appreciation of the levels, qualities and skills of staffing required.  An appreciation of the importance of the housekeeping function in accommodation. An understanding of the organisation of the department and the importance of maintaining high standards for guests in overnight properties.  A knowledge of the maintenance of hygienic premises, and techniques and materials necessary for the maintenance of hygienic premises.  An understanding of the problems resulting from poor standards and procedures.  Appreciation of the costs involved in the general upkeep of accommodation.
3.  Environmental design
    The principles of design of buildings for commercial or hospitality use and how they are tailored to meet consumer needs.  Guest comfort criteria and how this can be achieved whilst ensuring a safe and secure environment.  The processes involved in design and the makeup and operation of the design team.  A description of ergonomics and anthropometrics and how important they are to effective design.  The functional and aesthetic considerations of the design concept.
4.  Maintenance systems
    An appreciation of the different types of maintenance systems and when they are used. Investigation and application of preventative maintenance and essential building services. The range of building defects and how to remedy them. The importance of health, safety and hygiene procedures in buildings and how to implement them.  The need for energy saving and the techniques and developments to achieve greater power efficiency.

**Learning Outcomes**

i.   Understand and carry out basic front office procedures and appreciate the importance of accurate systems and lines of communication.

ii.  State the appropriate cleaning systems and techniques for particular accommodation needs with an appreciation of the organisation, staffing and costs involved.

iii. Carry out a series of basic design processes and demonstrate an appreciation of design concepts in specific situations.

iv.  Describe the various types of maintenance procedures and when they should be implemented. Suggest appropriate energy saving techniques for specific situations

**Summary of Method Assessment**

·   Coursework:  Project: 100%
    (33% Computer aided design - computer based work in class throughout the year.)
    (33% (Accommodation, Premises and Plant) case study and report)
    (34% (Opera) computer based work and report.)

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**ROOMS REVENUE MANAGEMENT (805)**  LEVEL 5  10 ECTS

**Module Description**
This module aims to develop the knowledge and skills of the techniques necessary to maximise occupancy and revenue for increased profitability in respect of hospitality accommodation providers. It requires the student to be able to analyse performance using key internal and external measures, forecast demand and subsequently develop appropriate pricing strategies.  The analysis and application of operational statistics will play an important part in the module and provide a basis on which students will develop the techniques of cost control and budgeting.

**Syllabus and Content**
1.  Principles of Rooms Revenue Management
    Key internal and external measures of performance in the Rooms Division.  Forecasting and rate management in order to maintain revenue and increase profitability.  Distribution channels - the development of Global Distribution Systems and how they operate with Central Reservations facilities to maximise revenue and occupancy on line.
2.  Capacity Management
    Application of the systems used in industry to maximise both revenue and occupancy, to include overbooking and yield techniques as used in the current market.
3.  Cost Control and Outsourcing
    Identification of the main costs of accommodation in the Hospitality Industry. Analysing these costs and proposing control strategies.  Sourcing alternative product and service via outsourcing.
4.  Current and future trends in accommodation provision
    New technological developments enabling more streamlined on-line booking and property management systems, automation of front office procedures (e.g. express check in/out etc.) as well as in-room technology in keeping with modern trends.

**Learning Outcomes**
i.  Examine the pricing and distribution systems in use in the industry and how they operate
ii.  Evaluate the implementation of a range of strategies in achieving profitable room sales
iii.  Analyse the organisational and financial issues in hospitality room management, developing realistic proposals to appropriate challenges.
iv.  Identify appropriate modern developments in the industry which can aid efficiency and profitability in hospitality rooms management

**Summary of Method Assessment**
·  Practical Assessment: Practical Group Business Game with report (1,500 words) 50%
·  Coursework:  Case Study Analysis (2,000 words) 50%

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**SOCIAL MEDIA IN FESTIVALS & EVENTS  (1803)**                    LEVEL 5     10 ECTS

**Module Description**
The communication channels between businesses and consumers have developed to follow a model of advocacy, whereby through social media the consumer markets a product or service to other consumers. In the event and festival sector this is increasingly prevalent where the service offered is intangible, perishable and heterogeneous. This module will provide students with the skills and knowledge needed to understand and operate social media within the event and festival industry and more importantly the international and contemporary nature of the module will provide students with employability skills that are ever increasingly demanded within the industry.

**Syllabus and Content**
1. Overview of the social media landscape
   The social media concept, social media models and typologies, uses and applications within society, applications to festivals and events.
2. Segmenting social media
   Introduction to online consumer behaviour, overview of consumer behaviour with social media, social media user behaviour, mainstream and niche platforms
3. SEO & PPC for Social Media
   Making your social media visible on the web, online and offline techniques, paid campaigns via social media
4. Innovative Social Media Tactics
   Viral marketing, incentives, innovative marketing techniques, online advertising techniques, importance of the image
5. Writing copy for social media
   Social media and PR uses, importance of discourse in social media, character constraints, being the face of a business
6. Use of Social Media
   Understanding consumer use of social media, fair usage by an organisation, encouraging interaction between organisation and consumer
7. Monitoring and evaluation
   Data capture, measuring return on investment (fiscal and temporal), analytics and insights
8. Ethics
   Overt and Covert marketing via social media, communication best practice, social responsibility

**Learning Outcomes**
i.   Develop a critical awareness of contemporary social media uses within events and festivals
ii.  Explore the use of tactics in an event or festival based social media campaign
iii. Assess the importance of segmentation as part of social media use for business
iv.  Appraise the importance of innovation and timeliness in social media implementation

**Summary of Method Assessment**
· Coursework 1: Assessment of the use of segmentation in a social media campaign - toolkit [templates] (50%)
· Coursework 2: Development of tactical plan for a new social media campaign for an event or festival (pitch style) Maximum word count 2000 words – (50%)

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**SOCIAL MEDIA IN TOURISM  (1339)**                                          **LEVEL 5      10 ECTS**

**Module Description**
The communication channels between businesses and consumers have developed to follow a model of advocacy, whereby through social media the consumer markets a product or service to other consumers. In the tourism industry, this is increasingly prevalent where the service offered is intangible, perishable and heterogeneous. This module will provide students with the skills and knowledge needed to understand and operate social media within the tourism industry and more importantly the international and contemporary nature of the module will provide students with employability skills that are ever increasingly demanded within the industry.

**Syllabus and Content**
1. Overview of the social media landscape
   The social media concept, social media models and typologies, uses and applications within society, applications to tourism
2. Segmenting social media
   Introduction to online consumer behaviour, overview of consumer behaviour with social media, social media user behaviour, mainstream and niche platforms
3. SEO & PPC for Social Media
   Making your social media visible on the web, online and offline techniques, paid campaigns via social media
4. Innovative Social Media Tactics
   Viral marketing, incentives, innovative marketing techniques, online advertising techniques, importance of the image
5. Writing copy for social media
   Social media and PR uses, importance of discourse in social media, character constraints, being the face of a business
6. Traveller Use of Social Media
   Understanding consumer use of social media, fair usage by an organisation, encouraging interaction between organisation and consumer
7. Monitoring and evaluation
   Data capture, measuring return on investment (fiscal and temporal), analytics and insights
8. Ethics
   Overt and Covert marketing via social media, communication best practice, social responsibility

**Learning Outcomes**
i.   Develop a critical awareness of contemporary social media uses within tourism
ii.  Explore the use of tactics in a tourism based social media campaign
iii. Assess the importance of segmentation as part of social media use for business
iv.  Appraise the importance of innovation and timeliness in social media implementation

**Summary of Method Assessment**
· Coursework:  Assessment of the use of segmentation in a social media campaign - toolkit [templates] (50%)
· Coursework:  Development of tactical plan for a new social media campaign for a tourism business (pitch style) Maximum word count 2000 words  (50%)

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**SOFT TISSUE THERAPY  (842)**                          **LEVEL 4**          **10 ECTS**

**Module Description**
Soft Tissue Therapy will introduce theoretical principles and practical applications of a variety of soft tissue techniques in the context of athletes and sport. Underpinning knowledge of how to manage the environments a soft tissue therapist may work in and the importance of professionalism will be introduced. The proposed benefits and effects of sports massage and the reasons why you could/could not treat a patient will also be explored. A range of soft tissue therapy techniques will be demonstrated and explained in the management of sports injury alongside sports massage techniques. Students will undertake subjective assessments, look at common complaints in athletes as well as postural assessments, and will be able to devise appropriate soft tissue strategies based on this.

**Syllabus and Content**
·   Health, safety and hygiene in the clinical environment.
·   Appropriate and effective subjective assessment.
·   Massage medium, patient preparation and managing the clinical environment.
·   The mechanical, physiological and psychological effects of sports massage.
·   Indications and contraindications and Red Flags for soft tissue therapy including skin conditions.
·   Pre, inter and post event massage application.
·   Sports massage techniques to include effleurage, petrissage, tapotement, deep stroking, frictions, compressions and vibrations.
·   Soft tissue techniques to include Soft Tissue Release, Muscle Energy Technique and Myofascial Release.
·   Observations and postural assessment.
·   Devising a sport massage treatment plan.
·   Principles and application of soft tissue techniques used in managing sports injury.

**Learning Outcomes**
i.    Demonstrate an appreciation of the principles and application of soft tissue therapy techniques in managing sports injury.
ii.   Practically demonstrate safe and effective soft tissue therapy techniques.
iii.  Be able to devise and deliver a sport massage treatment plan.

**Summary of Method Assessment**
·   Exam:  A 1-hour multiple choice exam (40%)
·   Practical Exam:  A 30-minute soft tissue therapy exam (60%)

**SPORT IN SOCIETY (116)**                                        LEVEL 4              10 ECTS

**Module Description**
This Level 4 module is inter-disciplinary in approach and places the analysis of sport within a broad sociological, economic and historical context.  It is designed to enable students to develop an advanced understanding of theories, concepts, issues and technical research skills relevant to the study of sport, culture and society.  It aims to develop a broad conceptual framework that provides underpinning knowledge for subsequent modules at Levels 5 and 6.

**Syllabus and Content**
1.  The History of Sport in Britain
    The historical development of sport, concepts of amateurism and professionalism, amateurism as an ideology from Victorian hegemony.  Assessing the impact of the industrial revolution on popular sport.  Evaluating how and why sport became an important part of the curriculum in public schools, to what extent was this significant to the world outside?  Women and sport, why was sport for women slow to develop in Britain 1890-1950?
2.  The Media and Sport
    The historical development of the media and in particular television in the development of the commercialisation of sport.  Sponsorship as a response to media expansion and restriction on tobacco advertising.  An analysis of the content of edited media, exercising bias, politicisation and cultural values.  The media as amplifier and creator of moral panics for public consumption.
3.  Sport Government and Economics
    Demand and supply of sport in the UK. Influences on demand, variety of supply.  Providers of sport: public, voluntary and commercial.  Focusing on the inter-relationship of sport and government, this relationship is initially examined from an international and global perspective.  An examination in detail of the implications of governmental involvement in sport in the light of changing social, political and economic circumstances.
4.  A Socio-cultural Analysis of Sport
    Discussion and appreciation of a number of sociological perspectives and their application to understanding sporting issues.  Sport as cultural product, case studies from USA, Britain and Spain to highlight cultural, sporting and social idiosyncrasies.  Using figurational sociology to develop a modern critique of sport in Britain.  Exploring Marxism and Neo-Marxist theory as a vehicle for understanding the non-functioning of modern sport as an ethical and moral totem.  The Drugs debate, finance, winning at all costs, incentives is this inevitable for top-level sport?  Exploring the development of the Modern Olympic Movement.

**Learning Outcomes**
i.    Recognise the historical development of sport in the UK.
ii.   Explore the role of the media in the exposure of sport.
iii.  Examine the relationship between sport, government and economics.
iv.   Demonstrate a socio-cultural understanding of sport.

**Summary of Method Assessment**
·   Practical Assessment:  Attendance & participation in 4 Seminars with a 500 word reflective essay 60%
·   Coursework:  A 2000-word Essay 40%

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**SPORTS NUTRITION  (277)**                                    **LEVEL 5**          **10 ECTS**

**Module Description**
The Sports Nutrition module explores the nutritional needs of athletes and people undertaking exercise programs. The module explores the importance of nutrition in achieving optimal health, performance and recovery from injury. Topics studied include the physiological response of exercise and metabolism; energy generation from food; carbohydrate, protein, fat and vitamin and mineral needs for athletic performance.

The module also looks at contemporary issues surrounding the use of nutrition in the following areas: optimising physical performance; supplements for performance and recovery; pre and post event nutritional strategies; thermoregulation and fluid balance; disordered eating; and immunology.

The Sports Nutrition module takes the student from looking at nutrition from a cellular level, to evaluating the nutritional needs of an athlete. At the completion of the module, students will be able to assess a person's nutritional status and make suggestions on ways to improve using underpinning academic literature.

**Syllabus and Content**
1.  Principles of Sports Nutrition
    The principle of sports nutrition gives an overview of nutrition. The students will explore the concept of what constitutes a healthy diet and the range of current nutrition recommendations for different sports. The principles of contemporary diet regimes will also be reviewed.
2.  Importance of Nutrition in Sport
    Dietary values of proteins, carbohydrates and fats and water are discussed. The physiological process of catabolism and metabolism of carbohydrates, fats and proteins. How energy is created from foods.
3.  Nutritional assessment
    Examine the nutritional needs of individual sports based upon current literature. Identify the significance of nutrition to overcome performance-based obstacles and to enhance performance.
4.  Nutritional prescription
    Sports supplements will be looked at in their role to help an athlete achieve specific outcomes. Comparisons on a range of popular nutritional regimes and the health concern associated with these regimes.

**Learning Outcomes**
i.    Understand the principles of sports nutrition.
ii.   Demonstrate an in depth understanding of the components of a diet.
iii.  Measure and evaluate the nutritional status of an individual undertaking frequent, rigorous exercise, and assess their nutritional concerns.
iv.   Propose a range of contemporary diet regimes or supplement strategies to address sports related issues.

**Summary of Method Assessment**
·    Practical Exam:  an individual 10-minute presentation (50%)
·    Coursework:  An individual case study report of 1500 words (50%)

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**SPORTS SAFETY, HEALTH AND THE ENVIRONMENT (794)**          LEVEL 4          10 ECTS

**Module Description**
This level 4 module considers the implicit need for managing health and safety within sport and recreation. Specifically, the module analyses health and safety considerations in the planning and delivery of sports provision and operations within existing legal, regulatory and ethical frameworks for health and safety. Students will investigate the concept of risk and develop skills in hazard awareness, risk assessment and the development of risk management plans and safe systems of work within the context of sports provision. Further, recognition of the importance of planned incident response and incident management and the consequences of poor risk management practises will be explored.

Upon completion of this module, students should be able to appreciate the importance of good health and safety management within the workplace and have developed skills with which to successfully control and manage safety and risk in sports and recreation provision across a range of sport and recreation environments.

**Syllabus and Content**
The themes identified are:

1.  Rationale for the management of health and safety in the workplace
    Benefits of safe practice, legal, moral and reputational responsibilities, promoting positive health and safety culture, developing health and safety policy, organisation and safety auditing systems.
2.  National and international legislative health and safety frameworks
    Types of law and legal concepts, employer obligations, employee obligations, evolution of health and safety legislation, Health and Safety at Work Act 1974 and associated regulations applicable to the sports and recreation industry, standards and duty of care, standards of safety, government agencies.
3.  Safety and liability concerns within the sports and recreation industry
    Litigation defined, the role of public and private sector in litigious cases, litigation and its impact on management policy, loss minimisation strategies, corporate manslaughter, negligence and its defences.
4.  Risk assessment and risk management systems
    Identifying risks and issues in conducting risk assessments within sport and recreation, conceptualising risk and hazards, assessing and managing risk in the workplace, preventative risk strategies and controlling measures.
5.  Incident, emergency and response management
    Developing response and emergency plans, dealing with the media, managing emergency and response resources, preventative awareness, crisis profiles, response mitigation.

**Learning Outcomes**

  i. Appreciate national and international legislative frameworks that influence health and safety provision within sport and recreation.
 ii. Investigate the concept of implicit safety and liability concerns within the provision of sport and recreation.
iii. Review and evaluate the use of differing risk assessment and management models and processes utilised within the sport and recreation industry.
 iv. Evaluate methods and techniques for managing incident and emergency in sport and recreation and developing response to health and safety failures.

**Summary of Method Assessment**

· Coursework:  An individual 1500-word essay (60%)
· Practical Exam:  A 15-minute team presentation (individual marks awarded - log sheets compulsory) (40%)

**STADIUM & ARENA MANAGEMENT  (1479)**                    **LEVEL 5       10 ECTS**

**Module Description**
The module examines the key operational considerations for large stadium and arena venues in the leisure and event industries. It aims to develop a detailed understanding of the related management issues, to include effective operational systems and procedures, compliance with health, safety and environment legislation, effective use of programming and pricing strategies and the associated administration duties and activities required to manage large stadium and arena venues effectively. In addition, the module covers the necessary operational and control mechanisms involved in managing large entertainment and event venues.

**Syllabus and Content**
1.  Stadium and arena management operations.
    Characteristics of generic and specialist international and domestic stadium and arena environments, stadium and facility design, operations transformation process (inputs - outputs), considerations in preparing event programmes, management of personnel and training, importance of security, stewarding and volunteer staff within a venue, managing visitor experiences, differentiation and analysis of customer needs, appraisal of pricing and yield strategies, diversification of operations and extended income generation.
2.  Legislative Frameworks
    Health and safety law, legal, moral and reputational responsibilities, assessing risk and risk management strategies, developing health and safety policy, safe systems of work, duty and standards of care, licencing, performing rights, gaming and gambling law, employment law, laws on equality, contracts and legal disputes, national in international sustainability standards, sustainability and operations management.
3.  Performance monitoring and administrative systems.
    Management information systems and the necessity to gather and analyse information to aid appropriate and relevant decisions, administrative systems, frameworks for control, authority and accountability, importance of monitoring, review and evaluation strategies, developing aims and objectives for performance.

**Learning Outcomes**
i.   Examine key operational practices of stadia and arena environments.
ii.  Develop knowledge of the legal framework enshrining large venue operations.
iii. Evaluate systems for measuring operational performance.

**Summary of Method Assessment**
·    Coursework:  An individual 2500-word case study report (100%)

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**SUPPORT SERVICES FOR EVENTS (343)**                                 **LEVEK 4**        **10 ECTS**

**Module Description**
Event provision is supplied by a diverse and fragmented range of suppliers both inside and outside the industry. This complex network of relationships is a main characteristic of the events industry and it is vital that students develop an understanding of the nature of these network structures. The students will also be made aware of the importance of negotiation and social awareness skills, vital for any potential Event Manager. The logistical considerations in the production of events to include staging, theming, hospitality, technology, social awareness and performance specifications to ensure quality and success will be covered by this module.

**Syllabus and Content**
1. Types of Suppliers to the Events Industry
   The diverse range of suppliers used in the events industry. The use of outsourcing of specialist services and detailed breakdown of suppliers both inside and outside the events industry. The importance of negotiation and management skills required by an Event Manager to manage supplier relations, and ultimately produce a successful event. Building professional relationships and networks.
2. Introduction to the Production of Events.
   Logistical considerations in the use of resources in the production, distribution and supply of event services. Staging, theming and performance aspects to include layouts/room setup, indoor and outdoor venue design, and different styles of hospitality service. The importance of specifications for ensuring quality and service across the spectrum of different event service suppliers.
3. Technical Awareness Development
   Staging systems, lighting systems, audio and visual equipment developments relevant to matching technology to the needs of the event. Fire, health and safety implications, risk assessment. Legislative requirements and requisite licences.
4. Social Awareness Development
   Basic customer care ethos. Advanced customer care and social etiquette expectations appropriate to a variety of formal and non-formal events to include forms of address, dealing with official welcomes, announcements and departures, dealing with 'titled' visitors and V.I.P's. Dress codes.

   Guide to Toast mastering and leading ceremonial occasions. Cross cultural awareness of diverse national, social and ethical belief and the implications for event managers.

**Learning Outcomes**
i. To assess the different types of suppliers and the event manager's skill at managing and negotiating with these suppliers
ii. Understand the logistical considerations in the use of resources in the production, distribution and supply of event services.
iii. Knowledge of technology developments in the industry to ensure a correct match with event needs and understanding of legal requirements, risk assessment and health & safety responsibilities.
iv. Understand the basis of effective customer care incorporating an awareness of protocol and social awareness affecting stakeholder groups.

**Summary of Method Assessment**
· Exam: A 2 hour multiple-choice examination (100%)

**SUSTAINABILITY IN HOSPITALITY, TOURISM & EVENTS** (1865)       **LEVEL 5**       **10 ECTS**

**Module Description**

Sustainability is widely regarded as the key to a successful business in the 21stcentury. Many companies use the word sustainable as an adjective to describe their products, services and processes. More and more consumers seem to prefer, or at least are willing to try, products and services that are marketed or labelled as 'sustainable'. Since awareness for environmental and social issues is growing, sustainability will increasingly become the norm and part of consumer expectations. Therefore, this module aims to provide students with a good overview of sustainability and the impact of implementing sustainable policies throughout the various sectors of the hospitality industry. Also, the wider consequences including cost savings through operational efficiency and increased brand value.

**Syllabus and Content**

1. Conceptualising sustainability, sustainable development and frameworks of sustainability within the hospitality industry.
2. Energy Efficiency - to describe the issues concerning energy consumption in a hospitality operation. Performance management and productivity within hospitality.
3. Waste Management - the impacts of waste on the environment. Discuss current waste management strategies and application within the industry.
4. Water Conservation - explain water conservation techniques within the industry. Introduce pioneering ways to reduce the use of water.
5. Sustainable food issues and food sourcing - to understand the concept of food miles and its implication for sustainable hospitality operations. Supply chain management.
6. Innovation in Sustainable Hospitality Practices - the criteria for innovation in sustainability and assess the practices of hospitality organisations. Considerations for the future.

**Learning Outcomes**

i. Identify and explain the key concepts and processes involved in sustainability within the hospitality industry.
ii. Examine the influence of leading organisations within the hospitality industry and consideration for the future.
iii. Explore the impact of sustainable practices on performance and productivity within hospitality.

**Summary of Method Assessment**

· Practical Exam: Case study analysis of a hospitality organisation. Including recommendations for improvement. On line presentation (100%)

**SUSTAINABLE TOURISM MANAGEMENT (1376)**          **LEVEL 5**          **10 ECTS**

**Module Description**
Tourism has long been an established development option for many destinations. Its continuing growth has fuelled an increase in visitor numbers and tourism activity within destinations, prompting intense debates about its overall contribution to the socio-economic base of destinations and its impact on the environment. The focus of this module is to undertake a conceptual analysis of sustainability over time, to ascertain the role of stakeholders within this process and to assess the effectiveness of sustainable tourism policies on destinations, local communities and the environment. Finally, the challenges facing destinations and tourism organisations in implementing sustainable practices will be examined.

**Syllabus and Content**
1. Conceptualising sustainability, sustainable development and sustainable tourism within a competitive and dynamic tourism environment - Historical and contemporary contexts of sustainable development and sustainable tourism - frameworks of sustainable tourism.
2. Sustainable tourism and stakeholders - Identifying key stakeholder values and interests in tourism activity within local destinations; community participation in tourism; local tourism partnership initiatives.
3. Tourism development and sustainability - application to different destination contexts - rural, coastal, urban, heritage and conservation areas - the challenges in balancing the needs of the economic, social and physical environments.
4. Sustainable Tourism Standards - Indicators of Sustainable Tourism - for destinations, organisations and consumers - value of sustainable certification schemes - governmental, non-governmental and private sector programmes and initiatives - corporate social responsibility.
5. Innovation in Sustainable Tourism - examining 'innovative' as a management concept, the criteria for innovation in sustainability and assess the practices of tourism destinations and organisations.
6. Challenges in implementing Sustainable Tourism Practices - seasonality, climate change adaptation, planning regulations, monitoring systems, wide-ranging stakeholder interests.

**Learning Outcomes**
i.    Identify and explain the key concepts and processes involved in sustainable tourism.
ii.   Examine the influence of the key actors and stakeholders in achieving sustainable tourism.
iii.  Explore the success of destinations and organisations in implementing sustainable practices.
iv.   Examine the challenges facing destinations and tourism organisations in striving for sustainability.

**Summary of Method Assessment**
·   Coursework: Case-study analysis of a 'micro' destination's tourism activity to ascertain its interpretation and implementation of sustainability. Students can select their own destination, ensuring that no two students cover the same destination. Findings will be presented in a report format [2000 words], using templates.
·   Practical Exam: Innovative Sustainable Practices - Poster/Digital Storyboard exhibition - 50% aligns with LOs 3 & 4 - students will present the case of an innovative sustainable practice/policy/product of either a tourism organisation or a destination. Guidance on the format will be covered within the teaching sessions, supported with material on UCB online. The exhibition will be scheduled at the end of the module.

**THE BUSINESS OF SPORT** (1405)                    **LEVEL 5**        **10 ECTS**

**Module Description**
This level 5 module aims to investigate some of the issues prevalent in the rapidly changing and dynamic sports industry, looking at changes that have taken place, are taking place and predicting some that may take place in the future.  In the 21stcentury it is estimated sport may account for 3% of global economic activity worldwide.  Sport is increasingly used as a pillar of government policy, mega sports events generate huge economic and commercial impacts on the host nations, football teams are appearing in league tables of the world's best brands these are factors that require discussion and analysis as this dynamic industry is worth so much to so many.

**Syllabus and Content**
1. *Context of Sport*
   This sets the framework for sport as a business.  It charts the path from amateurism to professionalism to commercialisation.  It considers the role of the State in sport detailing the importance of ethics and governance for sport businesses as well as the economics of competitive balance and the impacts sport may have.
2. *Business Functions*
   The basics of business management theory are applied to sport, this is from a functional perspective, considering the roles, operations and challenges facing a range of departments typically found in a sport business.  Managing the organisation, HR, branding and marketing, sports finance, the internet, online social networks and the fan experience.
3. *Sports Management and the Future*
   Includes the application of liability and safety in sport, criminal law liability in relation to injuries caused on and off the sports field, sport sponsorship and endorsement, sport broadcasting, sports betting industry, media, PR, the internationalisation of sport and sports agents and intermediaries.

**Learning Outcomes**
i.   Recognise the dynamic and changing nature of the sports industry.
ii.  Identify and assimilate basic business management theory in relation to sport business.
iii. Appreciate the role of the state in sport in relation to ethics and governance within sport businesses.
iv.  Understand the Internationalisation of sport in the business environment.

**Summary of Method Assessment**
·   Coursework:  An individual 2000-word essay - 60%
·   Exam:  A multiple choice examination - 40%

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**THE EXTERNAL BUSINESS ENVIRONMENT (1754)**                    LEVEL 4          10 ECTS

**Module Description**
This module is an introductory module which will provide learners with an understanding of the macro-economic, institutional and political forces influencing the development and regulation of the international business. This module challenges the learner to develop understanding of the multi-dimensional and dynamic environment in which businesses operate, with particular reference to the impact of economic trends, global regulatory frameworks and trading/operating within complex international markets.

**Syllabus and Content**
The module will explore the implications of political, economic and legal changes in the international business environment. Focusing on these external factors will enable the learner to develop an appreciation of the global trends affecting businesses of all sizes and forms.

The module will commence with an introduction to the global business environment, which will enable learners to build an appreciation of what is meant by the term globalisation and its main dimensions.

Learners will then develop an understanding of some of the contemporary factors affecting businesses, such as:

1. Political/Legal - Learners will develop an understanding of the role of State and the importance of global governance and regulation and the subsequent implications for international trade and investment.
2. Macro-economic - Learners will be introduced to the key principles of economics, including supply and demand and elasticity and will explore market structures, to include aspects of perfect competition, monopoly, oligopoly and monopolistic competition.
3. International trade and investment - learners will assess major economies and emerging economies and analyse the associated benefits and challenges to businesses.
4. Underpinning themes of technology and society will run throughout the module and are also covered within the complimentary Level 4 module - People and Organisations.

The module will conclude by considering global organisations of the future, to include factors such as single currency, the rise of MNC's and increasing drive towards ethical/responsible business practices.

**Learning Outcomes**
i. Examine key drivers of globalisation
ii. Understand the opportunities and challenges presented by the external business environment
iii. To demonstrate an understanding of the impacts of future external challenges to business

**Summary of Method Assessment**
· Individual Case Study: CW 100% (1500 words)
  The assessment is based upon a given case study and requires the student to explore key external factors affecting the business. These will include an explanation of how globalisation has/has not impacted upon the business at present. Identification of opportunities and challenges presented by external factors to the business and identifying further challenges and concepts which may impact on the business in the future.

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**THE HOSPITALITY AND TOURISM CONSUMER (883)**          **LEVEL 4**          **10 ECTS**

**Module Description**
This Level 4 module introduces students to the principles and concepts of consumer behaviour.

Market trends and developments are researched, customer segmentation methods identified, and customer profiles established relevant to the market sectors identified.

**Syllabus and Content**
1. Identifying hospitality and tourism customer wants, needs and motivations.
2. Establishing the latest consumer trends and developments in these markets.
3. Investigate the various basis used for segmentation of these hospitality and tourism markets.
4. Present a typical customer profile for those segments identified.

**Learning Outcomes**
i. Discuss a range of key influences of hospitality or tourism consumer behaviour.
ii. Identify and report the key consumer trends and developments in hospitality and tourism markets.
iii. Explain the methods used to segment the markets identified.
iv. Present a typical customer profile for each identified segment

**Summary of Method Assessment**
· Practical Exam:  5 Minute individual PowerPoint slideshow (50%)
· Coursework:  1500 Word individual report (50%)

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**THE HOSPITALITY & TOURISM EXPERIENCE  (884)**                    **LEVEL 4**          **10 ECTS**

**Module Description**
This module has been designed to introduce students to the concept of the hospitality and tourism experience and the importance of that experience. In developing this understanding students will also be introduced to the basic definitions and principle of consumer behaviour and consumer segmentation of hospitality and tourism markets. The module draws on the important relationship between service marketing and service operations and explores how these functions contribute towards the development of service delivery. Key influences on the hospitality and tourism consumer together with trends and new product / service developments are considered. The service experience will be linked to service quality perceptions and measurement. Methods used to segment, target particular markets and position a brand/ business in that segment will be considered. The module also recognises the distinction between online and offline experience as they increasingly become mutually dependent.

**Syllabus and Content**
·    An introduction to consumer behaviour relevant models and underpinning theories.
·    The decision making process and how do we buy. - Learning and motivation.
·    The contemporary product /service offering- how are customer needs and wants met?
·    Perception and the role of physical design and its influence on the hospitality and tourism consumer.
·    The role of people in hospitality and tourism and how it can influence consumer attitudes and behaviour.
·    Segmentation of service markets, targeting and positioning. - Who is our customer?
·    Marketing in service industries - how is it different to marketing tangible products?
·    Communications in the promotional mix including the importance of the online experience.

**Learning Outcomes**
·    Identify hospitality and tourism customers' needs, wants and demands.
·    Demonstrate knowledge and understanding of the nature of the hospitality and tourism experience.
·    Show an appreciation of how physical appearance, design and service in hospitality and tourism influences customer perception, attitudes and consequently, behaviour.
·    Understand the process and significance of how segmentation is used to identify the target market(s) and positioning within the segment identified.

**Summary of Method Assessment**
·    Coursework:  Students to select a particular organisation relevant to their programme and construct a 1500 word report on how the organisation segments their market, targets the appropriate customer and positions themselves within the segment. The report is to also include a brief outline of a typical customer. (50%)
·    Practical exam:  Students working together in pairs produce a mystery shopper assessment form for use when they personally visit an outlet. They then report their findings back to the group in a 10-minute power point presentation.(50%)

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**THE HOSPITALITY & TOURISM CUSTOMER EXPERIENCE (1544)**          **LEVEL 4**          **10 ECTS**

**Module Description**
This module has been designed to introduce students to the concept of the hospitality and tourism experience and the importance of that experience. In developing this understanding students will also be introduced to the basic definitions and principle of consumer behaviour and consumer segmentation of hospitality and tourism markets. The module draws on the important relationship between service marketing and service operations and explores how these functions contribute towards the development of service delivery. Key influences on the hospitality and tourism consumer together with trends and new product / service developments are considered. The service experience will be linked to service quality perceptions and measurement. Methods used to segment, target particular markets and position a brand/ business in that segment will be considered. The module also recognises the distinction between online and offline experience as they increasingly become mutually dependent.

**Syllabus and Content**
1. An introduction to consumer behaviour relevant models and underpinning theories.
2. The decision making process and how do we buy. - Learning and motivation.
3. The contemporary product /service offering- how are customer needs and wants met?
4. Perception and the role of physical design and its influence on the hospitality and tourism consumer.
5. The role of people in hospitality and tourism and how it can influence consumer attitudes and behaviour.
6. Segmentation of service markets, targeting and positioning. - Who is our customer?
7. Marketing in service industries - how is it different to marketing tangible products?
8. Communications in the promotional mix including the importance of the online experience.

**Learning Outcomes**
i. Identify hospitality and tourism customers' needs, wants and demands.
ii. Demonstrate knowledge and understanding of the nature of the hospitality and tourism experience.
iii. Show an appreciation of how physical appearance, design and service in hospitality and tourism influences customer perception, attitudes and consequently, behaviour.
iv. Understand the process and significance of how segmentation is used to identify the target market(s) and positioning within the segment identified.

**Summary of Method Assessment**
· Coursework:  Students to select a particular organisation relevant to their programme and construct a 1500 word report on how the organisation segments their market, targets the appropriate customer and positions themselves within the segment. The report is to also include a brief outline of a typical customer (50%)
· Practical Exam:  Students working together in pairs produce a mystery shopper assessment form for use when they personally visit an outlet. They then report their findings back to the group in a 10 minute power point presentation (50%)

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**THE TOURIST EXPERIENCE (1373)**                              LEVEL 5          10 ECTS

**Module Description**
This module builds on the Level 4 Cross-cultural Tourism module and applies these concepts to the tourist experience.  The module develops inquisitiveness by developing an awareness of multiple perspectives and agendas for understanding tourism and the tourist experience.

The module explores the expectations of tourists at all stages of the tourist experience and the role of different stakeholders in managing the tourist experience.

Overall, the module adopts a multi-disciplinary approach drawing primarily on research from the social sciences particularly sociology and psychology, in analysing tourism as a social phenomenon.

**Syllabus and Content**
1. Behavioural sciences
   Overview of behavioural sciences: subject matter, research methods and theoretical perspectives. Applications to tourism from these subject areas and an exploration of how these can enhance our understanding of tourism.
2. Tourist decision making
   Factors affecting tourist choices and consumer behaviour.  The role and importance of environmental factors in the comprehension of tourist behaviour.
3. The tourist perspective
   Understanding the individual tourist experience at different stages of the vacation lifecycle and the social and psychological influences on this.
4. The tourism industry perspective
   Identify the different stakeholders that impact on the tourist experience and the role each plays in the tourist experience.

**Learning Outcomes**
i. Recognise how behavioural sciences, in particular psychology and sociology, can add to our knowledge of the tourism industry.
ii. Demonstrate an understanding of the individual differences affecting decision making within the tourism industry.
iii. Investigate the expectations of tourists at all stages of the tourist experience.
iv. Explore the role of different stakeholders in delivering the tourist experience.

**Summary of Method Assessment**
· Practical Exam:  An online presentation exploring social and psychological factors that influence tourist decision-making. 50%
· Coursework:  A 2000 word individual essay which requires students to discuss social and psychological factors that influence the development and promotion of a tourist destination. 50%

**TOURISM INVESTIGATIONS (1361)**                    **LEVEL 5**        **10 ECTS**

**Module Description**
This module builds on the basic research skills taught at level 4 and applies these to the application of research within the tourism industry to support decision making.  The module develops inquisitiveness and challenge by developing an awareness of multiple perspectives and agendas for studying, analysing and understanding phenomena related to the tourism industry.   Students will be encouraged to challenge research and data through systematic analysis.  This enquiring approach will engender in students the ability to view research as tentative, to be revised and reconsidered.

When considering their own research students will establish research aims and objectives and will adopt a suitable research method and design appropriate research tools in order to identify, collect and evaluate information and data.  Tools could include questionnaires, interviews and observations. Students will be introduced to qualitative and quantitative approaches and identify tourism specific analysis tools.  Wherever possible, Information Technology will be used to support the process. Students will apply appropriate tools to a live tourism industry project.

Overall, the module adopts a structured approach to the effective use of a range of primary and secondary research tools and techniques that are utilised by tourism professionals and prepares the student for the application of research at level 6 and within the tourism industry.

**Syllabus and Content**
1.  The role of research within the tourism industry
    Develop an appreciation of information, its collection and synthesis to aid in the decision making process within the tourism industry.
2.  Tourism research methods
    Understand the research tools that are used within the tourism industry to explore both primary and secondary data.  This will include the skills to devise and conduct research within the tourism context.  This will include research methodology and design.
3.  Tourism Literature
    Appreciate the place of secondary data sources and theoretical frameworks in the research process.  Identification and evaluation of a selection of tourism related data sources.  This will include how to structure a literature review and academic writing skills.
4.  Interpretation of data and application to tourism
    Application of a range of data analysis techniques for both qualitative and quantitative analysis of tourism related data. Utilise appropriate IT tools for the creation, manipulation, and presentation of data within tourism research.   Make realistic and appropriate conclusions and recommendations as a result of data analysis that are useful within the tourism context.

**Learning Outcomes**
i.    Demonstrate competence in the choice, design and planning of a live tourism research project
ii.   Demonstrate an ability to analyse a selection of research data
iii.  Derive appropriate conclusions and recommendations from research findings
iv.   Demonstrate an ability to reflect on and learn from the research experience

**Summary of Method Assessment**

· Practical Exam: Students work in small teams to conduct a live research project - each student then produces an individual poster summarising their research findings (due week 10) [learning outcomes 1 and 3] 50%

· Coursework: Students will individually submit a personal reflective account [using templates] that chronicles their part in the research process and reflects on their learning experience (week 12) [learning outcomes 2 and 4] maximum 2000 words 50%

**TOURISM MARKETING MANAGEMENT (1363)**                    LEVEL 5          10 ECTS

**Module Description**
This module aims to explore marketing from the perspective of management while knowledge and skills are developed in order to allow for the more effective use and control of the marketing function within a tourism operation. Students will arrive at a clearer understanding of the organisation planning and control from the perspective of the tourism marketing manager and see marketing strategy and the role of the tactical components of the marketing mix in the broader context of the internal and external environments. Importantly, this module is contextualised for tourism students to allow students to develop their skills and knowledge needed to manage the specific challenges and issues when marketing within the tourism industry.

**Syllabus and Content**
1. **Introduction to Marketing Management**: Introduction and overview of the module, Fundamentals of marketing management
2. **Internal & External Appraisal**: The analysis of internal and external environment, the use of SWOT, PEST, product portfolio analysis and gap analysis
3. **Marketing Planning**: Competitive advantage, Role of marketing in the corporate planning process, the mission statement and the marketing plan, examples of marketing plans
4. **Managing the marketing mix**: The characteristics of managing products/services and the challenges they present to the marketer, Importance of research in managing the marketing mix, Analysis of the role of NPD and importance of understanding PLC, The role of the marketing mix in the marketing plan, Manipulating the mix to meet marketing objectives, Combining and changing the elements of the mix, in relation to the external environment, the competition and changing consumer trends.
5. **Managing the marketing mix and Branding**: Manipulating the mix to meet marketing objectives, Combining and changing the elements of the mix, in relation to the external environment, the competition and changing consumer trends, Analysis of branding policies, Benefits, limitations and disadvantages of branding from the perspective of consumer and organisation, Importance of brand loyalty/equity/image
6. **Segmentation, Targeting, Positioning**: A critical analysis of established techniques for segmentation. Market segments within industries, Alternative approaches to target marketing within mass and niche markets, Positioning strategies according to the needs and characteristics of the target market and positioning for competitive advantage, Links with the marketing mix.
7. **Consumer Behaviour**: Theories of what influences consumer buying behaviour, cultural factors, social factors, psychological factors, the buying decision process
8. **Consumer Behaviour and Relationship Marketing**: Cultural factors, social factors, psychological factors, The buying decision process, The significance of strategies to ensure loyalty, The use of relationship marketing in enhancing customer loyalty and retention
9. **Ethics/Social Responsibility and Cause Related Marketing**: Importance of ethical considerations, Social responsibility's role in marketing, Cause-related marketing strategies, Relationship with the marketing mix, Consumer reaction to ethical issues
10. **E-Marketing and Social Media**: Changes in the use of new technology such as social media for marketing purposes, Aspects such as E marketing, new technologies

**Learning Outcomes**

i.   Assess the nature of the tourism marketing environment
ii.  Recognise and apply the principles of the marketing planning process
iii. Analyse the management of the marketing mix and marketing budgets
iv.  Develop and appraise contemporary tourism marketing management issues

**Summary of Method Assessment**

· Coursework:  The individual report [2000 words] will require students to assess the marketing mix and marketing budgets of a tourism organisation. From this assessment, improvements should be suggested to improve the competitiveness of the organisation 50%

· Practical Exam:  Students will develop a marketing planning calendar for a tourism operation to develop skills to recognise and apply the principles of the marketing planning process 50%

**TOURISM OPERATIONS MANAGEMENT (134)**                    LEVEL 5          10 ECTS

**Module Description**
This Level 5 module focuses on the operational aspects of tourism management and provides students with an Understanding of the methods by which all the resources of the organisation operating in the tourism environment are brought together to provide the desired level of service.  The module aims to foster an appreciation of the impact of operational policy on the business and associated stakeholders.  Emphasis is placed on discussing business practice and its consequential effect on customers, employees, shareholders and other interest groups.

**Syllabus and Content**
1. Nature of Services and Services Strategy
   Understanding the fundamental issues facing operations management in the service sector - identifying the various classifications of service delivery, the performance objectives of the operation manager, the key stakeholder groups and the challenges within the service process mix. Factors influencing policy decisions and market positioning.
2. Location Considerations
   Assessing the importance of a wide range of factors regarding the location of new tourism attractions, both of a domestic and international nature.  A recognition and understanding of techniques used to assist managers in location decisions, namely demand estimation. Understanding the importance of location to the success of a tourism enterprise.  Impact of location decisions.
3. Facility Design and Layout
   Recognition of the importance of effective facility designs and layouts.  Examination of the usefulness of systematic techniques to aid design layout.  The role of project management in design and layout situations.  Identification of project management techniques and examining the usefulness of systematic project planning systems, concentrating on Critical Path Analysis using GANTT and Network Analysis.
4. Quality Service
   The social benefits and constraints inherent in providing an outstanding level of service.  The challenges involved in searching for service quality - gap model. Understanding of the difficulties involved in determining, measuring and managing quality service within the tourism and hospitality industries.  Evaluation of the tools employed to measure and merge quality service.
5. Health and Safety Issues
   Social accountability and the importance of health and safety issues within travel and tourism fields. Identification of laws, rules and regulations governing health and safety, including EU legislation.  Responsibilities of travel and tourism organisations in relation to disabled travellers. Understanding of the commercial benefits of catering for disabled travellers and other special interest groups. Ethical issues in business practice.
6. Capacity Management
   Evaluation of the various strategies available for adoption by tourism companies for managing demand and managing supply.  The potential impact of strategies on customer and employee groups Understanding of both physical and psychological aspects of queuing and the techniques used in managing waiting.  Evaluation of Yield Management techniques employed by the airline and hotel industries.

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7. Pricing Strategies
   Evaluation of the various strategies available for adoption by tourism, travel, and hotel industries in establishing a price for a service or product.  The potential impact of pricing strategy and tactics on customer and employee groups.  Recognition of links to the marketing mix and yield management and an appreciation of any ethical issues such as entrance fees for museums etc. Tactics for generating secondary revenue.

**Learning Outcomes**
i.    Demonstrate an awareness of the social aspects of Services, Service Strategy and Market Position.
ii.   Analyse the basis of effective Customer Service incorporating an awareness of relevant issues affecting stakeholder groups.
iii.  Evaluate a wide range of location considerations and understand the importance of location in the overall success of a tourism enterprise.
iv.   Evaluate the impact of operations management practice on stakeholder groups

**Summary of Method Assessment**
·   Coursework:  A concise report of 2000 words requiring students to consider how the concepts taught on the module can be adapted/used to develop customer centric tourism products/services (60%).
·   Practical Assessment:  A practical business game based activity requiring students to apply operational theory in the current environment (40%).

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**TOURISM PROFESSIONAL PRACTICE  (1354)**                    **LEVEL 4          10 ECTS**

**Module Description**
This module will encourage students to investigate skills that they will need to demonstrate in order to work in the tourism industry. Students will explore how they can develop graduate attributes, academic skills and industry expertise that will enhance both their academic success and employability prospects. Students will develop a reflective approach to personal and professional development which will be developed across the programme at all levels.

**Syllabus and Content**
Professional Practice
1.  Investigation of the range of career opportunities within the tourism industry - using a range of tools - different sector opportunities, international and national opportunities, graduate recruitment schemes -skills, attributes and knowledge needed and how these are linked to the programme.
2.  Introduction to tourism industry professional bodies - value of professional bodies - range of tourism professional bodies
3.  Develop awareness of key tourism networks - industry, professional bodies and graduate networks
4.  Basic introduction to project management - project teams, project life cycles and project outcomes - applied to a live project context
    Graduate Attributes and Academic Skill Development
5.  Overview of the programme and opportunities provided to develop employability skills - linked to research skills and activities - locating and evaluating sources of information, working in teams and self-direct work.
6.  Develop and demonstrate range of academic skills - hard and soft skills, self-direct learning, critical thinking, micro problem-solving, questioning skills, communication skills
7.  Creation and maintenance of personal development plan - embedding live project outcomes and self-reflection.

**Learning Outcomes**
i.   Demonstrate an awareness of professional development needs and opportunities in the tourism industry.
ii.  Create and maintain Personal/Professional Development Portfolio which demonstrates ongoing personal professional development strategies and plans to enhance industry knowledge and leadership skills for tourism industry sectors.
iii. Enhance their employability skills and experience in tourism.

**TRAINING & DEVELOPMENT SKILLS FOR MANAGERS**                    **LEVEL 5      10 ECTS**

**Module Description**
This module has been developed in response to, and with the co-operation of, industry professionals to develop managerial talent able to equip staff with the technical attributes needed in an operational setting. The increasing involvement of line managers in the delivery of effective people management means that students entering the world of work will be expected to carry out effective training and development activities on a one to one and small group basis. This requires a unique skill set, including being able to identify training and development needs, positively engaging learners, identifying factors that impact learning, choosing appropriate delivery methods and evaluating the benefits of the learning activity. This module is designed to give a sound introduction to practical training, learning and development, through an understanding of key theories and models and the opportunity to put theory into practice This module enables the students to appreciate the specific needs of managers and the business within a business context

**Syllabus and Content**
- Learning, training and development (L, T & D) in a business context; improving performance, needs of the business.
- The training cycle.
- Theories of learning; principles of adult learning; barriers to learning.
- Types of training and development activities.
- Identifying learning needs.
- Planning and designing L, T and D activities.
- Delivering L, T and D activities: strategies and techniques applied to different training situations, e.g. group and individual training.
- Evaluation of L, T and D activities.

**Learning Outcomes**
i.   Demonstrate understanding of relevant learning theories when planning, designing and delivering effective training activities.
ii.  Plan and design a short training activity.
iii. Practically demonstrate effective training delivery skills/attributes.
iv.  Analyse and evaluate the effectiveness of the practical training activity.

**Summary of Method Assessment**
- Coursework:  Analysis and evaluation of their training plan, design and delivery techniques used within their training activity - 1,500-word report (40%)
- Practical Exam:  Plan, design and deliver a training activity of no more than 10 minutes duration (60%)

**TRAVEL AND TOURISM MARKETING (1356)**                    LEVEL 4          10 ECTS

**Module Description**
Marketing services within the travel and tourism industry requires an understanding of key marketing concepts, applications of marketing tools and an awareness of the legal and ethical issues that should be considered.  Therefore, this module will introduce students to the key functions of marketing within a travel and tourism context. Key academic concepts will be covered utilising examples from across a broad spectrum of services operating within the travel and tourism sectors.  Application of marketing theory will be contextualised throughout the module.  Students will explore a range of legal and ethical issues that should be considered when marketing travel and tourism services preparing students for further study and careers within marketing.

**Syllabus and Content**
1.  *Introduction to Marketing*: Marketing philosophy and marketing defined - historical overview of tourism marketing - an introduction to social & legal responsibility within tourism marketing
2.  *Consumer Behaviour*: consumer decision making process and travel buying behaviour - Internal and external factors affecting decision making
3.  *Segmentation, Targeting & Positioning*:  Introduction to market segmentation - Examine the variables available to segment the business and the consumer market - Demographic, geographic, psychographic and behavioural segmentation - Tourist typologies, consumer profiling, target marketing - define positioning- devising a positioning strategy for a tourism market.
4.  *Market Research:*  Marketing research - definition and roles - The marketing research process. Secondary research and primary research techniques.  E-marketing research and the ethics in marketing research
5.  *The Marketing Mix*:  services versus product marketing - Introduction to the marketing mix and extended marketing mix
6.  *Branding in Tourism*:  Examine types of products - definitions of branding - the role and importance of branding in the service industry - Importance of branding for different tourist typologies - Service vs. destination branding
7.  *Niche Marketing and Product differentiation*:  Niche vs. mass marketing - Niche tourism marketing in practice - Innovation and new product / services development process - Product lifecycles in the service industry - Ethical and legal issues related to tourism development
8.  *Pricing strategies in tourism*:  Internal and external factors affecting the pricing of tourism services - different approaches to pricing - pricing strategies and tactics used by tourism industry organisations - ethical and legal issues relating to pricing policies
9.  *The Communication Mix:*  different communications tools available to the tourism marketer - Advertising, sales promotion, Interactive marketing, personal selling, public relations, WOMM integrated marketing communications for service organisations, legal and ethical issues
10. *Place & Distribution for Tourism:*  distribution channels - importance of location & access to service marketing - The role of intermediaries in the selling of services - The role of web 2.0 in distributing services - Examine the ethical and legal issues related to services distribution
11. *E-marketing in Tourism:*  new trends and development, e-marketing techniques; social media, ethical issues

**Learning Outcomes**

i. Understand the role of the marketing function within the tourism sector.
ii. Understand the basis of consumer behaviour and the influences on tourist decision making.
iii. Examine the role of segmentation in tourism marketing
iv. Develop an awareness of the concept and application of the marketing mix

**Summary of Method Assessment**

· Coursework:  An individual report [1500 words] will require students to apply the principles of segmentation targeting and positioning to a given travel & tourism operation 50%
· Coursework:  2 x Online discussions which will be based on the marketing mix within a travel & tourism context - individually marked 50%

**TRAVEL GEOGRAPHY (1640)**                                               LEVEL 4          10 ECTS

**Module Description**
This module aims to provide students with a broad understanding of the inter-relationship between travel, geography and connectivity within an international dynamic environment. Accordingly, students will examine the role of travel (especially aviation) in driving global tourism from the mid-20thcentury. Political, economic, sociological and environmental factors determine the facilitation of travel, the spatial patterns of travel, the development of destinations and why some destinations are more successful than others. This module will explore a number of contemporary themes relating to travel flows and destination development; and the management of the overall tourist experience within the destination.

**Syllabus and Content**
1. An overview of global travel flows and the role of connectivity within a travel geography. Definition analysis of key terms to provide a travel geography framework for the module, linking all themes. Historical overview of travel, attraction of new places, development of transport post WW2 peace strategy.
2. Factors influencing global travel flows. PESTLE forces which can influence travel flows (enabling and restrictive)
3. Tourist demand -changing nature of tourists and motivations, rise of new travellers from different regions of the world.
4. Geography of the destination- location analysis and its impact on connectivity. Destination audits to establish the product portfolio, challenges facing destinations in terms on connectivity and seasonality.
5. Successful destinations. Balance tourism product portfolio; accessibility and connectivity; visitor management around the destination.
6. Sustaining tourism destinations - challenges affecting destinations based on their location, geography, connectivity and overall product management. Reviewing best practice for sustainable destinations (being competitive over the long-term)

**Learning Outcomes**
   i.   Explore the changing context of international tourism flows;
   ii.  Analyse the key forces which influence the development of international tourism destinations;
   iii. iii Examine the challenges facing destinations within a competitive environment
   iv.  Assess the key criteria for sustaining successful destinations.

**Summary of Method Assessment**
·   Coursework 1:  An individual 2000-word Virtual Trip Toolkit (covers LOs 1, 2) (50%)
·   Coursework 2:  An individual 2000-word Destination Experience Management Infographic - (LOs 3, 4) (50%)