

COURSE SPECIFICATION

Course Aim and Title	MSc Innovation and Sustainable Hospitality
Intermediate Awards Available	Postgraduate Diploma in Innovation and Sustainable Hospitality Postgraduate Certificate in Innovation and Sustainable Hospitality
Teaching Institution(s)	University of East London – on campus
Alternative Teaching Institutions (for local arrangements see final section of this specification)	NA
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	NA
Professional Body Accreditation	
Relevant QAA Benchmark Statements	Subject Benchmark Statement: Business and Management 2019 Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism 2019 Benchmarks for Masters Degrees 2020
Additional Versions of this Course	
Date Specification Last Updated	March 2022

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Demonstrate a clear understanding of the dynamics and complexity of sustainable hospitality, innovation, management, the industry and its sub-sectors.
- Evaluate the tasks, roles and practical problems of those in management / decision-making positions within the industry / sector;
- Develop critical thinking skills that utilise knowledge of sustainable and innovation principles and practices to hospitality-based operations and facilities.
- Demonstrate a range of personal transferable and sector-specific skills and knowledge and make informed choices about a future career direction or proceed to further study.

What you will learn:

Knowledge

- Appreciate and reflect on the impacts of the hospitality industry on the environmental, economic, social and cultural fabric of society.
- Recognise and consider the management disciplines which underpin the management of businesses and their individual operations, including sustainability and innovation.
- Understand the markets, customers' needs and behaviour, and other drivers of change that affect the development of businesses and their products from an entrepreneurial and innovation point of view.

Thinking skills

- Apply models and frameworks to desk, field and work-based research problems.
- Analyse and evaluate theories and models related to hospitality management and operations.
- Synthesise, evaluate and interpret primary and secondary data.

Subject-based Practical Skills

- Develop effective management strategies for businesses and organisations and enterprises.
- Apply financial planning and budgeting skills that will assist managers in their decision-making processes.
- Prepare practical business-related studies (business plans, marketing plans etc.).

Skills for life and work (general skills)

- Communicate effectively in written and oral form.
- Work as a member of, or to lead a team.
- Apply quantitative and qualitative research skills and make practical recommendations based on an evaluation of the different data sources.

Learning and Teaching

Knowledge is developed through

- The lecture programme and students' self-managed study. (Core knowledge and understanding).
- Evaluative work in seminars and workshop sessions, and residential and day field study visits. (Deeper understanding).
- Guided reading.
- Knowledge-based activities with feedback.
- Online discussions and activities.
- Case study analysis, guest speakers, residential and day field trips, and applying theory to real-life examples and situations (help to ensure that the degree is both up to date and vocational).
- The guest speaker programme (brings students in contact with contemporary industry managers).

Thinking skills are developed through

- Reflective activities with feedback.
- Online discussions and activities.
- Preparation for major assignments; Research Project.
- Case study, seminar and workshop sessions encourage the student to analyse and evaluate data and development and management scenarios.

Practical skills are developed through

- IT activities with feedback.
- Research skills-based activities with feedback.
- Preparation of presentations.
- Completion of group based or individual assignments.

Skills for life and work (general skills) are developed through

- Planning activities with feedback.
- Project work.
- Managing time so assignment deadlines are met.
- Presenting ideas or arguments in a clearly structured manner.

Assessment

The assessment instruments in all cases will be contextualised to enable students to engage in both formative and summative developments in relation to events and related management theories and to practical settings. The assessment of vocational knowledge and skills is central to the assessment strategy for the course but the assessment process also focuses on the development of the academic skills of research, critical analysis, evaluation and synthesis. There are different forms of assessment appropriate to the learning outcomes of the module and facilitate students making links between theory and practice, with a focus on developing practice, where applicable.

Knowledge is assessed by

- Coursework
- Essays
- Examinations
- Industry-related practice
- Poster presentations

Thinking skills are assessed by

- Coursework
- Examinations
- Project work
- Reflective studies

Practical skills are assessed by

- Practical reports
- Portfolio completion
- Industry-related practice

Skills for life and work (general skills) are assessed by

- Project work
- Group work
- Written, visual and verbal presentations
- Coursework

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

Not applicable.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
7	TM7012	Mental Wealth: The Hospitality Professional	30	Core	N
7	TM7018	Corporate Reputation and Sustainable Business Management	30	Core	N
7	TM7022	Sustainable Value Chain Management	30	Core	N
7	TM7020	Hospitality Innovation and Entrepreneurship	30	Core	N
7	TM7016	Events and Hospitality Business Performance and Analysis	30	Core	N
7	TM7019	Enterprise Project	30	Core	N

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

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award.

The overall credit-rating of this course is 180 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

Not applicable

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The duration of this programme is one calendar year full-time if enrolment is in September, and two calendar years part-time.

The time limit for completion of a programme is six years after first enrolment on the programme.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Some modules also incorporate field trips which may involve students in activities taking place for periods of between several hours to several days. Students are given detailed information at the beginning of each module and these field trips are optional but will enhance the student's curriculum and studies. These field trips will range from being free of charge to approximately £300 (depending on nature of field trip and the length). The more expensive field trips will be subsidised.

Alternative Locations of Delivery

Not applicable