Module Description Booklet

Semester 2

Academic Year

2020 / 2021

Accounting Information Systems (1892)   **LEVEL 4**   **10 ECTS**

Module Description
An accounting information system is one that accumulates, stores, and processes financial and accounting information. The system generates reports that are used to make decisions regarding how an organization is to be run. These reports are also used by outsiders to evaluate lending and investment opportunities with the firm. This module will develop your understanding of both the role of accounting information systems in an organisation and how information technology can support the activities of the accountant and decision-making. The module will introduce you to the fundamental concepts, importance and use of database systems, and will explore the threats and computer fraud faced by modern information systems.

Syllabus and Content
Business processes and cycles
1. The accounting and finance functions
2. Sub-systems within accounting and information systems
3. Introduction to Enterprise Resource Planning (ERP)

Design, installation and operation of computerised accounting information systems
1. Determining users' information needs
2. Evaluation of accounting packages
3. User Interface analysis and choice of AIS package

Internal controls, cybercrime, fraud and threats to accounting systems
1. Internal control systems
2. Downside risks associated with processing accounting information
3. Mitigating frauds and cybercrime risks

Applied knowledge - developing skills in using a cloud based accounting
1. Introduction to Sage 50Cloud
2. Using Sage 50Cloud

Current developments and trends in accounting systems
1. Emerging influences on the design of computerised AIS
2. Artificial Intelligence and Accounting Technology
3. The Influence of Big Data on AIS

Learning Outcomes
i.   Understand and explain the application of Accounting Information Systems in businesses and organisations for effective decision making.
ii. Demonstrate how accounting information systems are used to record and enable business processes and transaction processing
iii. Demonstrate an understanding of contemporary accounting information practice.

Summary of Method Assessment
·   Coursework - 1000-word individual report - 70%
·   Exam - 30%

Advertising Psychology (1651) **LEVEL 5** **10 ECTS**

Module Description
You will learn about advertising psychology in the context of persuasive communication, developing a deeper level of understanding about the cognitive processes involved when dealing with persuasive communication. This will allow you to analyse these processes and to apply your knowledge in a specific marketing context.

Syllabus and Content
This module aims to introduce students to the concept of cognitive processing and advertising psychology in the context of persuasive communication. The module adopts a knowledge-based approach centred on a series of theoretical constructs. Learning will take place through the application of these constructs by analysing existing advertising examples. This module takes students to a deeper level of understanding about the cognitive processes involved when dealing with persuasive communication and allows students to both analyse these processes and also to apply their knowledge in a specific marketing context

1. *Persuasive communication reception*
   Motivation and ability; involvement and personal relevance; seeking correctness; moderating variables; arguments and cues; objective elaboration; polarisation of agreement/disagreement; repetition; need for cognition; elaboration; attractiveness of message source; number of arguments; likability and credibility; forewarning; central versus peripheral processing.
2. *Persuasive communication construction*
   Signs, symbols, indexes and icons; modality and representation; paradigms and syntagms; denotation, connotation and myth; rhetorical tropes and schemes; metaphor and metonymy; codes, encoding and decoding.
3. *Persuasive communication transmission*
   Persuasive techniques; body-language.
4. *Creativity*
   Use and abuse of words and images in an advertising context. Application of visual design and the engagement mechanism.

Learning Outcomes
1. Analyse a range of cognitive processes in a communication setting
2. Evaluate the use of psychological constructs in persuasive communication
3. Apply persuasive techniques in a marketing communication setting

Summary of Method Assessment
·   Coursework 1: 1,500-word critical evaluation (50%)
·   Coursework 2: 10-minute individual presentation (50%)

Airport Planning (1360)   **LEVEL 5**   **15 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 21stCentury 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 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 land and airside planning challenges.
iv. Critically analyse the changing requirements for the contemporary airport.

Summary of Method Assessment
·   Coursework 1: 15-minute presentation (50%)
·   Coursework 2: An individual 2000-word report

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 (15-minute poster presentation (40%)
·   Practical exam (30-minute) (60%)

Audit and Governance (1897)   **LEVEL 5**   **10 ECTS**

Module Description
This audit and governance module aims to provide you with an understanding of the process of audit engagement and elements of best practice concerning corporate governance. The module gives students the opportunity to understand the critical elements of the external audit process and the relevant ethical and regulatory framework. It discusses key aspects of audit planning and engagement including audit risk, internal control and computer assisted audit techniques.

Syllabus and Content
1. Audit framework and regulation, introduction to audit, internal and external audits and professional ethics.
2. Corporate governance, directors' roles, duties and responsibilities, auditor appointments audit committees.
3. Internal control system, testing and evaluating internal control systems by auditors, evaluation of internal controls and conducting audit tests.
4. Audit planning, assessment of audit risk, materiality, understanding client organisation, regulations and audit documentation.
5. Audit evidence, management assertions and audit procedures, audit sampling and other procedures.
6. Audit reports, communication, review and going concern.

Learning Outcomes
i.   Demonstrate an understanding of audit frameworks and regulations, audit engagements, corporate governance and ethics.
ii.   Apply audit planning and risk assessment techniques,
iii. Assess the internal controls of a business and carry out an evaluation of internal controls, and audit tests.
iv.   Explore audit reports, management representations and communication and analyse the purpose of audit review engagement and going concern.

Summary of Method Assessment
   ·   Exam - 3 hours (100%)

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Aviation Investigations (1545)   **LEVEL 5**   **15 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
·   Coursework: An individual research proposal report of no more than 2500 words (50%)
·   Practical Exam: Individual 30-minute simulation exercise (50%)

Business Communications (1860) **LEVEL 5** **15 ECTS**

Module Description
Designing professional visual and written communication is vital element of any business in the 21st century. 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 select and apply appropriate frameworks and processes in developing creative communications solutions;
iii. Design appropriate creative communications to a given industry brief.

Summary of Method Assessment
·   Coursework 1: An individual 2000-word report based around research and preparation for a 'press release' (50%)
·   Coursework 2: Students are required to create 3 pieces of visual communication across a range of business scenarios (500 words) (50%)

Coaching for Performance and Management (2007)   **LEVEL 4**   **15 ECTS**

Module Description
This level 4 module aims to equip the learner with the underlying knowledge and skills to develop the overall performance of individuals in a range of environments, such as sporting and business. The module will develop an awareness of the techniques involved in coaching and the skills required for practically applying coaching methods.

Additionally, the module aims to provide an introduction to management principles and theory and how they relate to the sports environment. The module will develop students' understanding of how individuals operate within sports organisations. The importance of group dynamics, leadership and mentoring will also be investigated.

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, differing leadership styles, art of coaching, science of coaching, coaching philosophies.
2. *Apply coaching techniques to the planning and delivery of coaching sessions*
   Session planning, coaching resources, establishing aim and objectives, leadership styles, control, communication, training techniques, situational coaching skills, planning coaching sessions.
3. 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.
4. *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.
5. *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.
6. *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.
7. *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.

8. *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.   Evaluate contemporary coaching and the coaching profession.
ii. Apply key coaching techniques to the planning and delivery of coaching sessions.
iii. Demonstrate an understanding of management theory and contemporary issues relevant to the management of people in sports organisations.
iv. Explain the nature of group relationships and their importance within the sports environment.
v.   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 2000-word sport-related investigative report (50%)
·   Practical Exam: A 15-minute group presentation of the field-work research - Individuals will be graded separately (50%)

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) (50%)
· Practical Exam: A 20-minute live coaching demonstration (50%)

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Consumer Insights (1457) **LEVEL 5** **10 ECTS**

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,
5. Culture and consumption
6. 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: A 1000-word individual report (50%)
· An individual 2000-word reflection to be submitted as a digital media submission (50%)

Destination Planning & Development   **LEVEL 5**   **10 ECTS**

Module Description
Tourism is one of the fastest growing economic activities in the world. Many economies have come to depend greatly on tourism. Whether tourism succeeds or fails in a destination is largely due to the effectiveness of tourism plans and policies in the development of a balanced product portfolio. This module therefore builds on the issues introduced at Level 4 through an examination of the rationale for tourism development in destinations; institutional arrangements in tourism planning and development; auditing and developing the destination product portfolio and ultimately, striving for and sustaining destination success.

Syllabus and Content
1. *Context of destination planning, development and policies within a national context* - Importance of effective planning to the success/survival of destinations and their visitor economy.
2. *Master Planning in tourism development* - Rationale for tourism development in destinations; institutional arrangements for planning and developing tourism; evaluating national tourism master plans.
3. *Stakeholders in the tourism planning and development process* - Identifying key stakeholder values and interests; the influence of stakeholders on destination planning and development.
4. *Developing the product portfolio of a destination* - Feasibility studies - demand and supply analysis; attraction and resource audits; creating the right attraction-mix; identifying and prioritising tourism product opportunities.
5. *Measuring the success of destinations* - Destination flows; measuring the performance of existing products; impact assessments; product life cycles; value of a balanced product portfolio within destinations.
6. *Sustaining the success of destinations through destination planning* - Improving the quality of tourism products to maximise visitor satisfaction; visitor management strategies; challenges facing destination managers in sustaining their success; emergent trends and models in tourism destination planning.

Learning Outcomes
i. Identify and explain the key concepts and processes involved in destination planning, policy-making and development.
ii. Examine the influence of the key actors and stakeholders in devising tourism plans and policies for successful destinations.
iii. Explore the feasibility of developing and enhancing the product portfolio of destinations.
iv. Examine the key indicators for measuring the success of tourism destinations.

Summary of Method Assessment
· Practical Exam: Student-led seminars - students will be assessed in two seminars (25% each) (total 50%)
· Coursework: Application of a Destination Planning & Development toolkit [templates] to a case study (based on an overseas visit) (maximum word count 2000 words) (50%)

Digital Marketing Planning (1755)   **LEVEL 5**   **10 ECTS**

Module Description
This module aims to explore digital marketing planning from the perspective of a digital marketing manager. Knowledge and skills will be developed in order to allow for the effective use and control of the digital marketing planning function.

Students will arrive at a clearer understanding of the steps taken in the process of developing digital marketing plans, they will investigate the range of digital marketing tools available and understand the role of these components in the broader contexts of the internal and external environments.

Syllabus and Content
1. Introduction to Digital Marketing - including Integrated Marketing Communications, Paid, Owned and Earned Media, RACE model.
2. Situation Analysis - exploring the tools to analysis internal and external factors: SWOT, PESTLE, Competitor Analysis and Digital Audits.
3. E-CRM, Segmentation and Database Management - personalization, the role of technology in success CRM management, segmentation models, database management, data mining, customer loyalty.
4. Digital Customer Personas and Value Propositions - understand the archetype of a market segment, which segments are most likely to convert and how to reach and engage with them. Discover how your product or service solves a customer's problems, the benefits.
5. Campaign Messages - offer and message development.
6. Digital Marketing Communications Mix - digital media selection: viral marketing, website, influencers, social media, mobile, VR, AI, SEO, customer service and online PR, PPC, affiliate marketing, content marketing, email marketing, offline media integration, sales promotions.
7. Introduction to Evaluation - discover contemporary digital tools used to evaluate the effectiveness of your campaign plan.
8. The Digital Brief - understand the purpose of an agency digital brief and develop the skills required to formulate an effective document.

Learning Outcomes
i.   Explore the evolving digital marketing landscape.
ii.   Design and develop an effective digital marketing campaign and agency brief.
iii.   Apply contemporary digital tools and techniques to measure the effectiveness of a campaign.

Summary of Method Assessment
·   Coursework: Develop a digital marketing plan and agency brief for a campaign 3,000-words (100%)

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

Demonstrate an understanding of the dynamic nature of the Business event sector.

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

Summary of Method Assessment

·   Project with individual evaluation (60%) plus
·   Group debate (40%)

Employability Enhancement (1555)   **LEVEL 5**   **10 ECTS**

Module Description

This module has been designed to identify and develop the knowledge, skills and behaviours relevant to maximising employability within the service industries. A wide range of contemporary factors will be examined that allow students the opportunity to reflect on their own personal effectiveness and subsequently produce a development plan in order to address identified knowledge, skills and behaviour requirements. Students will also be required to demonstrate evidence of self-development designed to maximise their own employability. This evidence may come in various forms but will be further facilitated by close liaison with Hired@UCB.

Syllabus and Content

Understanding and appreciating employer perspectives related to key aspects of employability within the service industries sectors:

i.   Knowledge, skills and behaviours
ii.   Using skills and competence frameworks to assess current levels of employability
iii.   Assessing and diagnosing own development needs to maximise employability
iv.   Setting personal and professional development objectives
v.   Creating professional development plans
vi.   Recognising, categorizing and recording development
vii.   Evaluating the effectiveness of professional/personal learning.
viii. Maximising opportunities for development.

Learning Outcomes

i.   Reflect on personal effectiveness in relation to identified employability attributes.
ii.   Produce a development plan designed to address identified knowledge, skills and behaviour requirements.
iii.   Demonstrate the knowledge, skills and behavioural attributes relevant to maximising employability within the service industries sectors.

Summary of Method Assessment

·   Individual Portfolio (100%)

Employability in Practice (1761)   **LEVEL 5**   **10 ECTS**

Module Description
Building on the Level 4 module Planning for Professional Development, this module will encourage you to identify and apply for opportunities and careers that are available to you and assist you to take responsibility of your own transferrable skills. You will identify opportunities for development via a training needs analysis and build upon the personal development plan formed at level 4 to support you with your Career Development Planning. This may extend to include recognising the potential to develop these skills through work experience, placement and study overseas and indeed applying for such opportunities.

Syllabus and Content
Preparation for this module will commence in the semester prior to attending the lectures. You will need to evidence your attendance at preparatory lectures and actions you have taken to secure a placement. This needs to be in a timely and effective way to demonstrate taking ownership of your personal development.

You will then evaluate how your current programme of study is supporting you with the development of key employment skills. Through personal reflection, you will identify graduate attributes and transferrable skills that are being developed through your studies and present work experience and also identify opportunities for wider personal development, which could include exploring placement, overseas study, or voluntary work experience.

During the programme, you will gain an appreciation of the graduate recruitment process and will deploy personal strategies for improving personal effectiveness in selection processes, including interview skills, psychometric testing and assessment centre performance and working with others.

Your progression will be evidenced in a portfolio and through a reflection on your current skills and attributes compared to the requirements of your chosen higher level job or industry.

Learning Outcomes
i.   Demonstrate and provide evidence of effective preparation for the compulsory work experience element.
ii.   Evaluate the personal & professional skills required and your readiness to secure a higher level position in industry.
iii.   Develop a portfolio of evidence to demonstrate improved personal effectiveness.
iv.   Demonstrate the knowledge, self-awareness, skills and behavioural attributes relevant to maximising employability and lifetime learning.

Summary of Method Assessment
·   Personal Development Portfolio (100%)

Enterprise Start up Studies (654)   **LEVEL 5**   **10 ECTS**

Module Description

This module provides an insight into the key issues a new business needs to consider before starting up the enterprise. Emphasis is placed on students undertaking research into such areas as market trends, target audience, location analysis and resource requirements, in order to justify the customer demand and feasibility of their product/service.

This module also provides an insight into the marketing communication tools a new business employs in order to showcase their product/service to their target audience/s.

Syllabus and Content
1. *Market Research*
   Recognise the need for market research into market trends, customer demand, consumer demographics and location attributes, prior to starting up a new enterprise.
2. *Resource Audit*
   Examine the tangible and intangible resources required to start up a new enterprise. Identify types of resources including physical, financial, human and legislative issues which impact on the venture.
3. *Marketing Communication Methods*
   Identify a range of marketing methods utilised by small businesses. Assess how effectively these marketing methods communicate with the target audience/s.
4. *Marketing Activities*
   Consider a range of metrics relating to the design, scheduling, costs, implementation and impact measurements of the marketing communication methods.

Learning Outcomes
i.   To examine the feasibility of developing a new enterprise.
ii.   To evaluate the marketing communication methods used to launch a new enterprise.

Summary of Method Assessment
·   Coursework 1: An individual digital infographic (50%)
·   Coursework 2: An individual digital story (50%)

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Events Experience and Digital Design (1794)   **LEVEL 4**   **10 ECTS**

Module Description
This module develops students' knowledge of event design and the processes of staging an event. Students will be expected to design an event concept website of their own. Students are encouraged to develop creativity in communicating effectively to different target groups. Students will analyse the staging elements of their event and apply appropriate planning models. The event concept will demonstrate event theming and programming, venue management, production, entertainment and elements of event finance.

Syllabus and Content
1. *Creativity and Event Design*
   To include the content, theme and programming elements of event design. Understand the different methods that can be used to deliver an original event concept. Appreciation of the role of entertainment and catering in enhancing the event theme.
2. *Venue Management*
   Environmental planning to ensure that there is an appropriate fit with the event design and venue. Understand the importance of effective risk management assessments to ensure compliance with safety and equipment design standards.
3. *Staging and Production Elements*
   The understanding of all elements of staging including the stage, seating, rigging, lighting, audio, video and projection and speaker support. To effectively describe the main tasks involved in the production of the event concept. To be aware of the main considerations for identifying limitations of event production at a venue.
4. *Basic Web Creation and Creative Communication*
   To exam an array of communication and promotional approaches towards the effective engagement of different target groups. Graphic Design Fundamentals (semiotics, design elements, use of colour), web imagery and architecture (wire frames, site maps, UX design).
5. *Events Finance*
   To demonstrate an understanding of the financial considerations which can impact on the success or failure of an event.

Learning Outcomes
i.   Analyse the process of event design and the staging elements required for event planning.
ii. To develop creativity in communicating effectively to different target groups through effective web design and digital communication.
iii. Demonstrate understanding of event theming and programming, venue management, production, entertainment, and elements of events finance.

Summary of Method Assessment
·   Coursework 1: Individual assessment - design of an event website (60%)
·   Coursework 2: Individual electronic Presentation of Web design (40%)

Events Planning (Option) (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*
   Analysis of the different definitions of events. An evaluation of the political, social, economic, and cultural aspects of events.
2. *Planning and management of events*
   An overview of the planning, marketing and management of events, to include staffing and risk management issues.
3. *Impact of events*
   Identification and analysis of the community and economic impacts of events. The importance of events in city regeneration
4. *Finance and promotion of events*
   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
· An individual 3000-word report (100%)

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Finance and Economics of Sport (2010)   **LEVEL 4**   **15 ECTS**

Module Description
You will study economic theory and financial reporting with a focus on real sporting situations and live case studies. You will study the practicalities of financial budgets and economic environments and how they can impact on sport using real world situations e.g. Nike, the Premier League and the Commonwealth Games.

Syllabus and Content
1. *Economic element*
   Introduction to the economic environment and business sectors (private, public and voluntary) including an overview of market structures (perfect competition, monopoly, oligopoly and monopolistic competition), different types of economic systems and the impact this has on the sporting sector.
   Economic theory and concepts - specific focus on the law of supply and demand, how changes to the market can influence demand and supply, equilibrium, price mechanism and price elasticity.
2. *Financial element*
   Understanding and applying the basic principles of financial accounting in a sporting context. Income statements (profit and loss accounts), statement of financial position (balance sheet) and cash flow statements will be analysed and prepared from trial balance. Identifying assets, liabilities to determine profit and loss and budgetary/forecasting processes will be applied using live sporting case study examples.
   Key financial information will be used to explain how this informs management decision-making processes and break-even analyse will be identified using both the formula and graph analysis approach.
3. *Live Case Study Approach*
   European professional football analysis (Deloitte financial review) will be used to discuss commercial structure and provide an overview of profit and loss, revenue streams, salaries, transfers, assets, liabilities and ownership.

Learning Outcomes
i.   Understand the fundamental economic and financial principles and how they relate to the sporting sector.

ii. Understand, interpret and prepare financial statements for a sporting organisation.

iii. Analyse market structures and identify how economic factors (such as supply and demand) influence the sporting industry.

iv. Understand the purpose of forecasting and budgetary principles in achieving business objectives.

Summary of Method Assessment
·   Coursework: An individual 2000 word (max.) pebble-pad portfolio based on economic principles and market structures(50%)

·   Exam: A multiple-choice exam covering the preparation of financial statements, the purpose of forecasting and interpretation of budgets and breakeven analysis (50%)

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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 utilised to inform the management decision-making process.

Syllabus and Content
11. *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.
12. *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.
13. *Sources of Finance and 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. The regulatory framework in which SMEs operate is examined.
14. *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
i.   Prepare forecast profit statements and detailed cash budgets for a business start-up.
ii.   Assess a range of pricing models determining the most appropriate for SMEs.
iii. Evaluate sources of finance for new and developing businesses.
iv.   Analyse and interpret the financial performance of a business

Summary of Method Assessment
Production of an individual 1500-word financial report (40%)
A 2 hour closed book exam (60%)

Food, Beverage and Hospitality Operations (638)   **LEVEL 4**   **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*
2. 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.
3. *Resource requirements within the hospitality industry*
4. 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.
5. *Quality control within the hospitality industry*
6. 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
· A 2-hour examination covering industry scope, resources and control mechanisms (100%)

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Gastronomy (Option) (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
·   An individual 2000-word essay (70%)
·   Practical Exam: An individual 15-minute verbal presentation (30%)

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

·   Coursework 1: Essay evaluating the strengths and weaknesses associated with living a healthy lifestyle. (1500 words) (50%)

·   Coursework 2: An individual 10 minute filmed presentation (50%)

Hospitality & 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
· Exam 1: A 90-minute multiple choice and open question exam (50%)
· Exam 2: A 90-minute multiple choice exam (50%)

Hospitality Investigations (1862)   **LEVEL 5**   **10 ECTS**

Module Description
This level 5 module introduces students to the design, planning and management of social science research for addressing contemporary issues and investigating contemporary themes within their industry. The module will focus specifically on understanding the nature of research and the research process, building an effective basis for research and evaluating appropriate methods for ethical data collection.

When considering their own proposal, students will be required to formulate an aim in relation to a contemporary issue or theme within their industry, formulate a set of appropriate objectives, provide a supporting rationale for the study and select appropriate data collection methods. Further to this, students will be introduced to qualitative and quantitative data analysis.

The module crucially prepares students for future research projects and provides an opportunity for them to investigate an interesting and contemporary area of their industry.

Syllabus and Content
1. *Introduction to hospitality investigations*
   - Research process overview
   - Primary, secondary, qualitative and quantitative approaches
   - The nature of practical and social science research
   - The benefits of research and the need for effective planning
   - Topic selection and information sourcing
   - Key research terminology
2. *Formulating a basis for effective research*
   - Research aim/objectives
   - Developing an effective rationale and justifying research
   - Theoretical framework development
   - Literature reviewing and critical selection/evaluation of secondary sources
   - Literature matrix development
3. *Research methods and ethics*
   - Methodology design and approaches to research
   - Data collection tools, design and procedure
   - Individual tool design and evaluation
   - Sampling approaches and techniques
   - Data analysis methods and techniques
   - Triangulation
   - Ethical considerations
4. *Data analysis*
   - Qualitative and quantitative data analysis (manual and using software)
   - Data presentation
5. *Developing an effective research proposal*
   - Formulation and presentation of a research proposal
   - Critical reflection and considerations for future research
6. *Planning and preparing for future projects*
   - Post-analysis discussion/writing up findings
   - Drawing conclusions and making recommendations

Learning Outcomes

i.   Formulate an appropriate research aim and set of objectives, in relation to a contemporary topic/issue to be researched.

ii. Demonstrate the ability to develop a theoretical framework and literature review, in relation to the chosen topic area.

iii. Demonstrate an ability to plan and design a proposed research methodology; evaluating, selecting and designing appropriate, individual data collection tools.

iv. Present a summary and critical evaluation of a proposal, considering future research.

Summary of Method Assessment

·   Coursework: Submission of a detailed research proposal (maximum 2500 words), proposing a research project to be carried out in relation to a contemporary topic or issue within the industry (100%)

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
· Individual Essay (2500 words) (50%)
· Practical Exam - Group Presentation (50%)

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
i. Understand the dynamics and challenges of managing operations within a variety of business sectors

Summary of Method Assessment
· Exam: An individual 90-minute multiple-choice exam (100%)

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Investigative Journalism (2012)   **LEVEL 5**   **15 ECTS**

Module Description
You will be provided the skills and knowledge required in areas of sport investigation through research, from collating data to statistical analyses to dig deeper and draw attention to matters that may otherwise be unobserved. The Investigative Journalism module is a journey of research exploration in the field of sport.

Syllabus and Content
1. Every aspiring researcher who wants to obtain certain information must learn the skills and ways you source information, research and develop that investigative study. It is a process that goes through rigorous steps of planning and reporting and has to work to accepted standards of accuracy and evidence.
2. How to select a topic of choice? The choice of research is all important. Is the topic worth the investigation? It is original and proactive? Is it of interest?
3. Understand the different types and layers of documentation to investigate and know how far to follow the trail of investigation. It's learning about digging deep into the topic. Is your trail of investigation multi-sourced? Can it be cross-checked against other sources?
4. Learn the skills of investigative journalism in the field. Support and improve your investigation through field research - interviews, questionnaires and other data collection methods. Learn to develop hypotheses about the investigation, decide on relevant questions and prepare to go out and ask them.
5. What have you learnt? Can you analyse the data gathered? Can you connect the field research with previously obtained information? Are they relatable? Is the information new or the understanding of its importance new?
6. Did you maintain an ethical code of practice and conduct?

Learning Outcomes
i. Understand the design principles of a research investigation
ii. Critically appraise the pertinent literature
iii. Report and appraise the methical process of fact-finding
iv. Analyse and present the obtained data

Summary of Method Assessment
· Coursework: An individual 2000-word sport-related investigative report (50%)
· Practical Exam: An individual presentation of the field-work research (50%)

Leadership and Planning for Events (1795)   **LEVEL 4**   **10 ECTS**

Module Description
This level 4 module provides a sound understanding of the management, leadership planning, implementation and evaluation of festivals and special events. The module structure is based upon well-established models of events planning. The module will draw upon the health and safety implications encountered throughout the planning process. The models and tools for events planning will be developed further at intermediate level with students organising a live event.

Syllabus and Content
1. *The Planning Function within Events*
   The definition of an event. An overview of the concept of planning as it applies to the conduct of events.
   The strategic events planning model.
2. *Developing Plans within the Strategic Context*
   Consideration of stakeholder interests. Purpose, vision and mission statements. Goals and objectives of an event - SMART criteria. Event screening.
3. *Situational analysis*
   The Event SWOT Analysis (Links to EBE module)
4. *Health & Safety implications for Event Planners*
   Health and safety at each stage of the planning process. Screening, risk assessments and the responsibility of the event planner.
5. *Operational event planning*
   An introduction to project management practices and techniques. Single use and standing plans.
6. *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.
7. *Working with others and group formation*
   The importance of understanding human behaviour especially personality, perception, attitudes and values when recruiting staff, managing the events workforce. The formation of groups and the role and development of groups within organisations.
8. *Evaluation and events and feedback*
   The role of evaluation in the planning process. Evaluation timing. Reporting to stakeholders.

Learning Outcomes
i.   Assess the significance of the planning process in achieving desired event outcomes.
ii.   Evaluate a wide range of planning considerations which may impact the effective and efficient outcome of an event.
iii. Describe project management techniques and organisational structures evident in the events area.
iv.   Develop an understanding of Legislation and Risk Assessment for the successful production of a live event

Summary of Method Assessment
· Coursework: A 2500-word comprehensive event toolkit assessment (100%)

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 leaders in responding to the challenges of a changing business landscape.
ii. Evaluate the role of different leadership approaches 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: An assessed seminar debate (50%)
· Coursework: An individual Consultancy Proposal based around a case study (50%)

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Leading People in Tourism (1357)   **LEVEL 5**   **10 ECTS**

Module Description
The module will introduce the key concepts, processes and theoretical principles which underpin the management of people at work within the tourism industry. The module will explore the role of leadership and frontline managers/team leaders and examine how the effective management of employees and diverse teams (cross-cultural, gender, multi-generational) can enhance individual and organisational performance. Students will also be introduced to the ethical issues surrounding the management of people in contemporary travel and tourism organisations.

Syllabus and Content
The module aims to introduce students to the key concepts, processes and theories that underpin the management of employees in travel and tourism organisations, large and small, in the private and social enterprise sector. The module also aims to provide students with an understanding of the role of leadership and frontline managers/team leaders in the management of employees and how effective people management of diverse teams (cross-cultural, gender and multi-generational) can add value and enhance organisational performance. The aim is also to examine the ethical issues surrounding the management of employees in contemporary travel and tourism organisations.

- The role of Leadership and the frontline managers/team leaders in contemporary travel and tourism organisations.
- The role of the Manager and the devolution of HR responsibility.
- Introduction to ethical perspectives and ethical issues surrounding the management of people.
- Managing diversity and equality (women, BAME, LGBTQ, Disabled).
- Recruitment and Selection within the Travel and Tourism Industry.
- Travel and Tourism Sector Training and Development.
- Motivation, employee engagement and the psychological contract.
- Reward management within the Travel and Tourism industry.
- Managing performance and performance management, team development/working.

Learning Outcomes
i.   Explain the differences between leadership and management of diverse teams
ii.   Examine the challenges facing organisations in managing teams within a dynamic tourism environment
iii. Evaluate the various strategies employed by organisations in leading diverse teams
iv.   Propose models of best practice in leading diverse teams

Summary of Method Assessment
- Coursework 1: An individual 2,000-word travel and tourism case study analysis report (50%)
- Coursework 2: An individual 15-minute digital presentation reviewing contemporary themes in leading diverse teams (50%)

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

i. *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.

ii. *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.

iii. *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.

iv. *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.

v. *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 4000-word Planning Report (60%)
· Practical Exam: Implementation of a live event (40%)

Management Accounting (1895)   **LEVEL 4**   **10 ECTS**

Module Description
This module aims to develop knowledge and understanding of the role of management accounting and its application in business. Accountants provide relevant financial information to managers and external stakeholders in the context of planning and controlling an organisation. This module introduces the principles and techniques to provide appropriate financial information for managers to enable them to make informed decisions on a regular basis. It provides students with the understanding of key concepts in management accounting including costing, cost-volume-profit analysis, break-even analysis, budgetary planning control, standard costing and decision making techniques.

Syllabus and Content
a. The nature, source and purpose of management accounting: Introduction and purpose of management accounting. Difference between management and financial accounting.
b. Cost classification, accounting for material, labour and overheads.
c. Activity based costing, calculation of full cost per unit, advantages, limitations and comparisons with traditional methods. Job costing, batch costing, process costing and target costing.
d. Cost volume profit analysis, breakeven point and breakeven charts, target profit, margin of safety.
e. Purpose of budgeting, preparation, fixed budget, flexed budget and the effects of budgets.
f. Purpose and method of investment appraisal techniques, net present value, payback and accounting rate of return. Advantages and limitations of investment appraisal techniques.
g. Performance measurement, pros and cons of each method of performance measurement and financial and non-financial measurements.

Learning Outcomes
i.   Discuss the nature, purpose and scope of cost and management accounting
ii.   Identify and apply cost and management accounting techniques
iii. Prepare a range of budgets using appropriate techniques within a business context
iv.   Calculate and interpret variances and reconcile budgeted profit with actual profit. Apply and monitor company performance.

Summary of Method Assessment
·   Exam: 2-hour individual exam (100%)

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Management and Organisations (1901)   **LEVEL 5**   **10 ECTS**

Module Description
This module is designed to introduce key theoretical aspects relating to managing people in the workplace. The module will enable learners to understand individual behaviours, how they relate to engagement and ultimately to individual and team performance.

Syllabus and Content
This module is designed to introduce key theoretical aspects relating to managing people in the workplace. The module will enable learners to understand individual behaviours, how they relate to engagement and ultimately to individual and team performance. The module aims to focus on a range of employee behaviours and attitudes to equip learners with a deeper understanding of the role of effective people management in improving organisational performance.

1. *Organisation Context*
    a. Analysing the relevant contemporary issues impacting/influencing the effective management of people. For example, flexible working, the four generation workforce and the Gig economy.
    b. The impact of the changing nature of work and demands on individuals and teams.
2. *Leadership*
    a. Styles and approaches to leading people: concepts such as transformational, authentic and contingency theories.
    b. Teams: composition/mix; formal and informal, group dynamics.
    c. Culture, power relationships and their impact on overall organisation performance.
    d. Group influences on individual behaviour and perceptions.
    e. Team building and the management of contemporary team structures.
3. *Employee engagement*
    a. Individuals in the organisation: motivation, managers, leaders, perception and organisational communication.
    b. Analysing concepts to encourage empowerment, commitment and high performance.
    c. Managing diversity in the workforce.
    d. Evaluating approaches to develop innovation and enterprise in order to retain talent and improve organisational performance.
4. *Groups and teams in the organisation*
    a. Developing and leading effective individuals and teams.
    b. Group development and dynamics.
    c. Group structure and processes in terms of roles, leadership and communication.
5. *Managing Performance*
    1. An introduction to coaching and mentoring.
    2. The role effective feedback and self-reflection in personal development.
    3. Legal issues surrounding managing stress and conflict in the workplace.

Learning Outcomes

i. Demonstrate the role of leaders in responding to the challenges of a changing business landscape.
ii. Evaluate the role and impact of different approaches in the development and retention of talent
iii. Analyse the different approaches for engaging employees, encouraging initiative and enterprise at work
iv. To be able to assess the manager's role in improving individual and team performance.

Summary of Method Assessment

·   Practical Exam: A 50 minute assessed seminar debate with individual grades (50%)
·   Coursework: An individual 2000-word case study report (50%)

Managing & Leading People (2011)　　　　　**LEVEL 5**　　　　　**15 ECTS**

Module Description
This module is designed to introduce key theoretical aspects relating to managing people in the workplace. The module will enable learners to understand individual behaviours, how they relate to engagement and ultimately to individual and team performance

Syllabus and Content
This module is designed to introduce key theoretical aspects relating to managing people in the workplace. The module will enable learners to understand individual behaviours, how they relate to engagement and ultimately to individual and team performance. The module aims to focus on a range of employee behaviours and attitudes to equip learners with a deeper understanding of the role of effective people management in improving organisational performance.

1. *Organisation Context*
    a. Analysing the relevant contemporary issues impacting/influencing the effective management of people. For example, flexible working, the four generation workforce and the Gig economy.
    b. The impact of the changing nature of work and demands on individuals and teams.
2. *Leadership*
    a. Styles and approaches to leading people: concepts such as transformational, authentic and contingency theories.
    b. Teams: composition/mix; formal and informal, group dynamics.
    c. Culture, power relationships and their impact on overall organisation performance.
    d. Group influences on individual behaviour and perceptions.
    e. Team building and the management of contemporary team structures.
3. *Employee engagement*
    a. Individuals in the organisation: motivation, managers, leaders, perception and organisational communication.
    b. Analysing concepts to encourage empowerment, commitment and high performance.
    c. Managing diversity in the workforce.
    d. Evaluating approaches to develop innovation and enterprise in order to retain talent and improve organisational performance.
    e. Groups and teams in the organisation
    f. Developing and leading effective individuals and teams.
    g. Group development and dynamics.
    h. Group structure and processes in terms of roles, leadership and communication.
    i. Managing Performance
    j. An introduction to coaching and mentoring.
    k. The role effective feedback and self-reflection in personal development.
    l. Legal issues surrounding managing stress and conflict in the workplace.

Learning Outcomes

i.   Demonstrate the role of leaders in responding to the challenges of a changing business landscape.
ii. Evaluate the role and impact of different approaches in the development and retention of talent
iii. Analyse the different approaches for engaging employees, encouraging initiative and enterprise at work
iv. To be able to assess the manager's role in improving individual and team performance.

Summary of Method Assessment

·   Practical Exam: A 50 minute assessed seminar debate with individual grades (50%)
·   Coursework: An individual 2000-word case study report (50%)

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).

Learning Outcomes
i.   Understand the role of marketing within business organisations
ii. Assess the principles of consumer behaviour and buyer decision making
iii. Examine how research and the strategies of segmentation, targeting and positioning are used to establish customer value
iv. To explore the challenges of managing marketing tactics and apply these to a given case study

Summary of Method Assessment
·   Coursework: An individual 15-minute digital video presentation, followed by a short digital Q&A conducted via the VLE (100%)

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
·   Exam - A one hour written examination (40%)
·   Practical 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%)

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People and 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.

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
· Exam – 100%

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Planning for Professional Development (1499)   **LEVEL 4**   **5 ECTS**

Module Description

This module will encourage students to consider the range of career paths available to them within the business and marketing sectors. Students will audit their current skills and attributes whilst mapping out the skills and attributes they will acquire during their programme of study. Students will also consider the skills and attributes that are required within their possible career paths. Students will develop a Personal / Professional Development plan and use reflective practice as a tool to facilitate this.

Syllabus and Content

1. Investigation of the range of career opportunities within the Business and Marketing sectors.
2. Introduction to Business and Marketing industry professional bodies and employers
3. Develop awareness of key business networks
4. Overview of the programme and opportunities provided to develop employability skills
5. Develop and demonstrate a range of academic skills
6. Creation and maintenance of personal development plan

Learning Outcomes

i.   Investigate and understand career opportunities in the business and marketing sectors.
ii. Produce and implement an effective Personal/Professional Development Plan which demonstrates ongoing development and actions to enhance industry knowledge and business-ready skills.

Summary of Method Assessment

·   Coursework: Personal Development Portfolio (100%)

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.   Devise a promotional and communication strategy.
ii. Assess and develop promotional communications.

Summary of Method Assessment
·   Coursework - A group creative campaign with individual critical analysis. Production of creative material for the campaign with an individual written analysis of 1000 words. (100%)

Principles of Finance (1451)   **LEVEL 4**   **5 ECTS**

Module Description
This module aims to develop students' understanding and awareness of fundamental principles of finance including, final accounts for simple entities, depreciation, cash budgets and break-even analysis. It places emphasis on how managers can use financial information to greatly enhance the decision making process.

Syllabus and Content
1. *Introduction to finance*
   The relationship between financial, cost and management accounting. The basis of cost classification and cost behaviour (fixed, variable and semi-fixed costs), break even analysis and margin of safety.
2. *Income Statements and Statements of Financial Position*
   The accounting equation and its relationship with the financial statements. Preparation of final accounts from the trial balance for simple entities. Capital and revenue expenditures distinguished. Straight line method of depreciation.
3. *Accounting Concepts*
   User groups of financial information.
4. Introduction to Budgeting
   The budgeting process. Importance, purpose and links to cost control. Preparation of cash budgets.

Learning Outcomes
i.   Undertake financial decisions based on financial information available
ii. Investigate cost concepts and their application to the decision-making process

Summary of Method Assessment
·   Exam: Multiple choice questions (100%)

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: Group Presentation, individual grades will apply (50%)
·   Coursework: An individual 1000-word case study

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 Applications in Research for Enterprise*
   Emerging applications in enterprise research which support enterprise growth, development and innovation.

Learning Outcomes
i.   Examine the nature of enterprise research.
ii. Assess the value of secondary information in designing an appropriate research plan.
iii. Apply the key stages of the research process to a live case study.
iv. Examine the main aspects of data analysis.

Summary of Method Assessment
· Practical Exam: Industry based live project - Group presentation to the client. (Each student is required to upload their written findings as contributed to the presentation and individual marks will be awarded) (60%)
· Exam: A one-hour multiple-choice exam (40%)

Research Principles (1539)   **LEVEL 5**   **10 ETS**

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*
6. 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)

Social Media in Festivals and Events (1803)　　　　**LEVEL5**　　　　**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: 50%
·　Coursework 2: 50% (maximum 2000 words)

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 1: Assessment of the use of segmentation in a social media campaign (toolkit) (50%)
· Coursework 2: Development of tactical plan for a new social media campaign for a tourism business. Maximum word count 2000 words. (50%)

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
i.   Health, safety and hygiene in the clinical environment
ii.   Appropriate and effective subjective assessment
iii. Massage medium, patient preparation and managing the clinical environment
iv.   The mechanical, physiological and psychological effects of sports massage
v.   Indications and contraindications and Red Flags for soft tissue therapy including skin conditions
vi.   Pre, inter and post event massage application
vii. Sports massage techniques to include effleurage, petrissage, tapotement, deep stroking, frictions, compressions and vibrations
viii. Soft tissue techniques to include Soft Tissue Release, Muscle Energy Technique and Myofascial Release
ix.   Observations and postural assessment
x.   Devising a sport massage treatment plan
xi.   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: 1 hour written multiple choice exam (40%)
·   Practical Exam: 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 and historical context. Specifically, the module aims to demonstrate an analytical understanding of the role sport plays in contemporary society by way of applying sociological approaches and theories to modern day issues. Students are encouraged to critically think and debate the role sport plays in society and to look at the impact this has had on the development and structure of sport particularly in the UK.

Syllabus and Content
1. *The history of sport in Britain*
   The historical development of sport from its Greek and Roman origins, concepts of amateurism and professionalism, amateurism as an ideology from Victorian hegemony. Assessing the impact of the industrial revolution on popular sports. 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. Gender and sport, why has women's participation in sport been so slow to develop. How is sport organised in the UK, is this model sustainable for future generations.
2. *Socio-cultural analysis of sport*
   Discussion and appreciation of a number of sociological perspectives and their application to understanding sporting issues - functionalist, conflict, critical, feminist, interactionist and figurational theories are all looked at in relation to studying and developing sport. Key contemporary issues in relation to gender, ethnicity, drugs and performance enhancements nationalism, religion, social class, equity, deviance and violence and how these may affect the growth and development of sport in the UK.
3. *Sporting futures*
   The role of commercialisation, media, government, globalisation, sustainability and the roles these may play in our understanding of sport and how it may impact on society as a whole. What is the future for sport in Britain? How important is football to British sporting legacy - is it sustainable in its current format and will it prove to be a mass participation sport for future generations?

Learning Outcomes
i. Recognise the historical development of sport, particularly in the UK.
ii. Demonstrate a socio-cultural understanding of sport.
iii. Develop an understanding of the importance of sport in post-industrial/modern society (both groups and individuals).
iv. Understand the organisation of sport in post-industrial/modern Britain.

Summary of Method Assessment
· Coursework 1: An individual 2000-word essay (50%)
· Coursework 2: A weekly subject centred 2000-word portfolio (50%)

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 1500-word report case study (50%)

Stadium and 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*
2. 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.
3. *Legislative Frameworks*
4. 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.
5. *Performance monitoring and administrative systems*
6. 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%)

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 21stCcentury. 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. 2000 words Report (50%)
· Practical Exam: Poster/Digital Storyboard exhibition (50%)

The External Business Environment (1754)   **LEVEL 4**   **10 ECTS**

Module Description
In a fast-paced and constantly changing world, it is more important than ever to have a sound appreciation of the context in which business organisations exist and operate. This module is an introduction to the wide range of macro-environmental factors that affect business operations and decisions in today's increasingly globalised world. Learners will be able to gain an understanding of the diverse range of external influences and have an appreciation of the opportunities and challenges these present for business operating in international markets.

Syllabus and Content
This module is designed to provide learners with a foundation to better understand and evaluate the external business environment and the challenges this presents to businesses operating within international markets. The module which will provide learners with an understanding of the diverse range of external influences, e.g. political, economic, socio-cultural and technological factors which managers face in the business environment.

Students will be introduced to theories and frameworks which will enable them to build an understanding of the diverse range of external influences affecting businesses operating in international markets. Students will be able to develop an understanding of the key drivers of globalisation and have an appreciation of the contemporary issues surrounding international business activities. The module will also introduce students to the roles of the main global agents of international business.

Learning Outcomes
1. Demonstrate an understanding of the key political, economic, socio-cultural and technological factors that characterise the globalised business environment
2. Demonstrate an understanding of market entry strategies for firms entering a foreign market
3. Demonstrate an understanding of the roles of the global agents and organisations

Summary of Method Assessment
·   Exam: A 2-hour closed book exam (100%)

The Hospitality and 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
·   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
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: 50%
·   Practical Exam: 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
·   Coursework 1: Students are required to produce an e-brochure (50%)
·   Coursework 2: A 2000-word literature review (50%)

Tourism Marketing Management (1363)   **LEVEL 5**   **15 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.   Examine and justify the choice of target market for a digital marketing campaign
ii.   Propose creative marketing strategies to address contemporary tourism issues
iii.   Analyse the management of the marketing mix
iv.   Recognise and apply the principles of the marketing planning process, including marketing budgets, to a range of contexts

Summary of Method Assessment

·   Coursework 1: An individual 1,500-word Marketing Campaign Execution Plan, justifying the campaign to be executed in the digital presentation. All key elements of the marketing planning process to be included, using a given template. (50%)

·   Coursework 2: An individual 15-minute digital presentation to develop a digital marketing campaign for a tourism organisation (50%)

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Tourism Operations Management (134)   **LEVEL 5**   **15 ECTS**

Module Description
The second year module serves as a framework for studying operational issues involved in the management of tourism facilities. It follows logically from the Level 4 work in that it builds upon the awareness of the environment within which tourism operates, by considering the day-to-day operation of a tourism attraction/amenity. Theoretical aspects of operations management are combined with practical applications in the tourism field to provide a sound grounding. The module aims to foster an appreciation as to the impact of operational policy on the business and associated stakeholders. Emphasis is placed on discussing operational business practice and its consequential effect on customers, employees and other stakeholder groups.

Syllabus and Content
1. Operations and the tourism industry
2. Overview of the tourism operations landscape; National and international market structure; Common operational issues (contractual); Information systems
3. Key performance objectives
4. The nature of services; Distinctive characteristics of service operations; e-commerce; Challenges facing the operations manager; Performance objectives
5. Location Strategies
6. Location considerations of tourism operations; Logistical considerations; Socio-cultural considerations; Location evaluation techniques
7. Aesthetical design for operations
8. Stages in the design process- value analysis, application to tourism products; Facility and design layout; Signposting (anchor point theory); Colour; Innovative Design
9. Service Quality
10. Defining service quality; Gaps in service quality; Implementing effective customer service and service quality strategies
11. Revenue management and pricing strategies
12. Sources of revenue; Challenges facing the operations manager; Revenue generation tactics; Types of pricing strategies; Yield Management
13. Capacity: Supply and Demand Management
14. Strategies for managing demand and matching supply; Capacity management for airlines and hotels; Yield Management
15. Capacity and Crowd Management
16. The queuing phenomenon; Queuing models and strategies examined; Crowd Psychology; The health, safety and security responsibilities of the operations manager; Social accountability and ethical issues in business practice
17. Health and Safety
18. Legislation and guidelines; The ethical tourism operation; Considering the disabled tourist; Heritage Protection and the DDA (1995)

Learning Outcomes

i. Demonstrate an awareness of operational issues encountered in the planning process of a tour programme.

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 to understand the importance of location in the overall success of the tourism enterprise

iv. Apply aspects of finance to the management of a tourism operation.

Summary of Method Assessment

· Practical Exam: A 30 minute individual simulated operations exercise (50%)

· CW - An individual 2500-word report based on a case study (50%)

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Training & Development Skills for Managers (885)   **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
1. Learning, training and development (L, T & D) in a business context; improving performance, needs of the business.
2. The training cycle.
3. Theories of learning; principles of adult learning; barriers to learning.
4. Types of training and development activities.
5. Identifying learning needs.
6. Planning and designing L, T and D activities.
7. Delivering L, T and D activities: strategies and techniques applied to different training situations, e.g. group and individual training.
8. 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
·   Practical Exam: Plan design and deliver a training activity of no more than 10 minutes duration (60%)
·   Coursework: Analysis and evaluation of the training plan, design and delivery techniques used within the training activity (1500 words) (40%)