

# GLASGOW CALEDONIAN UNIVERSITY

## Programme Specification Pro-forma (PSP)



### 1. GENERAL INFORMATION

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| 1. Programme Title:                    | Master of Science in International Tourism and Events Management  |
| 2. Final Award:                        | Master of Science in International Tourism and Events Management  |
| 3. Exit Awards:                        | Post Graduate Diploma in International Tourism and Events Management<br>Post Graduate Certificate in International Tourism and Events Management<br>Glasgow Caledonian University |
| 4. Awarding Body:                      | Glasgow Caledonian University   |
| 5. Period of Approval:                 | September 2023 to September 2028  |
| 6. School:                             | Glasgow School for Business & Society   |
| 7. Host Department:                    | Fashion, Marketing, Tourism and Events  |
| 8. UCAS Code:                          |   |
| 9. PSB Involvement:                    |   |
| 10. Place of Delivery:                 | Any GCU Campus<br>Online/Distance Learning subject to availability  |
| 11. Subject Benchmark Statement:       | QAA Subject Benchmark Statement: QAA Hospitality, Leisure, Sport and Tourism, 2008 and QAA General Business and Management Benchmark Statement 2007                               |
| 12. Dates of PSP Preparation/Revision: | March 2024  |

## **2. EDUCATIONAL AIMS OF THE PROGRAMME**

The MSc International Tourism and Events Management programme aims to equip students with a comprehensive understanding, knowledge and practice of principles, processes and leading-edge approaches to managing events and tourism in a responsible manner across a wide range of sectors and international environments.

The Programme has been designed to ensure the professional development of essential and desirable graduate skills and competencies within the tourism and events industry to enable students to contribute to the workplace. Recognised by the Tourism Management Institute and the Institute of Hospitality, the Programme has been designed to ensure that graduates can meet the demands of the changing tourism and events landscape.

The syllabus encompasses the study of events and tourism in a global environment, sustainable business operations, evaluation of the impacts of events and of tourism strategies, research-led events and tourism case studies, designing and delivering actual events, understanding bidding and making a real pitch for an event delivery, financial and ethical and responsible management for the events and tourism industries role sustainable development is playing in the future of the industry and the syllabus equips students with digital skills that will support them in their future in the sector. The Programme therefore provides students with a comprehensive, intellectually challenging, and vocationally significant education giving them a competitive edge in the market while navigating the current challenges shaping the future of tourism and events.

This MSc degree will enhance student employability through participation in a wide-range of teaching and learning experiences, including integrative case studies, individual and group projects, presentations, a placement, field trips (domestic and international), visiting industry speakers and working with Local, National and International organisations. Students will be able to attend key industry events such as the Universities of Scotland Events Conference or similar. In addition, the Programme will include short term mobility opportunities in the form of a learning journey where students will be able to undertake an international or domestic learning opportunity (either in person or virtually).

The Programme aims to meet the needs of students who wish to pursue a career in the tourism and events industry across a wide range of international organisations and within the public, private and third sectors. Applicants may have a background in events or tourism management, however, the Programme may also be attractive to those who have studied unrelated subjects at undergraduate level. The Programme is offered on a full-time basis in Glasgow. The market research for the Programme indicated that the Programme or modules within it will appeal to current working managers who may apply to undertake single modules as part of their continuous professional development, ultimately achieving a named award (eg through Accreditation of Prior Learning (APL)). The Programme welcomes applications through the Flexible Entry route involving Credit Transfer and Recognition of Prior Learning (RPL).

The primary aim of this Programme is to provide a broad, analytical and integrated study of international tourism and events management. Specifically, the educational aims are stated as follows:

- To develop a critical appreciation of the theoretical concepts, principle strategies, policies and practices relevant to the international tourism and events industry.
- To develop a theoretical and practical understanding of real-world issues in tourism and events from the UK and global perspective.
- To develop skills to apply the knowledge, approaches and methods to the challenges faced by events and tourism organisations in an international and interdisciplinary context at both a strategic and operational level
- To develop leadership potential and skills for managing self and others in increasingly diverse and international organisations.
- To develop a critical understanding of research techniques and methodologies and apply these to a proposal for an independent events and tourism management research project.
- To develop personal and transferable skills related to independent research, problem-solving, critical thinking, group working, ICT, employability skills and interpersonal communication.
- To develop an understanding of the impact of national and international environmental contexts on the performance and management of organisations and the impact of business on society at a local and global level in line with the Principles of Responsible Management Education (PRME).
- To understand the role of creativity, innovation and enterprise in business and society at national and international levels.

#### **4. PROGRAMME STRUCTURES AND REQUIREMENTS, LEVELS, MODULES, CREDITS AND AWARDS**

<b>SCQF Level 11</b>		
<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
MMN430180	Ethics, Sustainability & Governance	15
MMN230181	Postgraduate Research Methods	15
MMN630209	Developing Leadership for the Common Good	15
MMN830242	Destination Management	15
MMN830241	Designing Tourism and Event Experiences	15
MMN830244	Revenue and Cost Management for Tourism, Events and Hospitality Industries	15
MMN830243	Event Planning, Marketing and Management	15

MMN830245	Sustainable Development for Tourism, Events and Hospitality	15
MMN530250	International Marketing, Planning and Strategy	15
MMN230182	Masters Research Project	45
<b>Exit Award – Master of Science in International Tourism and Events Management</b>		<b>180</b>
<p><b>Post Graduate Certificate in International Tourism and Events Management:</b>  <i>Ethics, Governance &amp; Sustainable Societies</i>  <i>Destination Management</i>  <i>Designing Tourism and Event Experiences</i>  <i>Revenue and Cost Management for the Tourism, Events and Hospitality Industries</i></p> <p><b>Post Graduate Diploma in International Tourism and Events Management:</b>  <i>Postgraduate Research Methods</i>  <i>Event Planning, Marketing and Management</i>  <i>Sustainable Development for Tourism, Events and Hospitality International Marketing, Planning and Strategy</i></p> <p><b>Master of Science in International Tourism and Events Management:</b>  <i>Leadership for the Common Good</i>  Masters Research Project</p> <p><b>Professional, Statutory and Regulatory Body requirements:</b>  N/A</p>		

## 8. ASSESSMENT REGULATIONS

Students should expect to complete their Programme of study under the [Regulations](#) that were in place at the commencement of their studies on that Programme, unless proposed changes to University Regulations are advantageous to students.

Exceptions Case 224

1. Non-standard module credit size (Reduction in credit size to 45 credits from 60 credits) - Masters Research Project Modules (Dissertation)
2. There will be no progression points in taught postgraduate programmes of study
3. Students are required to pass the PG Research Methods Module prior to progressing to the Dissertation.