



IMI COURSE STRUCTURE

**BA Honours Degree with specialization in International Tourism and Events Management
(6 months plus optional in-training)
Validated and awarded by the Manchester Metropolitan University, UK**

Compulsory subjects

- Personal Development Planning IV (Career Planning and Development)
- Research Methods
- Strategic International Marketing Management
- Dissertation
- International Tourism Development
- MICE Management

Unit Code	Unit Title	Lecturer	Contact Hrs	Self study Hrs*	Credits
BC017	Personal Development Planning IV	Mr Gavin Caldwell	24	76	10
BC018	Research Methods	Mrs Heather Ross Robinson	24	76	10
BC019	Strategic International Marketing Management	Mr Arnuaud Frapin-Beaugé	48	152	20
BC021	Dissertation	All dissertation tutors	0	400	40
TM005	International Tourism Development	Mrs Heather Ross Robinson Prof. Carson Jenkins	48	152	20
EM005	MICE Management	Mr Gareth Currie Mr John Perry Visiting Speakers	48	152	20
		TOTAL	192	1008	120
Optional: BC004F or BC004G	Business Language and Culture II: Introductory French or Introductory German	Mrs Annelise Röth Ms Mihaela Salerno	96	304	40 (non degree)
	18 teaching weeks/2 exam weeks	Average contact per wk	11/19		

* includes homework, class preparation, assessment preparation, dissertation tutorials, revision and examinations

BA HONOURS DEGREE IN INTERNATIONAL TOURISM AND EVENTS MANAGEMENT

UNIT CODE AND TITLE

BC017: Personal Development Planning IV (10 Credits)

UNIT LEARNING OUTCOMES

The Personal Development Planning skills necessary to underpin the attainment of knowledge, ability, competence and the attainment of specified personal outcomes including:

engaging in the selection and application of multiple learning strategies in pursuit of complex research and problem solving; the development of research and interrogative skills and their application to problem solving as described under 'knowledge of' above; evidencing the extent to which responsibility for independent, self-directed and effective personal learning is holistic in nature, integrates to other knowledge, abilities and competencies, and links to personal outcomes; defining, planning, evaluating and monitoring progress towards achieving complex personal goals and objectives encompassing academic and professional orientations and preparation for short-term career and lifelong learning; and demonstration of the ability to motivate the self and others in the attainment of individual and collective goals through communicating an understanding of personal learning (including argument, research and evidence-based techniques of persuasion) in the context of collaborative, complementary and competitive alliances.

CURRICULUM OUTLINE

Academic skills (Dissertation skills); social, communication and life skills (developing personal creativity (2); persuading; politicking) planning and reflective skills (career planning (2); clarifying expectations (4); goal setting (4); reflection, reflectiveness and reflective reports (4))

UNIT CODE AND TITLE**BC018:** Research Methods (10 Credits)**UNIT LEARNING OUTCOMES**

Upon successful completion of this unit, students should be able to: (a) demonstrate an understanding of terminology and basic philosophies underlying research methods; (b) understand and utilise classifications and typologies in developing a research framework; (c) select and justify appropriate methodological techniques according to fitness for purpose; (d) critically analyse data to produce descriptive and inferential results; and (e) develop and refine a research proposal to be executed in the form of a dissertation.

CURRICULUM OUTLINE

The unit comprises three main topic areas: (1) Frameworks and principles of research and writing: concepts, hypotheses, mapping sentences, classification systems, typologies, writing the proposal and introduction, writing the literature review, conclusions, recommendations and finishing touches; (2) Research methodologies: secondary research, quantitative vs. qualitative methods, sampling, questionnaires, interviews, measurement, attitudes, scales, and miscellaneous methods; and, (3) Data analysis: description, analysis and presentation, inference and fact, and statistical analysis using Excel. These topics are scheduled to coincide with the parallel dissertation research stage to provide effective and contextual student support.

UNIT CODE AND TITLE**BC019:** Strategic International Marketing Management (20 Credits)**UNIT LEARNING OUTCOMES**

Upon completion of this unit, students should gain the ability to (a) critically evaluate the processes used in preparing a marketing strategy for a hospitality and tourism organization; (b) identify and appraise a range of marketing strategies being utilised by hospitality and tourism organizations; (c) develop an understanding of the different options available to organisations when entering the international arena; (d) plan marketing mix strategies with a focus on the requirements of international customers; (e) evaluate the role of a marketing plan as a means to implement a marketing strategy; and (f) develop a sensitivity to the many cultural forces and issues which influence the way companies develop and sell their product in an international market.

CURRICULUM OUTLINE

The Unit covers three elements. The first introduces the process of strategic management, its relationship with marketing, and the key considerations involved in strategic international marketing management, including the organization's vision and mission, social responsibility and identification and stewardship of stakeholder interests. The second element considers factors that encourage organizations to develop their operations from domestic to international, focusing on how culture, social, economic, political and legal aspects impinge upon the organization's marketing effort. This leads onto international influences on the marketing mix and the degree to which the organization has to adapt its product, pricing, distribution and promotion strategies. The third element considers the role of internal and external assessment in strategy development and evaluates various management techniques to carry out this evaluation, including Porter's 5 forces model, PEST and SWOT analysis. This part will evaluate alternative strategies and the factors involved in making strategic decisions, considering elements of performance measurement and evaluation

UNIT CODE AND TITLE**BC021:** Dissertation (40 Credits)**UNIT LEARNING OUTCOMES**

At the conclusion of this unit, students should be able to: (a) produce a sustained piece of critical writing, a dissertation, on a topic pertinent to their field of study; (b) in achieving (a) identify appropriate topics, issues and related methodologies for the investigation of those topics and issues; (c) produce a literature review, methodology and analysis which exhibit internal coherence and synergy in addressing the chose topic; and (d) evaluate all aspects of their work in a manner that lends appropriate scholarly integrity to their dissertation.

CURRICULUM OUTLINE

There is no curriculum for this unit. Students are introduced to the dissertation in the third year of the course and this is developed in unit BC019, Research Methods.

UNIT CODE AND TITLE

TM005: International Tourism Development (20 credits)

UNIT LEARNING OUTCOMES

Upon successful completion of this unit, students should be able to: (a) understand the positive and negative impacts occurring as a result of tourism development; (b) identify factors influencing the development of international tourism, including the role of the public and private sectors, to identify trends and to evaluate possible future developments; (c) explore the role of international tourism development in developed and developing countries; (d) critically assess the practical role of ecotourism and sustainable tourism; and (e) apply skills to develop visitor management strategies for tourism development.

CURRICULUM OUTLINE

The module examines the scope and development of the international tourism industry. The module is designed to provide students with a critical framework for tourism development at national and international level. This will be done by building on understanding of the structure, development and significance of international tourism. Patterns of international tourism will be evaluated including the unbalanced situation of receiving and generating tourism countries. Consequences of international tourism development including political, economic, socio-cultural and environmental impacts will be critically investigated. Models of planning and development of tourism will be considered and applied to case destinations. The concepts of ecotourism and sustainable tourism will be explored, assessed and applied to tourism destinations.

UNIT CODE AND TITLE

EM005: MICE (Meetings Incentive, Conference and Events) Management (20 Credits)

UNIT LEARNING OUTCOMES

Upon successful completion of this unit, students should gain a critical understanding, knowledge and ability to apply the: (a) definitions and models applied in events, meetings and convention sector; (b) skills and processes necessary to plan and develop a business event concept; (c) event bidding processes; (d) operational and managerial implications of business events and how this is addressed in an event management plan; and, (e) the process of event evaluation with an emphasis on competitive advantage.

CURRICULUM OUTLINE

The unit begins with an introduction to core features of the events markets and the range of products offered by various business sectors. The focus then moves to examining the processes and skills necessary for successful event management, specifically exploring event planning, bidding, sponsorship, operations and evaluation. Supplies, logistics and the implications of in-house vs. contractual models are explored. While the unit examines event management processes in relation to all sectors, specific emphasis is given to business events of various sizes.