**Course Information Sheet
MSc International Hospitality and Tourism Management
Modules**

Full time Year 1:

**PSR MOD009372 Postgraduate Study Skills, Research Methods, and Ethics**

This module provides an opportunity for students to secure their academic skills at the outset of postgraduate study, and to understand empirical and conceptual methods appropriate for independent research, related to a topic of the student’s choice, within a specific chosen area of study. The module aims to demonstrate the strengths of relevant research methodologies and provides the opportunity for students to enhance the skills needed to work effectively with academic and practitioner literature, primary and secondary data sources.

Extensive coverage of the ethical implications of different ways of gathering and processing data is provided, including balancing harm to self and others, risk and proportionality, GDPR and regulatory constraints, as well as the University’s expectations as to the ethical conduct of research by taught postgraduate students.

The module also teaches students how to demonstrate methods of supporting arguments in texts, with reference to the views of leading authorities within a theoretical structure. Attention will also be given to academic writing and academic referencing. As part of the postgraduate skills syllabus, and in addition to research methodologies and ethical considerations, students will also benefit from guidance on developing postgraduate careers, and developing their critical thinking and argumentation skills, both verbally and in written format.

**CAP MOD009386 Contemporary Approaches to Emerging Issues in Hospitality and Tourism**

The role of the modern management practitioner has evolved from the application of more traditional roles of analysis, planning, implementation and control to that of strategic facilitator within an increasingly changing business macroenvironment. This in turn has led to the need for an increasingly agile and adaptive organisational structure with flexible roles, creating questions about the very nature of work and its place in our wider societies. The ongoing themes at the heart of these changes can be categorised as technological, economic, legal and ethical and affect the sustainability of the business enterprise, along with its relationships with its stakeholders and consumers.

The resulting operational and strategic challenges resulting from the development of the experience economy, the technological innovations necessary to serve them, within a globalising landscape require management skills and appreciations which keep pace with the needs of the marketplace and the constraints presented by ever-developing ethical awareness. Critical evaluation of traditional models of ethics and globalisation will bring students up to date with the practical considerations of successful modern business.

This module will equip students with the learning skills to ensure they continually remain informed of developments within the Hospitality and Tourism sectors and produce solutions to the problems they present, along with their successful management. This will involve the detailed study of real-life business environments and the challenges they are presented with as a result of the emerging problems within their macroenvironments. Students will learn individually and in groups to use reflection-in-action to generate innovative solutions through the active application of relevant theories and models, to build success and enhance their future employability. Modular assessment is via coursework and a practical presentation.

**IHT MOD009387 International Hospitality and Tourism Operations Management**

Over 4 million workers are employed in UK tourism and hospitality industries (Statista, 2023) and this remains an increasingly important sector of the international experience industries. Adequately equipped international hospitality and tourism postgraduate professionals should possess a contemporary understanding of their industry fields, as well as the skills and appreciations required in modern operational management to adapt to future changes in the ever-growing complexity of these international industries.

Such understanding should include a detailed familiarity with the operations of a variety of global Hospitality, Tourism business operations, up-to-date practices of managers and their workers, and strategies and techniques for the successful achievement of organisational objectives, across the key business disciplines of business. In addition, these key areas of the business should be practiced in the context of both global and digital operationalisation.

This module develops student understanding of Hospitality and Tourism from a variety of specific industry viewpoints, including the effective marketing of company offerings, and the contemporary challenges facing businesses posed by the emerging preferences of digital consumers within a global context. This understanding will be developed using contemporary research theories from relevant fields, case studies and other practical industry examples to develop students’ problem-solving practices to real-world industry operational and marketing challenges to better facilitate their future management practice in these complex and ever-changing industries.

Through the variety of knowledge gained on this module, as well as the skills practiced in application both in individual and group contexts, students will have the opportunity to enhance their confidence and develop their soft skills. Like other modules on this course, modular assessment is via coursework and an innovative practical presentation simulating real-life professional practice.

**CCH MOD009375 Cross-Cultural Leadership and Human Capital Management**

People are the key asset of any organisation or project. In the modern world, the human capital of international organisations and projects will be diverse, and not always wholly owned. Outsourcing and temporary contracting of human resource has increased substantially in recent years, resulting in multi-skilled, partly owned workforces that are more critical of the sustainable, environmental, and ethical credentials of their employers than ever before. In particular, where the workforce is wholly owned and stable, employees increasingly believe they should have a voice in the matter of organisational values and behaviours, and this has significant implications for organisational design and culture.

This module is designed to equip students with the cross-cultural awareness required to successfully lead and manage international organisations and projects. The content covers both the functional aspect of managing people, and the aspirational and motivational aspects of leading them. The module will explore different workforce models and the implications for international labour markets resulting from the effects of external factors in the international business environment. The module will also explore how business and project leaders can source, motivate, and retain high-performing staff in a competitive, international marketplace. It will also consider how these individuals can be brought together to create synergy, resulting in high-performing, resilient teams.

The module will explore the differing legislative approaches to managing human capital across the globe and consider how international organisations deal with the complexity caused by both employment legislation and national cultures. The module will also explore how organisations manage politically charged and socially sensitive issues that affect the workforce. Ethics will form a key aspect of these debates.

**SDH MOD009388 Strategic Design, Innovation and Entrepreneurship in Hospitality and Tourism**

The art and science of management has progressed from its initial setting within a capitalist economic model based on the primary extractive and agricultural production of commodities, through the secondary era of mass factory production of standardised products following the industrial revolution, to the tertiary provision of customisable services for the purpose of added customer value for achievement of strategic differentiation and advantage. This management of the delivery of services produced modern specialisms which have resulted in the Tourism, Hospitality and Events industries and sectors that have become crucial contributors to the international economies of most of the world’s nations. These industries, their associated management theories and practice and the education systems developed to support them, have borrowed much from their industrial predecessors, resulting in concentrations on quality management, including customer service management and project management.

However, the fourth stage of the economic development of these industries has resulted in the commoditization of these industries’ offerings as designed experiences, moving away from mere management of customer service to the “Imagineering” and co-production of unique and innovative customer experiences, which utilise a much more complex understanding of end-user psychologies via sensory engagement to produce powerful experiential outcomes. This module explores this process of strategic experience research, design, development and delivery for the Tourism, Hospitality and Events industries for a variety of organisational types, in order to enhance the future employability of graduates in this highly competitive and fast-moving marketplace. Students will engage in experiential and traditional learning strategies using real- world industry cases as well as their own personalised experiences.

**PIP MOD009393 Postgraduate Integrative Project**

This Module supports students in the preparation and submission of a master’s level research dissertation/project. The dissertation/project will address a real-life business-related question (if possible, from the student’s own workplace) and also enable students to demonstrate the features associated with academic mastery. Some students may choose to undertake a consultancy project within their own or another organisation.

Throughout this module students are expected to demonstrate significant capacity in areas including individual research, application of academic understanding and thought to real-life business issues and problems, the application of logical argument and the ability to communicate through the written word.

The final written dissertation or consultancy report will not exceed 8,000 words in length. This may include discussion and consideration of the cultural aspects of any recommendations made. Similarly, every student will also be required to directly consider the sustainability of their findings, conclusions, and recommendations in both a global and business-specific context.

The student will be allocated a supervisor who will assist them in formulating their research questions, research methodology and methods.

In the course of your studies with us you may generate intellectual property which is defined as an idea, invention or creation which can be protected by law from being copied by someone else. By registering with us on your course you automatically assign any such intellectual property to us unless we agree with you that this is retained by you, or if an organisation is covering the cost of your course that this is retained by them. In consideration of you making this dissertation you will be entitled to benefit from a share in any income generated in accordance with our Revenue Sharing Policy in operation at that time. Details of our Intellectual Property Policy and Guidelines are available from the university’s website.

The purpose of the integrative project is to deliver a practical and realistic solution to a management-related problem, which is supported by appropriate reference to theoretical and conceptual analysis.

You will be achieved by producing a Dissertation or a Consultancy Project Report (CPR) of 8,000 words by choosing ONE of the following approaches:

A dissertation, on a management subject, that has an international dimension or relevance and/or is sector-related, and establishes a synthesis of pertinent academic theory with practical management outcomes, such as: (i) Applied Primary Research Study, or (ii) Secondary Research Synthesis, or (iii) Research using publicly available data sets, or (iv) A work-based project, which will involve you working in a consultative capacity with a specific organisation, where the emphasis will be on analysing and evaluating substantive strategic problems or issues within the organisation and formulating appropriate solutions and/or recommendations.

It is a requirement of the module that the student selects a topic which reflects the title of the course on which they are studying. For example, students on MSc International Project Management will select a topic related to project management, while students on MSc International Marketing will select a topic related to marketing.

In addition to submitting the report, the student will be required to orally present their work.