



Institute of Technology Sligo
INSTITIÚID TEICNEOLAÍOCHTA SLIGEACH

PROGRAMME VALIDATION REPORT

Date of Evaluation: April 23rd 2021

Programmes Evaluated: Bachelor of Business in International Tourism with Event Management
Bachelor of Business (Honours) in Tourism with Event Management

Award titles: Bachelor of Business in International Tourism with Event Management
Bachelor of Business (Honours) in Tourism with Event Management

Unique Programme

Reference Number PRN:

Panel of Assessors:

Name & title	Job title & place of work	Role on panel
Dr Michael Hannon	VP AA & Registrar, GMIT	Chairperson
Dr Breda O Dwyer	Senior Lecturer in Entrepreneurial Practice for Regional Sustainability Munster Technological University, Tralee	Academic expert
Ms Brianain Erraught	Head of Department of Hospitality Studies (School of Business and Humanities) Institute of Technology Dundalk	Academic expert
Mr Michael Carty	Senior Executive Engineer, Sligo County Council	Industry representative
Dr Michele Glacken	VP AA & Registrar	Panel secretary

Declaration Regarding Any Conflicts of Interest: The members of the Panel signed a form confirming that they did not have any conflict of interest

Meeting groups

1. **Institute Management:** President; Head of School of Business & Social Sciences; Head of Department of Marketing, Tourism & Sport, Programme Lead.
2. **Programme development team.** Head of Department of Tourism, Programme lead; Subject experts/lecturers.

Persons met by validation panel

Name & title	Role in Institute	Rationale for presence at validation.
Dr Brendan Mc Cormack	President	Institute oversight
Dr Michael Barrett	Head of Faculty of Business & social sciences	School oversight
Mr John Kelleher	Head of Department	Head of Department
Dr James Hanrahan	Lecturer/ Programme Champion	Programme development team
Mr Alan Kelly	Lecturer	Programme development team
Dr Carol Moran	Lecturer	Programme development team
Ms Caroline Casey	Lecturer	Programme development team
Mr Cillian O Murchu	Lecturer	Programme development team
Ms Clodagh Caislin	Lecturer	Programme development team
Ms Colette Armstrong	Lecturer	Programme development team
Ms Emer Ward	Lecturer	Programme development team
Ms Susan Leonard	Lecturer	Programme development team
Ms Gillian O Donovan	Lecturer	Programme development team
Ms Joanna Sweeney	Lecturer	Programme development team
Mr Juan Manuel Real Espinosa	Lecturer	Programme development team
Ms Mary Mc Guckin	Lecturer	Programme development team
Ms Sarah O Brien	Lecturer	Programme development team
Ms Ruth Walsh	Lecturer	Programme development team
Ms Mary O Keefe	Lecturer	Programme development team

Validation criteria	Sufficient evidence / Insufficient evidence provided in programme documentation
<p>Rationale for the programme</p> <ul style="list-style-type: none"> • Philosophy underpinning the programme e.g. market for programme in the region and its relevance to the region • Graduate profile and employment opportunities for graduates • Rationale for the programme e.g. School's/Institute's strengths/opportunities • Programme Aims and Objectives • Expected intellectual development and Programme learning outcomes • Related existing programmes. 	<p>Programme development team defended the rationale for the development of both programmes and detailed the differentiation between the programmes orally. The rationale for the BBU's defended by team to the satisfaction of panel members.</p>
<p>Commendation: The applied nature of the programmes is to be commended.</p> <p>Recommendation: The Programme team should consider how the USB of Tourism across the Western/ North Western seaboard could be utilised to market the programmes and considered in projects/ assessment development.</p>	
<p>Programme structure</p> <ul style="list-style-type: none"> • Delivery type (semesterised or stage-based) • Proposed mode of delivery (i.e. in-class, on-line, blended, full time and/or part time) • Planned intake numbers (over the full duration of the programme) • Role of placement 	<p>Programmes not considered by panel for online delivery as all required information not presented.</p> <p>The alignment of both programmes clarified-level 7 join level 8 year 1 in year 2. Level 7 can do 3rd year of level 8 after completion of level 7. The rationale for this structured discussed with validation panel.</p> <p>The need to include detail on expected graduate attributes and likely employment</p>

	<p>opportunities teased out with programme development team.</p> <p>Level 7 more practitioner based. Level 8 more management focused with an expectation of future PG study.</p> <p>Panel felt that year 1 level 7 had some very valuable content that those on the level 8 programme did not receive.</p>
<p>Recommendations:</p> <ol style="list-style-type: none"> 1. The programme team should ensure the programme documentation presents the value and uniqueness of both degrees by including graduate profile (graduate attributes) and employment opportunities for both cohorts of students. 2. The programme documentation should reflect the anchor pillars of the programmes and be subsequently deployed to market the programmes. 	
<p>Resources (over the full duration of the programme)</p> <ul style="list-style-type: none"> • Facilities and human and material resources available to mount the programme • Clarification of any staffing requirements • Location of the delivery • Specific requirements: lecture rooms, laboratories, library, Information technology and other student supports • Confirmation regarding any new facilities and staffing requirements • Special requirements (e.g. remote access for distance learners) 	<p>Resources are in place to support these re-purposed programmes.</p>
<p>Commendation:</p> <p>Recommendation:</p> <p>Condition</p>	
<p>Access, Transfer and Progression Criteria</p> <ul style="list-style-type: none"> • Student admission requirements • Progression criteria from one stage to the next and to higher levels on the NFQ • Non-standard entry (e.g. mature candidates and candidates with experiential learning) • Transfer policy into the programme and onto other programmes 	<p>Discussed in the context of transferring from the Level 7 to the Level 8.</p>

<p>Commendation: Recommendation: Condition</p>	
<p>Curriculum</p> <ul style="list-style-type: none"> • A matrix exhibiting the academic pathway and the relationship between modules • The consistency between the programme content, teaching methods and the programme learning outcomes • Balance between the depth and breadth of the programme • Rigour of the academic standard in the final stage of the programme • Student workload • Practice: the role and management of placement or work-based projects. 	<p>Modules Validated: TOUR06069, TOUR06081, TOUR06076, TOUR06046, TOUR06070, TOUR06078, TOUR06077, TOUR0671, TOUR06052, TOUR06071, TOUR06079, TOUR06075, LAW06084, TOUR07050, TOUR07056, TOUR07053, TOUR07055, TOUR07035, TOUR08025, TOUR08024*, TOUR08028, TOUR08029</p> <p>Persona of different marketing strategies needs to be visible in modular details</p> <p>Title of LAW06084 discussed and the need for law to be in the title</p> <p>The International element of level 7- what makes it an international programme. The acquisition of a European language is only an enabler.</p> <p>Awards students can get as they progress through programmes. Exemplars give in the event management area.</p> <p>The need to make digitalisation a more prominent component of the programme.</p>
<p>Recommendations:</p>	

<ol style="list-style-type: none"> 1. The Programme team should consider how digitalisation can be further integrated into programme content, delivery, and assessment. 2. The module titled Strategic Tourism (TOUR08024*) should be changed to Strategic Tourism Opportunities 3. The programme team should reflect on the International Dimension of the Level 7 programme and ensure that the international element is more than language acquisition and a placement abroad. The concept of internationalisation should permeate all aspects of the programme. 4. The Programme team should consider the development of SPAs/Minor awards that align to the programmes content but would be valuable to industry/ students. 	
<p>Assessment</p> <ul style="list-style-type: none"> • The appropriateness of the modes of assessment to be used • The balance between the marks awarded for different assessment modes (e.g. continuous assessment, projects, reports, sit-down examination) • Confirmation that all of the programme learning outcomes are appropriately and adequately assessed within the set of module assessments. 	<p>The apparent over reliance on examinations as an assessment method discussed, the need for more detail on what the proposed assessment will consist of and what learning outcomes it will assess required. Need for some LO to be revised. The value of integrated assessments noted. The need for programme team to reflect on totality of assessments-types/ numbers through the development of a programme assessment matrix. The need to consider the varying contact hrs attached to 5 ECTS modules across the programme (Explanation-no standardisation as modules emanated from different departments across the school). For consideration at upcoming Programmatic Review.</p>
<p>Commendation:</p>	

<p>The experience of integrated cross modular assessment is to be commended and be expanded further within the proposed new programmes.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> 1. The programme team should reflect on the totality of the proposed assessment strategy to ensure that there is not an unnecessary reliance on examinations as a mode of assessment. 2. The programme team should review all modules to ensure there is consistency in mode of presentation/ descriptors used for learning outcomes to ensure LOs are reflective of NQF level/LOs mapped to proposed assessments, referencing etc. 3. Examples of indicative modular assessments should be included with documentation. 	
<p>Staffing</p> <ul style="list-style-type: none"> • Quality and specialities of staff available to support the programme • Technical and administrative support • Staff development • Industrial/commercial profile of staff • Research and publications 	<p>HX of academic programme delivery in this area noted. Research experience in area of Tourism noted. Cross Institute research working referenced (GMIT & ITS)</p>
<p>Commendation: Recommendation: Condition</p>	
<p>Programme Administration and Quality Assurance</p> <ul style="list-style-type: none"> • Procedure for managing programme • Student support student counselling and tutorial arrangements • Aspects of programme which highlight and foster study skills, independent learning and the inculcation of individual responsibility in students • EU and international aspects if appropriate 	<p>The standard procedures for programme management and student support are in place.</p>

<ul style="list-style-type: none"> • Feedback mechanisms e.g. use of surveys, focus groups and follow-up actions. 	
Commendation: Recommendation: Condition:	

Overall decision of the panel	
The panel agreed to recommend both programmes to Academic Council for approval.	

Chairperson:

Michael Hannon

Date: 26.4.2021

Dr Michael Hannon

Secretary: Dr Michele Glacken

Michele Glacken

Date: 28.4.2021

Appendix 1: Approved Programme Schedule Bachelor of Business in International Tourism with Event Management

Delivery	Code	Module Title	Level	Credit	M/E	Lecture	Tutorial	Group Learning	Based Learning	Practical	Cultural Trip	Total
SEM 1	TOUR06069	Introduction to International Tourism and Travel	06	05	M	3.00	1.00					4.00
SEM 1	ORBE06011	Organisational Behaviour	06	05	M	3.00						3.00
SEM 1	MKTG06055	Principles of Marketing	06	05	M	3.00	1.00					4.00
SEM 1	COMM06075	Skills for Success	06	05	M	3.00						3.00
SEM 1	TOUR06081	Introduction to International Festivals & Events	06	05	M	4.00						4.00
SEM 1	TOUR06076	Service Quality and Customer Relations	06	05	E1	2.00	1.00					3.00
SEM 1	LANG06110	French Language, Culture and Contemporary Media 1.1	06	05	E1	1.00						4.00
SEM 1	LANG06103	German Language, Culture and Contemporary Media 1.1	06	05	E1	1.00						4.00
SEM 1	SPAN06001	Spanish Language, Culture and Contemporary Media 1.1	06	05	E1	4.00						4.00
SEM 2	TOUR06046	Guiding & Adventure Tourism	06	05	M				3.00			3.00
SEM 2	TOUR06070	Tourism Innovation and Start-Ups	06	05	M	2.00	1.00					3.00
SEM 2	DIGT06015	Digital Content	06	05	M					3.00		3.00
SEM 2	MATH06103	Data Analytics	06	05	M	3.00						3.00
SEM 2	COMM06039	Teamwork and Creativity	06	05	M	1.00	2.00	1.00				4.00
SEM 2	TOUR06078	Cultural & Creative Tourism	06	05	E2	3.00	1.00				0.80	4.80
SEM 2	LANG06111	French Language, Culture and Contemporary Media 1.2	06	05	E2	1.00						4.00
SEM 2	LANG06104	German Language, Culture and Contemporary Media 1.2	06	05	E2	1.00						4.00
SEM 2	SPAN06002	Spanish Language, Culture and Contemporary Media 1.2	06	05	E2	4.00						4.00
Total						39.00	7.00	1.00	3.00	3.00	0.80	

Stage 2 - Delivery Mode Full Time

Delivery	Code	Module Title	Level	Credit	M/E	Lecture	Tutorial	Group Learning	Practical	Total
SEM 3	TOUR06077	Foundations of Tourism	06	05	M	3.00	1.00			4.00
SEM 3	TOUR06052	Events Management	06	05	M	3.00				3.00
SEM 3	ACCT06029	Financial Accounting 1	06	05	M	3.00	1.00			4.00
SEM 3	LAW06021	Business Law 1	06	05	M	4.00				4.00
SEM 3	CAPP06045	Business Application Software	06	05	M				3.00	3.00
SEM 3	TOUR06071	Introduction to Relationship Marketing	06	05	E3	3.00	1.00			4.00
SEM 3	LANG06113	French Language, Culture and Contemporary Media 2.1	06	05	E3	3.00				4.00
SEM 3	LANG06112	German Language, Culture and Contemporary Media 2.1	06	05	E3	1.00				4.00
SEM 3	SPAN06003	Spanish Language, Culture and Contemporary Media 2.1	06	05	E3	4.00				4.00
SEM 4	TOUR06079	Tourism & Travel Industry	06	05	M	3.00	1.00			4.00
SEM 4	LAW06084	Health and Safety Law for Events	06	05	M	2.00	1.00			3.00
SEM 4	MGMT06043	Business Management	06	05	M	3.00	1.00			4.00
SEM 4	ACCT06023	Introduction to Management Accounting L6	06	05	M			4.00		4.00
SEM 4	ECON06023	Introductory Microeconomics	06	05	M	2.00	1.00			3.00
SEM 4	TOUR06075	Experiential Tourism Marketing	06	05	E3	3.00	1.00			4.00
SEM 4	LANG06115	French Language, Culture & Contemporary Media 2.2	06	05	E3	1.00				4.00
SEM 4	LANG06114	German Language, Culture and Contemporary Media 2.2	06	05	E3	1.00				4.00
SEM 4	SPAN06004	Spanish Language, Culture and Contemporary Media 2.2	06	05	E3	4.00				4.00
Total						43.00	8.00	4.00	3.00	

Stage 3

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 5	TOUR07050	Sustainable Management of the Impacts of Tourism	07	05	M	3.00	4.00	0.00	0	50	0	50	0	0	100
SEM 5	TOUR07056	Event Planning	07	05	M	4.00	3.00	0.00	0	60	0	40	0	0	100
SEM 5	HRM07007	Managing People 1	07	05	M	3.00	4.00	0.00	0	40	0	60	0	0	100
SEM 5	ACCT07020	Introduction to Financial Management	07	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 5	ENTR07010	Enterprise Development	07	05	M	3.00	4.00	0.00	0	50	0	50	0	0	100
SEM 5	TOUR07053	Tourism Communications & Branding	07	05	E4	3.00	4.00	0.00	0	0	0	0	100	0	100
SEM 5	LANG07081	French Language, Culture and Contemporary Media 3.1	07	05	E4	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	LANG07079	German Language, Culture and Contemporary Media 3.1	07	05	E4	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	SPAN07002	Spanish Language, Culture and Contemporary Media 3.1	07	05	E4	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 6	TOUR07055	International Destination Management	07	05	M	3.00	4.00	0.00	0	30	0	70	0	0	100
SEM 6	TOUR07035	Events Project Management	07	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 6	RSCH07010	Research Methods for Business	07	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 6	WORK07025	Work placement	07	15	M	200.00	2.00	0.00	0	100	0	0	0	0	100
SEM 6	WORK07026	Erasmus Semester Abroad (MKTS)	07	30	E1	0.00	20.00	0.00	0	100	0	0	0	0	100
Credit Total				105											

Semesters Per Stage	Elective Rules Per Stage	Credits Required	Award Percentage
2	2	60	100

Appendix 2: Approved Programme Schedule Bachelor of Business (Hons) in Tourism with Event Management

Stage 1

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 1	TOUR06077	Foundations of Tourism	06	05	M	3.00	4.00	0.00	0	0	0	70	30	0	100
SEM 1	TOUR06052	Events Management	06	05	M	4.00	3.00	0.00	0	60	0	40	0	0	100
SEM 1	ACCT06029	Financial Accounting 1	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 1	LAW06021	Business Law 1	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 1	CAPP06045	Business Application Software	06	05	M	4.00	3.00	0.00	0	100	0	0	0	0	100
SEM 1	TOUR06071	Introduction to Relationship Marketing	06	05	M	3.00	4.00	0.00	0	30	0	70	0	0	100
SEM 2	TOUR06079	Tourism & Travel Industry	06	05	M	3.00	4.00	0.00	0	0	0	70	30	0	100
SEM 2	LAW06084	Health and Safety Law for Events	06	05	M	4.00	3.00	0.00	0	30	0	70	0	0	100
SEM 2	MGMT06043	Business Management	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 2	ACCT06023	Introduction to Management Accounting L6	06	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 2	TOUR06075	Experiential Tourism Marketing	06	05	M	3.00	4.00	0.00	0	30	0	70	0	0	100
SEM 2	ECON06023	Introductory Microeconomics	06	05	M	4.00	3.00	0.00	0	30	0	70	0	0	100
Credit Total				60											

Semesters Per Stage	Elective Rules Per Stage	Credits Required	Award Percentage
2	2	60	0

Stage 2

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 3	TOUR07050	Sustainable Management of the Impacts of Tourism	07	05	M	3.00	4.00	0.00	0	50	0	50	0	0	100
SEM 3	TOUR07056	Event Planning	07	05	M	4.00	3.00	0.00	0	60	0	40	0	0	100
SEM 3	HRM07007	Managing People 1	07	05	M	3.00	4.00	0.00	0	40	0	60	0	0	100
SEM 3	TOUR07053	Tourism Communications & Branding	07	05	M	3.00	4.00	0.00	0	0	0	0	100	0	100
SEM 3	ACCT07020	Introduction to Financial Management	07	05	M	3.00	4.00	0.00	0	20	0	80	0	0	100
SEM 3	ENTR07010	Enterprise Development	07	05	M	3.00	4.00	0.00	0	50	0	50	0	0	100
SEM 4	TOUR07055	International Destination Management	07	05	M	3.00	4.00	0.00	0	30	0	70	0	0	100
SEM 4	TOUR07035	Events Project Management	07	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 4	RSCH07010	Research Methods for Business	07	05	M	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 4	WORK07025	Work placement	07	15	M	200.00	2.00	0.00	0	100	0	0	0	0	100
SEM 4	WORK07026	Erasmus Semester Abroad (MKTS)	07	30	E4	0.00	20.00	0.00	0	100	0	0	0	0	100
Credit Total				90											

Semesters Per Stage	Elective Rules Per Stage	Credits Required	Award Percentage
2	2	60	100

Delivery	Code	Module Title	Level	Credit	M/E	IL	FT	OL	FO	CA	PF	EXAM	PROJ	PRAC	Total
SEM 5	TOUR08025	Globalisation and Tourism	08	05	M	3.00	4.00	0.00	0	50	0	50	0	0	100
SEM 5	TOUR08028	Tourism and Events Research Project 1	08	10	M	8.00	0.30	0.00	0	30	0	0	70	0	100
SEM 5	MGMT08026	Business Strategy 1	08	05	M	0.00	5.00	0.00	0	30	0	70	0	0	100
SEM 5	ECON08005	Macroeconomics 1 for Bachelor of Business L8	08	05	M	4.00	3.00	0.00	0	30	0	70	0	0	100
SEM 5	MKTG08046	Customer Experience Management	08	05	E5	4.00	3.00	0.00	0	0	0	30	70	0	100
SEM 5	LANG08033	French Language, Culture and Contemporary Media 4.1	08	05	E5	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	LANG08034	German Language, Culture and Contemporary Media 4.1	08	05	E5	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	SPAN08011	Spanish Language, Culture and Contemporary Media 4.1	08	05	E5	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 6	TOUR08024	Strategic Tourism	08	05	M	3.00	4.00	0.00	0	50	0	50	0	0	100
SEM 6	TOUR08029	Tourism and Event Research Project 2	08	10	M	8.00	0.50	0.00	0	80	0	0	20	0	100
SEM 6	MGMT08027	Business Strategy 2	08	05	M	0.00	5.00	0.00	0	30	0	70	0	0	100
SEM 6	ECON08006	Macroeconomics 2	08	05	M	4.00	3.00	0.00	0	30	0	70	0	0	100
SEM 6	DIGT08009	Social Media and Digital Marketing Planning	08	05	E6	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 6	LANG08035	French Language, Culture and Contemporary Media 4.2	08	05	E6	4.00	4.00	0.00	0	100	0	0	0	0	100
SEM 5	LANG08036	German Language, Culture and Contemporary Media 4.2	08	05	E6	3.00	4.00	0.00	0	100	0	0	0	0	100
SEM 6	SPAN08012	Spanish Language, Culture and Contemporary Media 4.2	08	05	E6	3.00	4.00	0.00	0	100	0	0	0	0	100
Credit Total				90											

Semesters Per Stage	Elective Rules Per Stage	Credits Required	Award Percentage
2	2	0	0