Audit of Validated Programmes

Programme Code	Programme Title	Validation Panel Date:
SG_BTOUR_B07	Bachelor of Business in International Tourism with Event Management	23rd Apr. 2021
SG_BTOUR_B08	Bachelor of Business (Honours) in Tourism with Event Management	23rd Apr. 2021

Attendance: Dr Aodhmar Cadogan – Assistant Registrar, Gemma Lyons – QA Administrator Compliance

Head of Department / School – Dr John Kelleher / Dr Michael Barrett

Programme Team (if attending): Dr James Hanrahan

Date of Audit: 08 Sep. 2021

Conditions	Response to Conditions	Evidence of revised documentation presented.	Outstanding issues
		Attachment,Link to module etc.	
none			

Recommendations	Response to recommendations	Evidence of revised documentation presented.	Outstanding issues
		Attachment,Link to module etc.	
Rationale for the programme 1. The Programme team should consider how the USB of Tourism degrees which will integrate the USP of tourism in the across the Western/ North Western region, incorporating these assets into the marketing seaboard could be utilised to market campaign. This campaign will be completed in	The development team has commenced the development of a promotion campaign for the new	n/a, recommendation accepted.	None, Closed

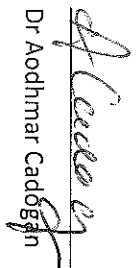| Recommendations	Response to recommendations	Evidence of revised documentation presented. Attachment,Link to module etc.	Outstanding issues
the programmes and considered in projects/ assessment development	preparation for the initial intake in September 2022. The IT Sligo marketing team are also assigning with graduate profiles and other marketing collateral.		
2. 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.	The development team is incorporating the graduate profile onto the new webpage which will be launched October 2021 for the new degrees and has incorporated the employment opportunities for graduates and graduate profiles There are also graduate profiles in the submission document on the following pages; p33-34 of the B.Bus. (Hons) in Tourism with Event Management and p32-33 of the B.Bus. (Ord) in Tourism with Event Management Vol 2 Graduate attributes from the submission document have been review and updates as follows; "Tourism graduates will be confident, agile, and creative people, critical thinkers with analytical skills who offer excellent interpersonal, and communication skills across tourism, business, and the events sector." The programmes are designed to address future tourism skill needs identified both nationally and internationally. Stage 1 takes an applied approach / concentrating on tourism and business fundamentals. In subsequent stages, the programme incorporates specific modules in	Recommendation accepted and updated.	None, closed

Recommendations	Response to recommendations	Evidence of revised documentation presented. Attachment,Link to module etc.	Outstanding issues
	Business (Management/ Marketing, HR, Accounting), Digital (Data Analytics, Business application software) and Communications and Culture (Experiential / Interpersonal / Frontline Delivery / Cultural & Language Appreciation and Awareness). *Having created, delivered, and evaluated a range of real-world projects, in addition to targeted work placement opportunities, graduates will develop an in-depth knowledge of the tourism and travel industry to develop entrepreneurial ventures or forge tourism careers from operational to senior management level.”*		
3. The programme documentation should reflect the anchor pillars of the programmes and be subsequently deployed to market the programmes.	The programme documentation now states and expands on the following: The programmes are anchored in a solid pillar of a business degree which is supported by two parallel comprehensive pillars in tourism and event management streams. These anchor pillars of the programmes are being integrated into the promotion market the programmes. This promotion campaign will be aligned with the wider TU / CUA promotional strategy.	Recommendation accepted and updated.	None, closed
4. The Programme team should consider how digitalisation can be further integrated into programme content, delivery, and assessment.	The development team have considered this point and have reflected the recommendation to ensure the underpinning of digitalization in programme content delivery and assessment.	Recommendation accepted and updated.	None, closed

Recommendations	Response to recommendations	Evidence of revised documentation presented. Attachment,Link to module etc.	Outstanding issues
	As an example, the topic of digitalization initially introduced in Digital Content (Stage 1) will also feature in the relationship marketing module under customer retention strategies and in experiential tourism under co-creation of experiences. Furthermore, digitalization has been included as part of the marketing and post event analysis components of the following modules; Event Planning, Event Project Management This has also been incorporated into the Tourism Communication and Branding module.		
5. The module titled Strategic Tourism (TOUR08024*) should be changed to Strategic Tourism Opportunities	This title has been reviewed by the development team.	n/a, the decision of the development team was to retain the current name.	None, Closed
6. 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.	The development team have reflected on this and allowed internationalisation to permeate all aspects of the programme, through assessment, content deliver, case studies and guest speakers. There is also the opportunity for the establishment of an opportunity of a one week Erasmus international exchange incorporating students and staff. We have commenced discussions with potential partner colleges on the one week exchange.	n/a, recommendation accepted.	None, Closed

Recommendations	Response to recommendations	Evidence of revised documentation presented. Attachment, Link to module etc.	Outstanding issues
	The concept of international commences from the first year with Introduction to International Festivals and Events, and Introduction to International Tourism and Travel and will be embedded in modules in subsequent years in modules such as International Destination Management.		
7. The Programme team should consider the development of SPAs/Minor awards that align to the programmes content but would be valuable to industry/ students.	The development team is working to incorporate the SPAs and minor awards and will incorporate these into the two new degrees during programmatic review which is starting in September 2021.	n/a, recommendation accepted.	None, Closed
8. 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.	The development team has amended the individual module syllabi and the assessment strategy has less reliance on examinations as a mode of assessment, particularly as students progress and become more self-directed in their learning styles. A number of the team have completed UDL qualifications and other members of the team have signed up for further UDL training. Examples include Foundations of Tourism and Introduction to Tourism and Travel Industry.	n/a, recommendation reviewed and accepted.	None, Closed
9. 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	The development team reviewed all the module syllabi and presentation to ensure there is consistency in mode of presentation/ descriptors used for learning outcomes to ensure Los are reflective of NFQ level /LOs mapped to proposed assessments, referencing etc. Shared modules	n/a, recommendation reviewed and ongoing as per Programmatic review.	None, Closed

Recommendations	Response to recommendations	Evidence of revised documentation presented. Attachment,Link to module etc.	Outstanding issues
reflective of NFQ level/LOs mapped to proposed assessments, referencing etc.	will be reviewed comprehensively in the upcoming faculty programmatic review.		
10. Examples of indicative modular assessments should be included with documentation	The development team have considered this recommendation and have provided examples. For example under Experiential Tourism Marketing, students assess experiential design principles of a tourism servicescape.	AMM TOUR06036	None, Closed

All recommendation reviewed by the Assistant Registrar and this concludes the QA process.

Dr Aodhmar Cadógan

Assistant Registrar

Date 29/9/2021

24-9-21

Name

Date

Head of Department