

## EXTERNAL REVIEW REPORT OF NEW PROGRAMMES

1.	<b>Title of Programme:</b>	Bachelor of Business (Honours) in International Tourism Management					
2.	<b>School / Centre:</b>	College of Tourism and Arts					
3.	<b>Duration:</b>	4 year ab-initio / 1 year add on					
4.	<b>NFQ Level:</b>	Level 8					
5.	<b>Type of Review:</b>	<b>New Programme:</b>	<b>Yes:</b>	x	<b>No:</b>		
		<b>Differential Validation:</b>	<b>Yes:</b>		<b>No:</b>		
6.	<b>Date of Review:</b>	14 <sup>th</sup> June 2016					
7.	<b>Delivery Mode:</b>	<b>Full-time</b>	X	<b>Part-time</b>	X	<b>Blended</b>	
8.	<b>Panel Members:</b>	Mr. John Murphy (Chair) Ms. Claire Hurney – Regional Skills Manager, NUIG Mr. Michael Conway – Chef Lecturer, LIT Mr. Michael Fitzsimons – Failte Ireland Ms. Deirdre Lusby (Secretary) – Head of Department of Management Ms. Caroline Murphy (Recording Secretary)					
9.	<b>Proposing Staff:</b>	Ms. Cait Noone – Head of School, CTA Mr. Gerry O’Neill – Head of Dept, CTA Mr. Gerry Talbot – Head of Dept, CTA Mr. John Carty Mr. Maria Murphy Ms. Margaret Gannon Mullins Mr. Francesco Noci Ms. Claire Gilsenan Mr. Frank O Connor					
10	<b>Programme Rationale:</b>	<p>The proposal is based on increased demand from industry for Level 8 graduates along with demand from level 7 graduates for a specific progression route within GMIT. The design team are also keen to enhance the range of GMIT’s programme offerings in the Tourism area. Currently, students who complete the level 7 in Tourism continue to a level 8 in the Business School, a level 8 in Hotel &amp; Catering Management or leave GMIT to complete a level 8 elsewhere.</p> <p>The first three years of the proposed ab-initio programme are identical to, and will be taught in common with, the existing level 7 Bachelor of Business in Tourism Management.</p> <p>Authorisation will be sought to rename the level 7 to Bachelor of Business in International Tourism Management in line with this level 8 ab-initio degree.</p>					

		In addition to seeking approval for the level 8 four year ab-initio degree the programme team are seeking approval for a one year add-on level 8 to provide for progression in Tourism.
11.	<b>Potential Demand for Entry:</b>	Projected student numbers for the first year of entry is estimated at 15. These students will be taught with the level 7 students.
12.	<b>Stakeholder Engagement:</b>	A number of consultative processes have taken place over recent years. The most significant of these was carried out as part of the Programmatic Review process. Focus groups were undertaken with students and with industry to identify gaps in programme offerings. Findings indicated that students were unhappy with the lack of a progression route to a Tourism level 8 qualification. Industry findings clearly identified the range of opportunities within the industry for level 8 tourism graduates.
13.	<b>Graduate Demand:</b>	The GMIT Graduate Survey shows that up to 75% of the graduates from the BB in Tourism Management progress to level 8 programmes and the majority of the graduates from the Higher Certificate in Business in Tourism progress to the third year of the BB in Tourism Management. This shows a demand for an add-on level 8.
14.	<b>Entry Requirements:</b>	<p>Students will have to meet the entry requirements as indicated in GMIT's Academic Code of Practice No. 4 (Access, Transfer and Progression), at any given time.</p> <p>Entry requirements for level 8 programmes are currently a pass (grade D3 or better) in six Leaving Certificate subjects including English or Irish and Mathematics. Two of the six leaving certification subjects must be passed in higher level papers at Grade C3 or higher. Foundation Studies Certificate or any FETAC major award at Level 5/6 with three Distinctions will also meet the minimum entry requirements.</p> <p>Mature applicants (EU nationals aged 23 on or before January in the year of entry) do not have to meet the Leaving Certificate entry requirements. It is Institute policy to reserve a minimum of 10% of places on each programme for such applicants. Applicants applying on a 'mature' basis may be required to attend for an interview and information and advisory session with specific academic selection panels. Mature applicants holding the Leaving Certificate also compete independently on points within the standard application group.</p> <p>Application for entry to year 1 will be through the CAO.</p> <p>Application for entry to year 2 or subsequent years will be made directly to the Institute.</p> <p>Holders of FETAC Level 6 qualifications in Tourism will be considered for entry to year 2 of this programme. The Institute is presently planning engagement with FETAC providers to map entry routes.</p> <p>International students holding cognate qualifications at the appropriate level will be considered for advanced entry.</p> <p>Individual applicants will be assessed on a case-by-case basis in line with GMIT's RPL policy.</p>
15.	<b>Programme Structure:</b>	The programme will be delivered over eight semesters, with 50 credits of mandatory modules and one language elective of 10

		credits in first year. In second and third year, there are 50 credits of mandatory modules with electives of 10 credits. In fourth year there are 40 credits of mandatory modules and 20 credits of elective modules. Languages are mandatory in year 1 and students are encouraged to continue language throughout the programme. There are two mandatory placements, the first at the end of year 1 and the second at the end of year 2.
16.	Module syllabi:	As set out in the attached Programme Document.
17.	LTA:	As set out in the attached AQA2 – Pedagogy relevant to the Programme.
18.	ATP:	Students will have to meet the entry requirements as indicated in GMIT’s Academic Code of Practice No. 4 (Access, Transfer and Progression), at any given time. Transfer and progression is available between the Higher Certificate in Business in Tourism, the BB in Tourism Management and the proposed programme.
19.	Resource Implications:	The first three years of this programme will be taught in common with the BB in Tourism Management. Realignment of the first two years of these programmes has released resources to deliver year 4 and some of the year 4 modules are delivered currently in the final year of the BA (Hons) in Hotel and Catering Management. It is not envisaged that additional resources will be required to deliver this programme.
20.	Synergies with existing programmes:	As per section 19 above, the first three years of this programme will be taught in common with the BB in Tourism Management and the final year includes some modules delivered in the final year of the BA (Hons) in Hotel and Catering Management.
21.	Findings and Recommendations:	<p><b>Recommendations of the panel in relation to award sought:</b></p> <p>The panel is happy to recommend the approval of the level 8 ab-initio and the level 8 add-on subject to the two conditions noted and makes the following five recommendations:</p> <ol style="list-style-type: none"> <li>1. The programme team is encouraged to consider the mix of accounting and economics modules and the possibility of including an additional economics modules.</li> <li>2. The programme team is encouraged to consider including further sales content and rebalancing the weighting in the programme between marketing and sales. Consideration should also be given to a greater digital focus in the marketing domain including the introduction and usage of apps.</li> <li>3. The span of content in the area of entrepreneurship should be considered and highlighted in the programme document and consideration given to additional content particularly in the research / project credits.</li> <li>4. At a later stage, for example the next programmatic review, the success of the proposed placement model should be evaluated. Consideration should be given to placing students with Irish International Tourism businesses with a focus on international tourism inwards for the second placement. As part of this evaluation the option of dedicating semester 6 to placement should also be considered. In future consultation with industry</li> </ol>

		<p>providers, international providers should also be consulted.</p> <p>5. The proposed commencement date should be amended to September 2017.</p>
		<p><b>Special conditions attaching to approval (if any):</b></p> <p>The documentation should be revised to:</p> <ol style="list-style-type: none"> <li>1. Clarify that this proposal relates both to an ab-initio 4 year honours degree programme <b>and</b> a one year add-on level 8 honours degree programme.</li> <li>2. Clearly identify the exit awards being sought at level 6 and level 7 from the ab-initio level 8 programme and identify the programme learning outcomes for these exit awards.</li> </ol>
22.	FAO: Academic Council:	
		<p>Approved:</p>
		<p>Approved subject to recommended changes:</p>
		<p>Not approved at this time:</p>
	Signed:	
		Chair
		Secretary