![CIT — Institiúid Teicneolaíochta Chorcaí / Cork Institute of Technology]

PROGRAMMATIC REVIEW OF THE FACULTY OF BUSINESS AND HUMANITIES 2015/16

Phase 2: Programme Review

PROGRAMME PANEL REPORT

SCHOOL(S):   School of Humanities
DEPARTMENT(S):   Department of Tourism and Hospitality
DATE: 19th & 20th April 2016

PROGRAMMES SUBMITTED FOR REVIEW

Major Awards

Higher Certificate in Arts in Hospitality Studies (NFQ Level 6, 120 ECTS credits)
Bachelor of Business in Bar Management (NFQ Level 7, 180 ECTS credits)
    Renamed *Bachelor of Business in Beverage Industry Management*

Higher Certificate in Business in Hospitality Management (NFQ Level 6, 120 ECTS credits)
Bachelor of Business in Hospitality Management (NFQ Level 7, 180 ECTS credits)
Bachelor of Business (Hons) in Hospitality Management (NFQ Level 8 Add-on, 60 ECTS credits)

Higher Certificate in Business in Tourism
    Renamed *Higher Certificate in Business in Tourism Management*
Bachelor of Business in Tourism (NFQ Level 7, 180 ECTS credits)
    Renamed *Bachelor of Business in Tourism Management*
Bachelor of Business (Hons) in Tourism (NFQ Level 7, 240 ECTS credits)
    Renamed *Bachelor of Business (Honours) in Tourism Management*

Non-Major Awards

None

PANEL MEMBERSHIP

Dr. Catriona Murphy (Chair), Head of Department of Food and Tourism, Limerick Institute of Technology
Ms Kay Fitzgerald, Head of School Business, Computing and Humanities (Retired), Institute of Technology Tralee
Ms Elaine Hill, HR, Training & Development Manager, Brook Food Services, Glanmire, Cork
Mr Michael Vaughan, Hotelier and Past President Irish Hotels Federation
Mr Des Walsh, Head of Department of Civil, Structural and Environmental Engineering, Cork Institute of Technology

PROGRAMME REPRESENTATION

Programme Staff

Mr Adrian Gregan, Head of Department of Tourism and Hospitality
Mr Joe O'Donovan, Lecturer and Year 1 Coordinator, HC in Hospitality Studies
Ms. Breda Hickey, Lecturer and Year 2 Course Coordinator HC in Hospitality Studies
Ms. Mary Forde, Lecturer and Year 2 Course Coordinator HC in Hospitality Studies
Dr. Aisling Ward, Lecturer and Year 1 Coordinator BBus & BBus(Hons) in Tourism
Ms. Ursla O'Donnell, Lecturer and Year 2 Coordinator BBus & BBus(Hons) in Tourism
Ms. Maria Benson, Lecturer and Year 3 Coordinator BBus & BBus(Hons) in Tourism
Ms. Ruth Farrell, Lecturer and Year 4 Coordinator BBus & BBus(Hons) in Tourism
Mr. Seamus Forde, Lecturer and Years 1&2 Coordinator BBus & BBus(Hons) in Hospitality Management
Ms. Grainne Daly, Lecturer and Years 3&4 Coordinator BBus & BBus(Hons) in Hospitality Management
Mr. Philip Murray, Lecturer.

Graduates

Ms.Orlaith Giltinan (BBus(Hons) in Tourism), Marketing Manager, Actons Hotel, Kinsale

Mr. Darren Calnan (BBus Bar Management), Lecturer, CIT

Mr. Tim Nation (BBus Bar Hospitality, 2013), Food & Beverage Manager, Hotel Woodstock, Ennis

Mr. Ronan Fahey (BBus(Hons) Hospitality Management), General Manager, Oriel Hotel, Ballincollig, Cork.

Ms. Natalie Morissey, (BBus(Hons) Hospitality Management, 2010), Front of House Manager, Foto Island Resort

External Stakeholders

Mr. Derry Cronin, MD, Cronin Travel Group
Ms. Niamh Whelton, HR Manager, Hayfield Manor, Cork
Mr. Patrick Shields, GM, Middleton Park Hotel, Co Cork, (Work Placement Supervisor)

Learner Representatives

[Please indicate programme and (for taught programmes) stage. Also indicate particular mode of study, functions etc., e.g. SU Class Representative, ERASMUS student ...]

Mr. Glen O'Mahony, Hospitality Management, Year 1
Ms. Jessica O'Regan, Hospitality Management, Year 2
Ms. Hazel Kiely, Hospitality Management, Year 2
Mr. Damien Foley, Hospitality Management, Year 2
Ms. Katie Leonard, Hospitality Management, Year 4
Ms. Ciara Shorley, Tourism, Year 3
Ms. Aisling Quill, Tourism, Year 4
Ms. Fiona Herlihy, Bar Management, Year 1
Mr. Kyran Lyons, Bar Management, Year 2

Ms. Heather Smee, Bar Management, Year 3

PROGRAMME SUMMARY AND MAJOR CHANGES PROPOSED

1. Higher Certificate in Hospitality Studies

1.1. Programme Summary

The HC in Hospitality Studies is a NFQ Level 6 Higher Certificate in Arts, comprising 120 ECTS credits. The programme was first introduced in its current format in September 2010-11, it was previously a Failte Ireland FETAC Level six programme which had been delivered in CIT over the previous fifteen year. The programme was remodelled as a higher education HETAC Level 6 after a panel review. This is the first occasion on which the programme has been reviewed through the programmatic review process. The programme has been Modularised and Semesterised since its introduction in September 2010.

Students who successfully complete the programme are eligible to progress to the Year 2 of the Bachelor of Business in either the Hospitality Management or Bar Management programmes.

Graduate of the programme are accepted as Graduate Members to the Irish Hospitality Institute.

Student enrolment has been 4, 9, 8, 17 and 16 in the academic years 2010/11 through 2015/16.

1.2. Major Changes Now Proposed

The Year 1 & Year 2 coordinators presented the proposed changes, and their rational, to the panel.

In semester 1 *HOSP6069 Food and Beverage Operations* is to become a 70% C/A, 30% T/A module. Although reflected in the Module Descriptor the panel noted that this change was not reflected in the Course Schedule which was presented in the programme programmatic review document.

A new module, *Introduction to Hospitality Marketing,* is to be introduced to semester 2 with *HOSP6066 Practical Cookery Techniques* moving to semester 3. A new elective *HOSP6052 Nutrition* is to be introduced to semester 2. The panel noted that this latter change was not reflected in the Course Schedule which was presented in the programme programmatic review document.

In semester 3 *HOSP6066 Practical Cookery Techniques* replaces *HOSP7006 Food and Beverage Control* which is moved to semester 4. In semester 4 a new *Advanced Beverage Operations* module is introduced with *HOSP6034 Hospitality Marketing* and *HOSP6013 Management Principles* being replaced. The learning in these replaced modules is being brought back to semester 2 in the new *Introduction to Hospitality Marketing* module.

The German language electives currently in semester 1 & 2 are being removed and it is proposed to add Spanish elective modules to semester 3 & 4. The panel noted that these latter changes are not reflected in the Course Schedule which was presented in the programme programmatic review document.

The change proposals were discussed and, <u>subject to the Course Schedules being checked for completeness and accuracy</u>, the changes were approved.

2. Bachelor of Business in Bar Management

2.1 Programme Summary

The BBus in Bar Management is a 180 ECTS credit programme at NFQ Level 7. The programme does not have an embedded exit award. The programme, which has been running since 2005, was converted to CIT Modularisation and Semesterisation structure in the previous Programmatic Review of 2010/11.

Students who successfully complete the programme with a minimum of a Merit 2 award classification are eligible to progress to the Year 4 of the Bachelor of Business (Hons) in Hospitality Management.

Student enrolment has been 24, 21, 16, 20, 20 in the academic years 2010/11 through 2015/16.

2.2 Major Changes Now Proposed

The proposed changes, and their rational, were presented to the panel.

It is proposed to change the title of the programme from Bachelor of Business in Bar Management to **Bachelor of Business in Beverage Industry Management**. The rational for the change proposal was presented and discussed. It is the view of the panel that the title change proposal is reflective of both the programme learning and the changing nature of the industry and accordingly the change proposal is welcomed and is recommended.

In semester 1 a new module *Personal Development and Care* replaces *HOSP6013 Management Principles* which moves to semester 4. In semester 2 *HOSP6055 Communication & Customer Care* becomes a mandatory module (was an elective) while *HOSP6018 Bar Food Operations* becomes an elective (was mandatory). Also in semester 2 *HOSP6015 Wine Appreciation & Service* is replaced by a new 5 credit *Industry Placement* module.

HOSP7022 Wine Studies becomes a mandatory module in semester 3 (was an elective) while *HOSP6034 Hospitality Marketing* becomes an elective (was mandatory). *HOSP7029 Facilities and Services* replaces *HOSP6030 Licenced Trade Supervision* (semester 3) which moves to semester 4 in place of *HSOP3036 Licenced Trade Operations* moves to semester 6. *HOSP6035 Hospitality Marketing 2* is removed and is replaced by *HOSP6013 Management Principles* which moves from semester 1. *HOSP6022 Applied Hospitality IT* is removed and replaced by *TOUR8004 Research and Survey Techniques.*

In semester 5 both *HOSP7018 Services Marketing* and *HOSP7027 Hospitality Operations* are removed from the programme and are replaced by *HOSP6044 The Art of Mixology* which moves from semester 6 and by *HOSP6042 Advanced Wines*. In semester 6 *HOSP7030 Financial Management for Hospitality* is removed from the programme and is replaced by *HOPS6032 Hospitality Law*. *HOSP7031 Human Resource Management* (which was mandatory) becomes an elective while *HOSP7008 Culinary Principles for Bar* (which was an elective) becomes mandatory.

Changes to existing approved module titles were also been made for a number of modules.

The panel discussed the proposed changes in detail with the programme team and the panel is satisfied to recommend the change proposals (<u>subject to the Course Schedules being checked for completeness and accuracy</u>).

3. Bachelor of Business in Hospitality Management & Bachelor of Business **(Hons)** in Hospitality Management

3.1 Programme Summary

The BBus in Hospitality Management is a 180 ECTS credit programme at NFQ Level 7. The programmatic review document indicates that the programme has an embedded Higher Certificate exit award, however the panel was not furnished with Programme Schedule and Book of Modules documentation for this exit award.

The BBus(Hons) in Hospitality Management is a 60 ECTS credit add-on programme at NFQ Level 8.

Students who successfully complete the BBus programme with a minimum of a Merit 2 award classification are eligible to progress to the Bachelor of Business (Hons) in Hospitality Management.

Student enrolment has been 42, 38, 46, 37 and 24 in the academic years 2010/11 through 2015/16.

3.2 Major Changes Now Proposed

The proposed changes, and their rational, were presented to the panel by the programme coordinator.

- *BBus in Hospitality Management*

In semester 1 a number of changes have been made to the language electives which are on offer however the option to study one of Spanish, German, French or English is retained.

In semester 2 *MATH6025 Business Maths for Hospitality* is to be replaced by a new module *Hospitality Performance Measurement.* The particular electives scheduled in French and

German have been modified however the scope of the student to continue his/her language studies from semester 1 is retained.

In semesters 3 & 4 the particular electives scheduled in French and German have again been modified however the scope of the student to continue his/her language studies in German, French and Spanish is retained. The option to study Italian in Year 2 (semesters 3 &4) has been removed.

The course schedule for semester 3 shows 6 mandatory modules however it is understood that *HOSP7012 Managing People in Hospitality* remains as an elective as was here to fore the case.

There are no change proposals for semesters 5 & 6. It is noted that a 15 credit work placement module, *HOSP7019 Supervised internship*, continues to be provided.

- *BBus(Hons) in Hospitality Management*

There are no change proposals for either semester of this add-on programme. It is noted that it is proposed that the Dissertation remains as an <u>elective</u> feature of the programme (5 credit *TOUR8002 Dissertation 1* in semester 1/semester 7) and 10 credit *TOUR8003 Dissertation 2* in semester 2 /semester 8)).

The change proposals were discussed and, subject to the Course Schedules being checked for completeness and accuracy, the changes are recommended for approval.

4. Bachelor of Business in Tourism & Bachelor of Business (Honours) in Tourism

4.1 Programme Summary

The BBus in Tourism is a 180 ECTS credit programme at NFQ Level 7. The inaugural delivery of the original programme was in 2009/10. The programmatic review document indicates that programme has an embedded exit award, *Higher Certificate in Business Studies in Tourism*, however the panel was not furnished with Programme Schedule Book of Modules for this award.

Student enrolment has been 23, 22, 27, 23 and 26 in the academic years 2010/11 through 2015/16.

Students who successfully complete the BBus programme with a minimum of a Merit 2 award classification are eligible to progress to the Bachelor of Business (Hons) in Tourism.

The BBus(Hons) in Tourism is a 240 ECTS credit programme at NFQ Level 8. The inaugural delivery of the original programme was in 2009/10.

Student enrolment has been 25, 22, 9, 13 and 26 in the academic years 2010/11 through 2015/16.

The CIT requirement for 15 credits of differentiated modules between parallel Bachelor and Honours Bachelor degrees needs to be complied with in respect to this suite of programmes.

4.2 Major Changes Now Proposed

The proposed changes and their rational, were very well presented in the form of accurate tables and corresponding narratives, in the programme documentation.

It is proposed to change the titles of the programmes as follows:
- Bachelor of Business in Tourism to become **Bachelor of Business in Tourism Management**.
- Bachelor of Business (Honours) in Tourism to become **Bachelor of Business (Honours) in Tourism Management**.

The rational for the change proposals, principally the business orientation of the programmes, were presented and discussed. The title change proposal is recommended by the panel.

- ***BBus in Tourism*** *(proposed to be BBus in Tourism Management)*

The change proposals were discussed and reviewed by the panel.

The proposal to introduce a new 5 credit Work Based Placement <u>elective</u> module in semester 4 was the focus of much discussion and while the panel welcomed the introduction of work placement activity to the programme the elective nature of the proposal is of concern to the Panel.

PANEL FINDINGS AND RECOMMENDATIONS

1. OVERALL RECOMMENDATION TO ACADEMIC COUNCIL ON REVALIDATION

Contingent upon confirmation of the successful completion of the conditions below and of the internal programme and module moderation process, the Panel **recommends to Academic Council that the programmes listed above be revalidated** for a further five years or until the next Programmatic Review, whichever is sooner, with effect from 1 September 2016.

Requirement: There are inconsistencies in some of the programmatic review documentation in terms of the Programme Schedules presented and the programme change proposals detailed in tables and the narrative of the programme documents. A detailed review to ensure the accuracy and completeness of the Programme Schedules should be undertaken. The internal programme and module moderation processes to be completed for each programme.

Requirement: Programme Schedule (to include programme outcomes, graduate profile and semester schedules) should be developed for the embedded awards in the Hospitality Management and the Tourism Management programmes.
Higher Certificate in Business in Hospitality Management
Higher Certificate in Business Studies in Tourism Management

Requirement: Continuous Assessment schedules confirming dates and weightings for all assessments to be developed for all programmes, these to be distributed directly to students at the start of each semester.

2. GENERAL

2.1. **Commendation:** The Panel would like to commend the excellent evidence of collegiality and teamwork in a positive and collaboratively lead environment. Constructive student/staff relationships were evidence across all five programmes reviewed.

2.2. **Recommendation**: Internationalisation and Erasmus + should be more actively promoted and encouraged amongst both staff and students.

2.3. **Recommendation**: The Department should develop a life-long learning strategy to identify opportunities for the enhancement and further development of part-time, flexible and online delivery of programmes for industry and part-time students. CPD opportunities for staff to be considered.

2.4. **Recommendation**: Building on CIT's Research Strategy a School/Department Research Strategy should be developed.

3. GRADUATE PROFILE AND AWARD

3.1. **Recommendation:** The Panel commend the updating and the broadening scope of the existing ***Bar Management*** programme to create a renewed ***Beverage Management***

programme which is reflective of the industry changes in this dynamic sector. The proposal to change the title of the programme from *Bachelor of Business in Bar Management* to *Bachelor of Business in Beverage Industry Management* is recommended.

3.2. **Recommendation**: The proposal to change the programme title from *Bachelor of Business in Tourism* to *Bachelor of Business in Tourism Management* is recommended.

3.3. **Recommendation**: The proposal to change the programme title from *Bachelor of Business (Honours) in Tourism* to *Bachelor of Business (Honours) in Tourism Management* is recommended.

3.4. **Recommendation**: The Panel are concerned that, as a result of timetabling and other constraints, the elective options identified in the Programme Schedules are not available to the students as real elective choices. This is of particular concern in relation to the foreign language electives identified in the schedules and which should be a key opportunity for students of most programmes in this Department. It is recommended that further efforts be made to provide the range of elective opportunities indicated but that in any event the programme schedules should consistently reflect the actual available elective module options.

4. PROGRAMME OPERATION AND PERFORMANCE

4.1. **Commendation**: The liaison and engagement of the Department with industry partners is commended. A significant number of module change proposals across a range of discipline areas reflect the dynamic nature of the industry engagement as does the existing 15 credit work placement provision in the level 7 Hospitality Management programme. The panel commend the introduction of a limited form of a 5 credit placement in the Tourism programme but has additional recommendations in this regard.

4.2. **Recommendation**: A more structured and formal approach to the communication and engagement with industry providers in relation to work placement is necessary. A School/Faculty/College wide policy may assist in this regard (e.g. developing Memorandum of Understandings)

4.3. **Recommendation**: Greater use of digital media in both the delivery and assessment of modules across all programmes in the department should be deployed.

5. PROPOSED PROGRAMME SPECIFICATION (INCL. DELIVERY AND ASSESSMENT)

5.1. **Recommendation**: A template to identify commonalities/module sharing across the various programme of the Department should be developed and made available to students. The implications of progression and transferring across programmes should be included.

5.2. **Recommendation**: Clearly identifiable features to distinguish the level 7 and the one year add on level 8 programmes in ***Hospitality Management*** are required. In this regard it would be expected that the *Dissertation* modules would make a key contribution however the programme team propose to continue with the Dissertation as an elective feature of the add-on level 8 programme. The Panel **<u>strongly recommend</u>** that the Dissertation should become a mandatory feature of the level 8 Tourism programme in advance of the next programmatic review.

5.3. **Recommendation**: While the proposal to introduce a new 5 credit Work Placement <u>elective</u> module in semester 4 is welcome the elective nature of the proposal is of concern to the Panel. The Panel recommend that work placement becomes a mandatory feature of the Tourism programmes and with a greater credit weighting.

5.4. **Recommendation**: Reconsider the retitling of INTR8004 *Research and Survey Techniques* to '*Research Methods*' to reflect the broad intention of the module learning outcomes.

6. OTHER FINDINGS AND RECOMMENDATIONS (INCL. ON PROCESS)

None

7. DEROGATIONS SOUGHT

NONE

PROGRAMME FINALISATION

*[This section is completed by the **CIT Registrar's Office.***

It records the implementation of any panel requirements and the completion of the internal module moderation process. Confirmation of completion by the CIT Registrar's Office is required for both before the programmes can be submitted to the CIT Academic Council for revalidation.]

1. IMPLEMENTATION OF PANEL REQUIREMENTS

2. MODULE AND PROGRAMME MODERATION