STUDY WORLD
Global College Malta

Bachelor of Arts in Tourism and Events Management

Programme Specification

Course Rationale

The Global College Malta Bachelors degree in Tourism and Events Management explores the relationship between tourism, events and the wider environment, helping to develop the skills you'll need to be able to successfully evaluate and manage tourism and stage events in host destinations. The degree programme is targeted at students who have an interest in the tourism sector and are keen to focus on the dynamic field of events management.

The degree is designed to provide a combination of knowledge in the field of business and management together with the practical elements of events management and an in-depth understanding of the potential impacts of events and their role in developing destination product and destination image. The degree has a strong international perspective.

The degree provides a strong grounding in the subject and the theoretical principles that underpin tourism and event policy and management, but also a strong emphasis on your skills development for the workplace, including presentation skills, research and data analysis, budgeting for events, negotiation and content planning.

All the College's courses will provide you with an in-depth understanding of contemporary management techniques, and will allow you to develop the skills to become an effective and socially responsible manager in local and global arenas, whether in public, private or third sector organisations and enterprises.

The course is studied on a full-time basis over a period of three years.

Mode of Delivery
Face-to-face

Language of Instruction
English

Mode of Attendance
Full-time

Programme Duration
36 months/ 3 years

Target Audience
19 - 65+

Status of Programme
Accredited

Number of ECTS
180

MQF/EQF QUalification Level
6

Type of Qualification
Bachelor Degree

Target Group

Students, managers or aspiring managers who are keen to progress in their chosen career and want to broaden their knowledge, improve their skills and increase their competence in Accounting and Finance disciplines and functions.

Structure of Course

Two semesters per academic year.

Entry Requirements

The entry criteria for the College's Bachelor of Arts in Tourism and Events Management is designed to offer a number of entry routes, so that each applicant's previously certificated academic qualifications, prior learning experience and experiential skills can be taken fully into account when determining whether an offer of a place to study can be made.

Prior to entering the College's Bachelor of Arts in Tourism and Events Management programme, applicants are normally expected to be able to demonstrate a minimum of a Maltese matriculation certificate (or equivalent qualifications), with two subjects at an advanced level, three other subjects at an intermediate level and Systems of Knowledge, and a pass at Grade 5 or better in the English Language Secondary Education Certificate. If the prospective student is not in possession of a secondary education certificate in English, they may be asked by the College to demonstrate their English Language competence. Alternatively, a prospective student can be admitted with three subjects at Advanced Level (MQF 4) (or equivalent qualifications), and a pass at Grade 5 or better in the English

Course Learning Outcomes

Having regard to the competences expected of learners at MQF Levels 5 and 6, by the end of the Bachelor of Arts in Tourism and Events Management programme the learner will be able to:

- Demonstrate understanding of the main aspects of key managerial
- concepts and skills as they relate to Tourism and Events;
- Demonstrate an ability to identify and conceptualise the critical factors involved in management activities and be able to critically review existing evidence in order to support an interpretation;
- Work highly effectively in teams, demonstrating excellent interpersonal skills and the ability to function with sensitivity and productively when working with others;
- Demonstrate a confident and complex understanding of business challenges with the help of the application of the learner's acquired knowledge and skills;
- Explore and critically test a range of viable solutions and, from this analysis, propose innovative strategies based on their research findings and knowledge;
- Research, evaluate, interpret, discuss and source a wide range of scholarly material in relation to management issues;
- Demonstrate excellent awareness of globalisation and the importance of cultural insight in management and business; and,
- Demonstrate lifelong learning skills such as effective time management, strong and positive group working, good communication skills, effective planning and leadership skills.

Course Teaching, Learning and Assessment

The programme includes various formal and informal teaching methods and learning. The degree programme uses a range of teaching methods to suit different learning styles. Typically, the programme of study is delivered through a combination of modern face-to-face lectures, webinars, seminars and discussion forums, tutorials, group work, case studies, guest speakers, organisational visits and independent study.

Students are expected to participate, contribute and have interactive sessions in lectures delivered through PowerPoint-presentations by the lecturer; case study analysis; group and team workshops and discussions; business games and simulations.
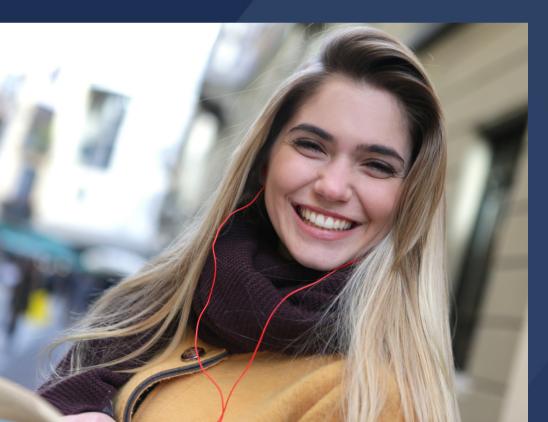
In addition to utilising a rich and varied range of delivery techniques, assessment of the programme of study and its constituent modules is designed to be an integral part of the learning process for students in order to enhance and confirm their knowledge and practice. In addition to summative assessment, formative feedback is provided to students through a combination of tutor feedback, self- reflection and peer group feedback. Combined, formative and summative assessments provide a measure of the extent to which students have achieved the learning outcomes of the individual modules.

The programme of study utilises a variety of modern assessment techniques including coursework and examinations. Coursework is typically in the form of essays, reports or case studies, while group or individual presentations may be required to assess other competencies. Examinations typically take the form of written elements or multiple-choice questions and maybe unseen or part-seen, where assessment material is released in advance.

Hours of Total Learning

TOTAL LEARNING HOURS	4500
Total Contact Hours	780
Supervised Placement and Practice Hours	0
Self-Study Hours	3500
Assessment Hours	220

EQF/MQF level of every module, total learning hours and module learning outcome

Module Code	Module Name	EQF/MQF Level	ECTS	Total Hours of Learning
BAM01	Principles of Business Management (1st Year)	5	15	375
BAM02	Fundamentals of Management Accounting and Finance (1st Year)	5	15	375
BAM03	Human Resources Management (1st Year)	5	15	375
BAM04	Strategic Management (1st Year)	5	15	375
BAM05	Understanding the Travel and Tourism Business (2nd Year)	6	15	375
BAM06	Consumer Behaviour (2nd Year)	6	15	375
BAM07	Digital Marketing in Tourism, Events and Hospitality (2nd Year)	6	15	375
BAM10	Research Methods (2nd Year)	6	15	375
BAM09	Entrepreneurship in Tourism, Events and Hospitality Industry (3rd Year)	6	15	375
BAM08	Events and Project Management (3rd Year)	6	15	375
BAM15	Management Research Project (3rd Year)	6	30	500

Modules Details

BAM01	Principles of Business Management	5	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
- Exercise management and supervision in the key functions of management, namely, planning, organising, controlling and leading people. Facilitate the process of managing stakeholders and corporate governance in a competitive environment;
- Study and influence culture and managing organisations through behavioural and situational models through motivational techniques;
- Address and apply intelligence in unpredictable change in organisations through teams and team work and demonstrate a level of power and reasoning to manage activities effectively and efficiently;
- Develop performance management systems of people and set measurement control systems; and,
- Demonstrate aptitude and capabilities to complete basic finance and budgetary control.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM02	Fundamentals of Management Accounting & Finance	5	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
- Exercise management and supervision in the key functions of accounting namely, measuring and reporting financial performance, making capital investment decisions, and doing budgets whilst reporting cash flows;
- Study and influence accounting and finance managerial decisions focusing on making capital investment decision and financing the business in the long and short-term; and,
- Address and apply intelligence in unpredictable change in organisations through teams and team work and demonstrate a level of power and reasoning to manage the finance of an organisation effectively and efficiently.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM03	Human Resources Management	5	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:
- Be able to critically evaluate and apply theories to practice the main concepts and theories of human resources management;
- Be able to identify, assess and practice the key functions of the HR functions from a strategic and operational perspective;
- Be able to identify, determine and apply to practice the international human resources management perspective to issues, challenges and opportunities within the HR function of both public and private sector organisations;
- Apply human resource management within a restructuring context and general organisational context;

- Be able to evaluate and apply in practice the basics of human resources planning, recruitment and selection;
- Be able to identify, evaluate and apply the basic concept of performance and reward management;
- Be able to assess and critically evaluate the challenges, issues and opportunities for employee involvement, employee relations and human resources training and development needs for both public and private sector organisations;
- Be able to identify, evaluate and apply practice in employee welfare principles; and,
- Be able to apply HRM models, frameworks and HRM paradigms within organisational culture and diversity at the workplace.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM04	Strategic Management	5	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Identify the key components of a strategy and issues associated with organisational strategy;
- Appreciate the contributions of different academic disciplines and theoretical lenses to practice strategy analysis;
- Analyze macro- and micro-environments on organisational strategy and identify successful strategies for business organisations;
- Use various concepts and technique to recognize threats and opportunities in the marketplace;
- Identify and analyses how strategic capabilities can provide sustainable competitive advantage;

- Understand and undertake stakeholder analysis and corporate responsibilities performance models;
- Analyse the influence of organisational culture on strategy;
- Identify and assess generic business strategies and internationalization and their benefits in a competitive environment;
- Determine the appropriate choices between mergers and acquisition and alliances; and,
- Assess the value of strategic change.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM05	Understanding the Travel and Tourism Business	6	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Be able to describe the systems, structures and inter-relationships between different sectors of the international tourism industry;
- Be able to demonstrate an understanding of how technology and innovation can enhance destinations and tourism experiences;
- Be able to outline concepts relating to international tourism demand and supply in the management of destinations and businesses;
- Be able to identify issues relating to impact studies and sustainability; and,
- Be able to recognise management needs in the key business areas within the tourism sector.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM06	Consumer Behaviour	6	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Evaluate consumer behaviour concepts and theories;
- Analyse factors affecting consumer behaviour;
- Evaluate relevant literature in consumer behaviour;
- Apply consumer behaviour theories to inform marketing strategies/recommendations; and,
- Present research ideas based on an evaluation of theory and research.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM07	Digital Marketing in Tourism, Events and Hospitality	6	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Evaluate current developments, the opportunities and challenges of marketing technologies and discuss their future prospects;
- Identify issues in developing marketing strategies for the web and the mobile wireless web;
- demonstrate an understanding and ability to analyse the issues involved in developing a digital marketing strategy in respect of tourism and events management;

- Assess and design, implement and measure the success of an online promotional marketing campaign; and,
- Effectively analyse digital marketing strategies for the web and the mobile wireless web.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM10	Research Methods	6	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Recognise the importance and be able to explain the nature and purpose of research and classify different types of research;
- Study and demonstrate the main stages in a research process and identify the characteristics of a good research project;
- Address and apply intelligence in understanding the general standards for research at different levels for effective career progression and self-development;
- Demonstrate competences and skills in identifying research constraints such as funding, time and resources and determine the knowledge, skills and personal qualities researchers need to produce meaningful research outputs;
- Demonstrate competence in using different techniques for generating research topics;
- Address and apply intelligence to negotiate access to data and to consider relevant ethical issues as part of the research project; and,
- Apply intelligence and competences in planning the management of a research process.
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This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM09	Entrepreneurship in the Tourism, Events and Hospitality Industry	6	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Be able to evaluate and apply, within the hospitality and tourism context, appropriate theories and concepts of entrepreneurship and enterprise development;
- Be able to analyse and evaluate the business environment, its impact on the hospitality and tourism industry sectors and potential for entrepreneurship and enterprise development;
- Learn and critically apply the skills needed to effectively sell business products and/or services to discretionary purchasers;
- Be able to critically assess the factors which can influence the development of enterprises operating within the hospitality and tourism sectors; and,
- Be able to interpret and synthesise understanding and knowledge relative to the vocational domain.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM08	Events and Project Management	6	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Be able to develop and execute an event management plan together with an industry standard risk assessment;
- Be able to understand and discuss the role and responsibilities of the event manager, the project team and event stakeholders in successful event management;
- Be able to Employ fundamental project management methodologies, tools and techniques to effectively plan an event; and,
- Be able to operate as part of an effective team to develop and synthesise the constituent elements of an event plan.

This unit will be assessed as follows:
A range of modern assessment methods appropriate to the subject material being taught including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations.

BAM11	Management Research Project	6	15	375

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Manage and transform a research proposal into a research study that has the potential to add value to the area being explored;

- Manage the planning of a research project, taking into account potentially complex and unpredictable situations, and including research milestones;

- Undertake an analytical literature review in the chosen discipline area and, from this review, prepare an appropriate bibliography;

- Understand and explain the relevance of differing philosophical perspectives and understand the main research paradigms which are significant for a business research project;

- Understand the importance of research ethics at each stage of a research project, having regard to, for example, the principles of data protection and data management;

- Review and apply knowledge to determine appropriate sampling techniques for a variety of differing research scenarios and be able to justify their selection;

- Manage complex techniques to gather secondary and primary data and apply the knowledge, skills and understanding gained to an actual research project; and,

- Make a contribution to professional knowledge and practice through the output of the major project.

This unit will be assessed as follows:

The Dissertation Module requires students to undertake an extensive programme of reading and research; demonstrate intellectual independence and originality by specialising in a management study and defining its nature and scope; engage in sustained analysis, interpretation and comparison of a substantial body of data; and, present the results of their research in a clearly written, academically cogently argued, logically structured and properly referenced form.

- The final year major project is assessed via the production of a dissertation which is normally some 12,000 to 15,000 words in length.

- Where necessary, a viva voce will be conducted in those instances where the provisional mark is considered to be a marginal pass.

Student Pass Rate at Global College Malta

Excellent

Module Teaching and Assessment for all modules except Dissertation

The module will be delivered through a flexible combination of modern face-to-face lectures, webinars, seminars and discussion forums, tutorials, group work, case studies, guest speakers, organisational visits and independent study. Delivery of the module has close regard to the needs of learners. Accordingly, much of the learning is either delivered at times to suit those learners who may have day time employment or child care commitments or made available in a supported teaching format. At all times, the views and needs of students are taken into account. By means of example, theoretical concepts might typically be delivered to students in modern face-to-face lecture formats which may then be further developed through subsequent interactions based around small group seminars, group case study analysis and digital discussions. Modern face-to-face and interactive learning sessions encourage students to critically examine key elements of business and management. In addition to attendance at formal learning sessions, students are expected to undertake independent self-study in order to support their individual learning journeys.

The assessment strategy for the module is designed to provide students with the opportunity to demonstrate both the theoretical and practical skills they have developed in the module. Thus, the summative assessments for this module consist of:

- An in-semester test and a final examination.
- The in-semester test (25% of the final module mark) lasts for 90 minutes and is a mix of multiple-choice and open-ended questions.

The final two-hour examination (75% of final mark) consists of four multi-part questions, two of which should be answered. It is designed to reflect the learning outcomes.

Module Teaching and Assessment for Dissertation

Each student will be allocated a supervisor who will help them with the development of their project proposal, oversee progress with the project, comment as appropriate on draft materials produced by the student and be available to assist the student with the project, as appropriate.

The final year major project is assessed via the production of a dissertation which is normally some 12,000 to 15,000 words in length.
Where necessary, a viva voce will be conducted in those instances where the provisional mark is considered to be a marginal pass.

The major project has to include theoretical and critical discussion and is processed through Turnitin Software for Similarity. Students will be provided knowledge and understanding of how Academic Integrity is applied and how the Turnitin Similarity Report will be interpreted by Assessors. Additionally, all assignments must be referenced with appropriate citations using the Harvard Referencing Style Guidelines. Both Academic Integrity and Referencing Style practice will be explained in a 2-hour session provided by the College to all students in the student induction phase prior to the commencement of the programme.

To successfully complete the module an overall pass mark of 40% must be achieved.
All assessments will be submitted via the internationally recognised plagiarism software Turnitin.

Study Material

All students will have access to EBSCO, an online library, Moodle for class notes and Turnitin for the upload of assignments.

Grading System

A	>70%
B	60% - 69%
C	50% - 59%
D	40% - 49%
Minimum Pass	40%

Course Fees

Kindly refer to the course page on the website for updated fees.

Contact Us

LOCATION

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