

## Differential Validation

(Major Programme Changes - Type A)

### Section A

### Report of the Review Panel

<b>Programme Reference Number:</b>	R022
<b>Faculty/School(s):</b>	Galway International Hotel School
<b>Department(s):</b>	Department of Culinary Arts and Services Industries

#### Details of Programme(s) Reviewed

<b>Programme Title:</b>	Bachelor of Business (Hons) in Event Management with PR Bachelor of Business in Event Management with PR Higher Certificate in Event Management with PR Bachelor of Business (Hons) in International Tourism Management Bachelor of Business in International Tourism Management Higher Certificate in Business in Tourism Bachelor of Business (Hons) in International Hotel and Hospitality Management Bachelor of Business in International Hotel and Hospitality Management Higher Certificate in Business in Hotel & Hospitality Operations
<b>Programme Code:</b>	GA_OEVAG_H08 GA_OEVEG_B07 GA_OEVEG_C06 GA_HITMG_H08 GA_HITMG_B07 GA_HTOUG_C06 GA_OHHOG_H08 GA_OHHOG_B07 GA_OHHOG_C06
<b>Embedded Awards: (Code and Title)</b>	As above.

<b>Date of Review:</b>	12 <sup>th</sup> April 2024
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## Review Panel

Panellist Role	Title	Name	Organisation	Job Title
Chair	Dr	Amanda McCloat	ATU	Head of ATU St Angelas
External Academic/Industry Discipline Expert*	Ms	Eveanna Ryan	Connacht Hospitality Group	Marketing and Innovation Manager
Academic/Head of Department	Ms	Sonya Coffey	ATU	Lecturer
Vice President for Academic Affairs and Registrar (VPAAR) Nominee/Academic Secretary	Ms	Carmel Brennan	ATU	Assistant Registrar

All external members of the panel have declared that they are independent of ATU (Atlantic Technological University), and all have declared that they have no conflict of interest.

## Programme Board

The panel met the staff listed below during the review of the proposed modifications.

Cait Noone	Jacinta Dalton
Beatrice Colleran	Brian Morrissey
Colin Gilligan	Deirdre Fahy
Dympna Griffin	Eamonn Hoult
Eimear O'Tuathaigh	John Carty
Margaret Gannon	Michelle Glynn
Susanne O'Reilly	Tomas Mangan
Yvonne Kieran Tully	

## Summary of Proposed Modifications

### Common Entry Route

The team is proposing the development of a common entry Level 7 Bachelor of Business award with specialisms in Hotel and Hospitality Management, Event Management with Public Relations, and International Tourism Management. This required the development of a standalone common entry level 7 route and a change to the first years of the Level 8 programmes, and embedded awards, to allow for common modules to be incorporated which will allow students to stream into the relevant discipline in year two.

By offering this new common level 7 programme, the existing level 7 awards in the named disciplines will be removed from the CAO offering.

The school will retain the L8 offerings in the same three disciplines and a L6 in Business Tourism.

There was already significant alignment of modules within the three level 8 programmes, with 40 out of 60 credits common for BB (Honours) in International Hotel and Hospitality Management and B.B (Honours) in International Tourism Management, while the B.B (Honours) in Event Management with PR had 35 out of 60 credits common with the two programmes. Electives were also common across the three programmes.

### **Work Placement – BB in International Tourism Management**

On the current programme there are two 12 – week work placements, one in the Summer between year 1 and 2 (domestic placement) and the other in the Summer between year 2 and 3 (international placement). Each of these work placements are reflected and reported on during two 10 credit modules in the following Semesters (3 and 5 respectively). The proposal is to consolidate the work placements on the programme to one 30-week placement from June to December after second year, including Semester 5. This will be assessed through the following module: TOUR07028 Work Based Learning – Industry Placement (30 credits) in Stage 3, Semester 5. This module is already part of the hotel and event management programmes.

### **Regional Guiding**

With the proposed changes to the work placement above, the students will now be away on Placement for semester 5 of the programme. To facilitate this, it was necessary to remove TOUR07027 and combine it with TOUR 07022 to form one 5 credit module TOUR06044 International Tourism Impacts and Trends to be delivered in Semester 4. TOUR 07025 which is a 10-credit module was to be delivered as a yearlong module in year 3 across both semester 5 and 6. In order to accommodate the 30 week work placement above, this 10 credit module will now be fully delivered in semester 6.

## **Rationale for Modifications**

The common entry will allow students experience an introduction into each of the three disciplines through a range of inter-disciplinary modules to allow them to make informed decisions as they progress with their studies. This will significantly advantage students by giving them greater choice in first year and to allow them to explore their areas of interest. Historically, where students wanted to transfer after first year, they were required to undertake relevant bridging modules and, in some cases, where bridging modules were not in the programme structure, they were prohibited from transferring as foundation modules had not been completed. This issue is now eradicated with the introduction of a common year and offers greater choice to the student.

The concept has been floated at Open Day with learners and parents and feedback was very positive.

The school management team has also shared an outline of the proposal with the School Advisory Board. This board is made up for senior leaders from Hospitality, Event Management, Heritage, Tourism and Gastronomy across Ireland. Two are also alumni of the school. All agreed it was a worthwhile idea and remain very supportive.

## Work Placement - BB in International Tourism Management

The changes to the work placement for this programme are to align it with the two other programmes but also to give students a more meaningful work placement which will increase their employability.

This proposal increased the work placement on the tourism programme from 20 credits to 30 credits.

The programme board suggest this is more in line with other programme offerings (Event and Hotel) and will be a better fit for industry, who had provided feedback that they would prefer to have students for longer than the current 12 weeks. This also supports students who wish to undertake an ERASMUS opportunity, as this can be facilitated with work placement June to August and September to December in a partner higher education institute. Students have offered the view that the current approach is prohibitive for them as their first two summers in college are given over to work placement, which has impacts on their desire to travel. It is felt that this proposal will have benefits for the students, the overall programme and industry partners.

## Findings

### Overall Finding

Approved without changes	
Approved subject to condition(s) and/or recommendation(s)	X
Rejected	

### Reason for Overall Finding

The panel welcomed the proposals put to it and acknowledged the work of all involved to identify and implement solutions to the declining numbers on these programmes. The panel were very supportive of the consolidation of level 7 entry routes, recognising the advantages to potential students in exposing them to several aspects of the tourism and hospitality industry by having a common entry. In addition to being responsive to applicants, the change to placement meets the needs of employers by providing a longer, more in depth work experience. The panel were happy to recommend the proposed changes subject to some conditions and recommendations which will further clarify and enhance the documentation and the programme itself.

### Conditions

1. Review the Approved Programme Schedule (APS) ensuring that modules are listed in a logical order and correctly reflecting whether they are year or semester-long.
2. Articulate in the revision request form a strong rationale for the retention of a level 7 entry route on the CAO.
3. For accuracy, correct and clarify the revision request form by adding in the ECTS to the programme tables, ensuring that 'Introduction to Event Industry' module is included in each programme table, and amending the duplication of 'Fundamentals in Culinary Skills'.
4. For accuracy of the revision request form clarify the changes made to Programme Learning Outcomes.

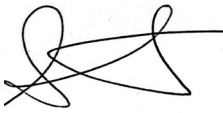
5. Ensure that all modules include independent learning hours in line with the requirements of ECTS.

### Recommendations

1. Clearly specify that students are eligible to exit the programmes after stage 2, on achievement of 120 ECTS, with a Higher Certificate Award in a named specialism.
2. Provide evidence to support the statements relating to career guidance at second level and the media in relation to hospitality programmes and careers.
3. Clarify the arrangements for over- or under-subscription of a particular progression route. Clarify the feasibility of the follow-on programmes given there may be variances in applicant numbers. Specify how students will be informed of progression routes and any issues that may arise in relation to programme feasibility or availability of electives.
4. Identify where within the programme and how students will be prepared for work placement, ensuring that module learning outcomes and assessment explicitly reflects this element of the programme.
5. Consider the preparatory requirement that students may undertake for the optional placement at the end of stage 1 outside ECTS allocation. Consider whether the work placement at the end of first year could or should be a micro-credential.
6. Ensure that the programme document refers to ATU and university in all instances, and that there are no inappropriate legacy references.
7. Review module learning outcomes to ensure that they commence with an active measurable verb in all instances.
8. Review reading lists to ensure they are current and that books are listed correctly.
9. Review the description of modules to ensure that they are presented similarly as these will appear on the website.
10. Reconsider the wording of the repeat assessment strategy for languages, so that it is clear and accurate in its intent.

### Report Approval

This report has been agreed by the evaluation panel and is signed on their behalf by the chairperson.

<p>Signed:</p>  <p>Name: Dr Amanda McCloat Differential Validation Panel Chair</p>	<p>Date: 15.04.2024</p>
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