

**Part 1 Programme details**

<b>Existing title and code</b>	DT8015 BSc in Event Management
<b>Mode and duration of programme</b>	Four years, full-time
<b>ECTS</b>	240*
<b>TU Dublin award(s) sought</b>	Bachelor of Arts (Honours) in Event Management
<b>Classifications of award(s)</b>	First Class Honours; Second Class Honours, First Division; Second Class Honours, Second Division; Pass
<b>School responsible</b>	School of Hospitality Management & Tourism (TU Dublin) and School of Tourism (Hainan University)
<b>Professional body accreditation and relevant dates</b>	NA
<b>External provider</b>	Hainan University
<b>Delivery location</b>	Hainan University, Haikou, Hainan, China
*Years 1 & 2 of the programme are delivered by Hainan University and ECTS are not attached to these modules. However, the time allocated to the modules in these two years exceeds 2400 hours and therefore the modules delivered in these years would be equivalent to 120 ECTS.	

**Part 2 Programme approval information**

<b>Date of review event</b>	<b>16 June and 23 June 2021</b>
<b>Date of approval by Academic Quality Assurance &amp; Enhancement and University Programmes Board.</b>	

**Part 3 Programme background/structure*****Background***

In 2012 a Memorandum of Understanding between Hainan University and the former Dublin Institute of Technology, and the first taught programme approved as part of this collaboration was the BSc in Event Management, approved in 2017, whereby the School of Hospitality Management and Tourism delivered years three and four of the programme in Hainan to students who had successfully completed years one and two of the Hainan Event Management programme and met the English language requirement. To date 135 students have graduated from the programme and another 26 students have completed their programme in Dublin. There are 383 students registered currently between Hainan University and TU Dublin.

The programme has been reviewed and the TU Dublin School of Hospitality Management and Tourism will deliver on the BSc in Event Management as part of a four plus zero arrangement in Hainan. The first two years will follow the Hainan University curriculum, which will be recognised as equivalent to the first two years of the programme in TU Dublin. The first two years also include an English language teaching component. Students shall attain an IELTS score of 6.0 (or equivalent as previously approved by TU Dublin) or above by their third semester of study. TU Dublin will provide some teaching support for year two to Hainan University.

Upon completion of this joint programme students will be awarded the BSc (Hons) in Event Management and the Event Management degree from Hainan University.

### **Stated learning outcomes of the programme**

The programme aim is to prepare students academically and professionally for a career in event management, through a programme designed to be both challenging and motivating, whilst also equipping them with the expertise necessary to undertake post-graduate and research work in a variety of disciplines.

#### *Hainan Programme Learning Outcomes: Disciplinary Knowledge*

On successful completion of this programme the learner will be able to:

- Describe, analyse and critically evaluate the principal elements of the event industry
- Identify and discuss the underlying theories, concepts and methods pertaining to successful event management
- Apply an analytical, creative and strategic style to problem-solving through independent judgement and critical self-awareness, whether working as individuals or as an active team player.

#### *Programme Learning Outcomes: Know-How & Skill*

On successful completion of this programme the learner will be able to:

- Communicate effectively using the techniques most appropriate to event management, taking cognisance of the multi-cultural and complex environment which defines the event industry
- Research, analyse, evaluate and think strategically and tactically to respond to issues of concern within the event sector
- Judge and select as a decision maker, the most appropriate methods necessary to succeed in a number of complex planning, design, and management functions related to products, services, operations or processes, including resourcing of event management
- Use their extensive practical industry experience and expertise to operate effectively within the event sector as a collaborative worker and/or entrepreneur.

#### *Programme Learning Outcomes: Competence*

On successful completion of this programme the learner will be able to:

- Use advanced skills to conduct research, accepting accountability for all related decision making

- Operate independently as a motivated self-starter and professionally following their professional career placement experience
- Adopt a leadership role, among complex and heterogeneous groups in the event sector and work-based learning.

### ***Programme structure***

The first two years of the programme are delivered by Hainan University. Modules in these two years include modules as required by the Chinese government, English language support modules as well as modules core to the Event Management programme. Modules are delivered through Chinese although in year two core modules are delivered through Chinese and English as TU Dublin staff participate in the delivery of core modules and provide asynchronous material in English to supplement the Chinese delivery. All modules on the programme are core.

Each year of the programme is delivered over two semesters. Semester 1 commences at the beginning of September until the end of December with examinations in the first week of January. Semester 2 commences immediately after the exams until the end of June. The second semester is considerably longer as the programme has to observe the Chinese New Year's celebrations and closure of the University for six weeks each year. Moreover, the programme schedule takes into account all other Chinese Public holiday periods and HNU periods with no teaching such as for Sports Days held annually in November. Given these constraints, the programme runs over the Christmas and Easter Holidays.

Currently there are no TU Dublin staff based permanently in Hainan and therefore the modules on the programme are delivered in two-week blocks. Each two week block is separated by one week of English teaching and self-directed learning including working on assessments. Appointments have been made for two members of staff who will each remain in Hainan for one semester.

The work placement has been delivered and managed by Hainan in year two of the programme, however, it has been agreed that the placement should be managed and should form part of the final two years of the programme, in the first semester of year four. It is proposed that the dissertation which is currently undertaken in year four of the programme is removed and replaced with additional modules and a proposed Global Innovation Teams module.

### ***Entry Requirements***

Students enter the programme into year one of the programme having successfully attained the necessary Gaokao (Chinese entry examination) requirements and a subsequent allocation of a place on the programme by the Chinese Ministry of Education. Students will be registered students of both Hainan University and TU Dublin throughout the programme.

### ***Student assessment***

Years One and Two of this joint programme are assessed according to the regulations of Hainan University, and Years Three and Four in accordance with TU Dublin's General Assessment Regulations. There are a number of derogations from the TU Dublin regulations outlined below.

### ***Derogations from the General Assessment Regulations, including rationale for derogation and view of the Panel:***

In order to progress to year two of the programme, students must reach an IELTS score of 6.0, with no grade band lower than 6.0. If a student does not reach this IELTS level by 31 October of their third semester, they can a) defer their studies for one year to improve their English score or b) transfer to semester 3 of the equivalent programme at Hainan University. The students will be supported through intensive English language training particularly throughout the first two years of this programme with first year focusing on the IELTS exam and second year on academic English. The Panel supports the progression point in English at the end of year one as it enables students to receive the training to support the IELTS exam in year one, while allowing year two to focus on academic English rather than IELTS achievement which will prepare the students well for entry to year three and the programme delivery through English.

The maximum study period on this programme is six years, i.e. students must complete all eight semesters of this programme successfully within a maximum of six years. If a student exceeds this time limit, they will not be entitled to complete any outstanding components required to obtain the dual award by Hainan University and TU Dublin. The Panel notes that this is a Hainan University requirement.

Attendance at all scheduled classes is mandatory and is monitored closely. Failure to attend more than 75% of classes will result in not being allowed to submit the continuous assessment components and having to repeat these in the summer. The Panel notes that this is a Hainan University requirement.

**Part 4      Review Details and Membership of Panel**

**The review took place over two days, 16 & 23 June 2021, via Microsoft Teams.**

**16 June 2021 (via Microsoft Teams)**

Irish Time	China Time	
8.00 hrs	15:00 hrs	Introductory meeting of Review Panel with the Dean of College of Arts and Tourism, and key staff from the School of Hospitality Management & Tourism, TU Dublin.
8.30 hrs	15:30 hrs	Private meeting of Panel to discuss and draw up an agenda of matters to be raised at meetings with the School and teaching staff.
9.15 hrs	16:15 hrs	Meeting of Panel with key staff with responsibility for the programme to discuss specific issues raised by the Panel.
10.00 hrs	17:00 hrs	Meeting with Hainan University's Head of the International Office and Vice Dean of School of Tourism
10.20 hrs	17:20 hrs	Break

10.30 hrs	17:30 hrs	Meeting of Panel with TU Dublin staff teaching on the programme in Hainan.
11.15 hrs	18:00 hrs	Private meeting of Panel to plan agenda for subsequent meeting with Hainan University management, staff and students, and identifying any additional documentation required.
11.45 hrs	18.45 hrs	Feedback to School in preparation for meeting with Hainan.

**23 June 2021 (via Microsoft Teams)**

<b>Irish Time</b>	<b>China Time</b>	
8.00 hrs	15:00 hrs	Introductory meeting of Review Panel with representatives of TU Dublin's School of Hospitality Management & Tourism and representatives of Senior Management of Hainan University.
8.30 hrs	15:30 hrs	Private meeting of Panel to discuss and draw up an agenda of matters to be raised at meetings with the Hainan staff, students and graduates
9.00 hrs	16:00 hrs	Meeting of Panel with key staff with responsibility for the programme at Hainan and relevant support staff to discuss various matters.
10.00 hrs	17:00 hrs	Meeting of Panel with current students and graduates of the BSc in Event Management.
10.30 hrs	17:30 hrs	Break.
10.45 hrs	17.45 hrs	Meeting of Panel with Hainan staff teaching on the programme.
11.45 hrs	18:45 hrs	Private meeting of Panel.
12.00 hrs	19.00 hrs	Meeting of Panel with representatives of TU Dublin School of Hospitality Management & Tourism to discuss any outstanding matters.
12.30 hrs	19.30 hrs	Lunch break and private meeting of Panel to draft its findings.
13.45 hrs	20.45 hrs	Final meeting of Panel with representatives of TU Dublin School of Hospitality Management & Tourism and Hainan University to present Panel findings.

## **Panel Membership**

Dr Sharon Feeney (Chair)      Head of Learning Development, College of Business, TU Dublin (City)

Eric Bates      Dublin School of Architecture, TU Dublin (City)

Dr Mary Ann Bolger      Dublin School of Creative Arts, TU Dublin (City)

## **External members**

Sally Zeng      Commercial Manager/Director of Sales, Hilton Haikou, China

Rai Shacklock      International Education Consultant, UK

## **Officer**

Ms Jan Cairns      Quality Assurance Officer, TU Dublin (City)

## **Documentation submitted**

The Panel received the programme overview and self study, the Student Handbook, Work Placement Handbook, Reference Guide, Hainan staff information, and module descriptors. Following the first meeting, the Panel asked that certain matters be addressed within the documentation prior to the second meeting. Documentation was resubmitted in time for the second meeting of the Panel.

## **Part 5 Findings of the Panel**

The Panel is pleased to recommend continuing approval of the delivery of the Bachelor of Science in Event Management programme at Hainan University and approval, specifically, of the four-year programme including years one and two of the programme delivered by Hainan University. On completion of the programme students are awarded the Bachelor of Science in Event Management from TU Dublin, at Level Eight on the National Framework of Qualifications, and the Bachelor's Degree in Event Management from Hainan University. This approval is subject to one condition and with several recommendations.

|

### *Resources and facilities available to the programme*

The Panel was not able to visit the Hainan University campus and facilities as part of this review. However, it did receive information on the facilities and equipment available and it notes that Hainan as a Project 211 institution receives significant financial support from the Chinese government. Students have access to Hainan University's library services and to TU Dublin's on-line resources. Hainan's College of Tourism also has a small library that holds multiple copies of all core texts.

The Panel also notes the supports available to students on campus at Hainan University and that students reside on campus during their studies.

The Panel commends the students and graduates that it met and the successes they had achieved. It notes that they spoke positively about their experiences on the programme and, for graduates, how it had helped them in their careers.

### **Condition**

It is noted that the external examiner will now have oversight of all years of the programme. The Panel agrees that an external examiner report, separate to the TU Dublin delivery, should be completed for the programme as delivered in Hainan. In addition, the panel agrees that the external examiner should engage with colleagues teaching in Hainan and would have the opportunity to visit on an annual basis, when circumstances allow.

### **Recommendations**

1. The Panel recommends the implementation of the English Language Teaching and Learning Policy in full, and in addition that this include the development of critical thinking. The Panel supports the change to the timing of the IELTS test to the end of year one which will facilitate the development of students' critical thinking and academic writing, including referencing styles, in year two, thereby preparing students for the transition to year three of the programme as delivered by TU Dublin.
2. Hainan University and TU Dublin should work together to introduce further events management content into the first two years of the programme, in relation to specific tools and techniques used in the planning process. This would include, for example, working to and preparing a client's brief, proposal writing, pitching ideas, risk assessments etc. It is recommended that these aspects are tracked through to ensure that they are included rather than just delivered in individual modules. They would then be practised in other modules. Students had expressed a need for this in the first two years of the programme.
3. The Panel in principle supports the development of the Global Innovation Teams (GIT) which it considers has the potential to meet the learning outcomes of the dissertation, which it is proposed should be replaced. However, the Panel does not have the requisite information on the proposed delivery of this module in Hainan in order to be able to approve it at this stage. It recommends that once the suite of GIT modules is approved by the University an appropriate module can then be submitted for inclusion within the programme and considered through the relevant QA processes. The Panel understands that the current version of the programme including the final year dissertation will continue to be delivered until the new version of the programme is implemented from year one onwards from September 2021.
4. In the current climate and the impact that COVID has had on the international events industry, as well as travel and tourism, the Panel considered that there was an omission in content in relation to risk, crisis and recovery. The inclusion of this in either a new module or embedded within existing modules could involve the use of a range of high profile case studies and would encourage students to take notice of current affairs by keeping in touch with world news.
5. The Panel welcomes the more consistent approach to placement and recommends a Hainan-based industry advisory board for the programme.
6. The Panel is pleased to note that TU Dublin staff have been appointed who will each remain in Hainan for one semester, as it considers that the dependence exclusively on the two-week teaching block arrangement per module is not sustainable, either for staff or students. It recommends that a TU Dublin policy for staff teaching overseas, to support transnational delivery of programmes, should be in place as a matter of urgency.

7. The Panel notes that the programme is delivering significant resources for the University however a significant proportion of these need to be invested in staff and other resources to enhance the quality of the programme and consistency of student experience for TU Dublin students pursuing studies in Hainan.
8. The Panel recommends that the Hainan teaching staff in years one and two work with the relevant subject groups/ lecturers in Dublin in planning and delivering the modules.
9. The Panel commends the intention to increase opportunities for Hainan students to gain more international experience through summer and winter schools, Erasmus opportunities etc.
10. The School should work with Staff Development, the Learning, Teaching and Technology Centre and Research, Enterprise & Innovation to develop professional development opportunities for staff in Hainan in order to increase the consistency of the student experience across both campus locations, such as access to Brightspace in years one and two.

### **Observation**

The Panel notes that all QA requirements of TU Dublin should be applied to all four years of the programme as delivered in Hainan leading to the TU Dublin award, including annual monitoring and student feedback processes.