

School of Hospitality Management and Tourism

School Response to Q3 report on DT8015 BSc in Event Management

Background

The School of Hospitality Management and Tourism has been partnering with Hainan University to deliver the joint programme in Event Management DT8015. The programme has graduated 216 students with students graduating in 2019,2020 and 2021.

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 to 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.

The Validation panel report has been considered by the School and our response to the conditions and recommendations are outlined below

Response to Panel Recommendations

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.

Response

The School welcomes this requirement and has advised the external examiner who has confirmed she is very happy to provide a dedicated report for the delivery of the programme in Hainan.

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.

Response

The School welcomes the recommendation and will work closely with HNU to ensure the English Language Teaching and Learning Policy is fully implemented.

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.

Response

The School welcomes the recommendation and will work through the mechanism of subject groups for modules in years one and two to ensure a stronger event management focus.

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.

Response

The School welcomes the recommendation and will submit the GIT module for approval on the programme

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.

Response

The School welcomes the recommendation and with the joint programme team will ensure that risk, crisis and recovery will be addressed.

5. The Panel welcomes the more consistent approach to placement and recommends a Hainan-based industry advisory board for the programme.

Response

The School is working on establishing the Industry Advisory Board with HNU and will have it in place during semester one of the 2021/2022 academic year.

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.

Response

The School welcomes the recommendation and will support in any way we can the development of such a policy

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.

Response

The School welcomes the recommendation and will work with colleagues in HNU to enhance the quality of the programme.

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.

Response

The School welcomes the recommendation and is currently establishing the joint subject groups

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.

Response

The school welcomes the recommendation and is working with HNU to facilitate such mobility opportunities for students on the programme.

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.

Response

The School welcomes the recommendation and will liaise with the Learning, Teaching and Technology Centre to develop such opportunities for staff in Hainan

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.

Response

This approach has been agreed with HNU.