

MODULE DESCRIPTOR

MODULE TITLE	Business Tourism		
Module Code	19-5T01-00S		
Level	5		
Credit Points	10		
Indicative Assessment Components & Percentage Weightings	100% Coursework		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern: <i>Please specify</i>
YES	NO	YES	

1 MODULE AIMS

The aims of this module are to:

- familiarise students with the business tourism sector and its component parts;
- allow students to engage with the tasks involved in organising a business tourism event;
- familiarise students with the main issues involved in organising a successful business tourism event;
- develop in students an appreciation of the importance of teamwork and detail in managing business tourism events;
- provide an opportunity for students to reflect on their learning experience and learn lessons to inform your future learning.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. Review and apply key facts, principles, concepts and techniques relating to tourist behaviour;
2. Recognise the key issues involved in managing successful business tourism events;
3. Demonstrate an ability to work effectively in a team and to appreciate the importance of deadlines;
4. Understand the basic skills involved in negotiating commercial deals.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

These may include:

- keynote lectures to provide a basic introduction to the main issues relating to business tourism;
- tutorial sessions which will be student-centred and will explore issues related to business tourism;
- individual group workshops relating to the ongoing group project; and
- self-study activities, facilitated by use of a Blackboard web site;
- assessed business simulation project plus reflective report.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	100%	2500	Yes
2					

4 INDICATIVE MODULE CONTENTS / TOPICS

- Definitions and a typology of Business Tourism;
- Key issues in the organisation of different types of business tourism events;
- Topical issues in business tourism event planning.

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**

the module handbook
the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 1
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review