



Report of the Panel of Assessors

Faculty/Department: Business – Tourism & Sport

Date: May 30 2022

Title of the Programme:

Bachelor of Arts (Hons) in Hospitality Management (Level 8 240 ECTS)

- Certificate in Bar and Restaurant Operations (30 ECTS)
- Certificate in Hotel Reception and Accommodation Studies (30 ECTS)
- Certificate in Hospitality Supervisory Skills (30 ECTS)
- Certificate in Hospitality Business Administration (30 ECTS)

Higher Diploma in Food Business and Product Innovation, Level 8, 60 ECTS

Certificate in Revenue Management for Tourism Enterprises, Level 7 30 ECTS

Minor awards but moving to SPAs

- Certificate in Food & Beverage Operations, Level 6 60 ECTS
- Certificate in Hotel Front Office and Accommodation, Level 6 60 ECTS
- Certificate in Regional Guiding, Level 6 20 ECTS and Certificate in National Tour Guiding, Level 6 30 ECTS

Chairperson: Dr Andrew Power, Registrar, IADT (Chair)

Members of the Panel:

Frances Devine, Course Director, University of Ulster

Sinead O Leary, Lecturer, TUS

Aisling Arnold, General Manager, Arnolds Hotel

Jack McShane, ATU Donegal

Secretary: Dr Simon Stephens

LYIT Staff: Nicola Dunnion, Karl McNulty, Patrice Duffy, Tim Dewhirst, Rosemary Dewhirst, Ciara Quinlan, Joe Molloy, Conor McTiernan, Eloise McGinty, Deirdre MacNamara, Alison Cannon and Patrick Brennan.

Criteria for the Approval of a New Programme

1. The Programme Aims and Objectives are clear and consistent with the Award sought.
2. The Programme concept, implementation strategy are well informed and soundly based.
3. The Programme's Access, Transfer and Progression arrangements are satisfactory.
4. The Programme's written curriculum is well structured and fit for purpose.
5. There are sufficient qualified and capable programme staff.
6. There are sufficient physical resources to implement the programme as planned.
7. The learning environment is consistent with the needs of the programme learners.
8. There are sound Teaching, Learning and Assessment Strategies.
9. Learners enrolled on the Programme will be well informed, guided and cared for.

For the attention of Academic Council

The Panel approve all programmes.

The Panel of Assessors advises Academic Council that ATU and the Faculty/Department should take cognisance of following:

Commendations

The panel commend ATU Donegal and the programme team for:

1. Their detailed preparation for the panel.
2. Their positive engagement with the panel during the review day.
3. The availability of paper copies of the documentation in advance.
4. The quality and presentation of the programme documentation.
5. The level of detail and presentation of the Certificate in Revenue Management for Tourism Enterprises

Recommendations

Bachelor of Arts (Hons) in Hospitality Management (Level 8 240 ECTS)

1. Revisit the reading lists to ensure that additional texts are where possible from post-2020.
2. Review the LOs for the *Strategic Management* module to add additional critical analysis.
3. In line with the industry feedback make explicit how Group Work fits with the overall assessment strategy and how group work will be supported as part of work-based learning.
4. Given the ever changing nature of leadership and supervision in the hospitality industry consider adding content on resilience, peer mentoring and coaching (as a leader) to the *Leadership* module.
5. Add additional content on the role of the line manager in recognising, understanding and resolving workplace issues in to the *HR Practice and Functions* module.
6. Consider adding an integrated assessment (perhaps between the *Marketing Communications* and the *Social Media Planning* modules).

Higher Diploma in Food Business and Product Innovation, Level 8, 60 ECTS

1. Revisit the reading lists to ensure that additional texts are where possible from post-2020.
2. Add additional details on the “Food” related expertise that applicants require prior to entry.

Certificate in Revenue Management for Tourism Enterprises, Level 7 30 ECTS

1. Revisit the reading lists to ensure that additional texts are where possible from post-2020.
2. Page 19 add text in relation to Progression opportunities.

Approve the 3 Minor awards moving to SPAs

- Certificate in Food & Beverage Operations, Level 6 60 ECTS
- Certificate in Hotel Front Office and Accommodation, Level 6 60 ECTS
- Certificate in Regional Guiding, Level 6 20 ECTS and Certificate in National Tour Guiding, Level 6 30 ECTS
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Conditions

N/A

Response from Department

Bachelor of Arts (Hons) in Hospitality Management (Level 8 240 ECTS)

1. Revisit the reading lists to ensure that additional texts are where possible from post-2020.

Response: Reading lists updated where possible e.g. Page 58 (Front Office Operations), Page 61 Accommodation & Facilities Management, Page 89 Strategic Management, Page 95 Managing Service Quality & Customer Relationship, Page 102 Social Media Planning & Practice, Page 105 Leadership, Transformation & Change in Hospitality Organisation

2. Review the LOs for the *Strategic Management* module to add additional critical analysis.

Response: Amended – see Page 40

3. In line with the industry feedback make explicit how Group Work fits with the overall assessment strategy and how group work will be supported as part of work-based learning.

Response: Amended – see Page 111 & 113

4. Given the ever changing nature of leadership and supervision in the hospitality industry consider adding content on resilience, peer mentoring and coaching (as a leader) to the *Leadership* module.

Response: Amended – see Page 103, extra detail provided in indicative content Page 103

5. Add additional content on the role of the line manager in recognising, understanding and resolving workplace issues into the *HR Practice and Functions* module.

Response: Amended – See Page 71, indicative content amended in part 5.

6. Consider adding an integrated assessment (perhaps between the *Marketing Communications* and the *Social Media Planning* modules).

Response: Amended See Page 120. The module Social Media Planning & Practices will build on the assignment work completed for the Marketing Communications & Consumer Behaviour module, using the same product developed for their strategic plan, this time applying a social media plan for the new product.

Higher Diploma in Food Business and Product Innovation, Level 8, 60 ECTS

1. Revisit the reading lists to ensure that additional texts are where possible from post-2020.

Response: Amended – for example See Page 45 Food Innovation & Sustainability

2. Add additional details on the “Food” related expertise that applicants require prior to entry.

Response: Applicants will be accepted with any undergraduate degree, however the recruitment strategy for this programme is specifically targeting food enterprises, marketed through Food & Drink Skillnet etc. However, this programme might also be appealing to someone who wants to change employment to the food sector.

Certificate in Revenue Management for Tourism Enterprises, Level 7 30 ECTS

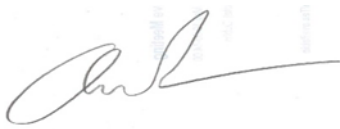
1. Revisit the reading lists to ensure that additional texts are where possible from post-2020.

Response: Amended for example see page 26, Strategic Revenue Management, Page 28 Work Based Learning,

2. Page 19 add text in relation to Progression opportunities.

Response: Amended see page 19

Programme Evaluation Report Approved by:



Dr Andrew Power

Dr Billy Bennett

Chair to Panel

(Registrar, IADT)

(VP for Academic Affairs and Registrar, ATU Donegal)

Date 03/06/22

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