PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	**MSc Hospitality Innovation Management** (Level 7)
Name and title of any exit qualification(s)	Postgraduate Diploma Postgraduate Certificate
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London Le Cordon Bleu
Home Department/other teaching departments	School of Business, Economics and Informatics
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time - 1 year September
Professional, statutory or regulatory body	N/A
[QAA subject benchmark group(s) Higher Education Credit Framework for England](#)	N/A
Birkbeck Course Code	TMSHOSMN_C
HECoS Code	100084 (hospitality management)
Start date of programme	2023/24
Date of programme approval	March 2023
Date of last programme amendment approval	N/A
Valid for academic entry year	**2024-25**
Programme Director	Nick Pronger (Birkbeck) Thomas Kyritsis (Le Cordon Bleu)
Date of last revision to document	09.03.2023

Admissions requirements

A second-class honours degree (2:2 or above) from a UK university, or an equivalent international qualification. Professional qualifications and/or relevant work experience will also be taken into consideration. Applicants for whom English is a second language will normally be required to hold an IELTS score, achieved within the last two years, of at least 6.5 with 6 in each sub-test. Other English language proficiency tests may also be accepted.

Course aims

The MSc Hospitality Innovation Management, offered in partnership with Le Cordon Bleu, is a distinctive award which draws on both academic and professional expertise to provide students with the opportunity for personal and professional development.

Hospitality businesses operate in an enormous industry that is constantly undergoing changes and provide numerous opportunities for individuals and organisations. The complex and evolving nature of the hospitality provides particular challenges for businesses and traditional business models may no longer be viable. Businesses will need to embrace innovation in their approaches to cater for diverse and changing consumer trends and ensuring that they are sustainably profitable.

The programme aims to provide graduates with:

- The skills required to enter a variety of management careers in the hospitality industry or set up and manage their own hospitality business
- Critical knowledge and understanding of the hospitality management discipline
- Critical understanding of the hospitality business environment and insight into the nature and processes of entrepreneurship and innovation
- Insights into the design and development of hospitality systems that offer innovative solutions to the industry
- The ability to apply theoretical and professional knowledge to hospitality businesses

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – Year 1					
7	MOMN073H7	Entrepreneurship and Innovation	15	Compulsory	Summer
7	BUBU077H7	Contemporary Issues in Hospitality Management (LCB)	15	Compulsory	Autumn
7	BUBU078H7	Hospitality Experience Design (LCB)	15	Compulsory	Spring
7	BUBU079H7	Hospitality Operations Management (LCB)	15	Compulsory	Autumn
7	BUBU080H7	Resilience Management (LCB)	15	Compulsory	Summer
7	BUBU081H7	Sustainability in the Hospitality Industry	15	Compulsory	Spring
7		Option from list below	15	Option	
		Option from list below	15	Option	
7	BUMN164D7	Researching Workplace Practice	60	Core	Summer

Option list (students select 2 x 15 credit options)					
7	BUMN186H7	Principles of Accounting	15	Option	Autumn
7	MOMN009H7	International Business Strategy	15	Option	Spring
7	BUMN176H7	Introduction to Analytics and Business	15	Option	Autumn
7	BUMN135H7	Entrepreneurial Venture Creation	15	Option	Autumn
7	MOMN026H7	Innovation and the Knowledge Economy	15	Option	Spring
7	MOMN043H7	Innovation: Management and Policy	15	Option	Autumn
7	BUMN085H7	Principles of Marketing (Postgraduate)	15	Option	Autumn
7	BUMN154H7	Managing Emerging Digital Technologies	15	Option	Summer
7	BUOB045H7	Leading and Developing People	15	Option	Autumn
7	BUMN004H7	International Human Resource Management	15	Option	Autumn

Core: Module must be taken and passed by student

Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)

Option: Student can choose to take this module

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be organised around the activities outlined below.

The principal methods of teaching and learning include:

- Lecturing
- Directed reading
- Class discussion of research articles
- Small group and class discussion of case studies linking theory and practice
- Student-led seminars and presentations
- Supervised individual assignments
- Supervised group exercises
- Supervised independent research
- Online learning through a virtual learning environment where all information and materials relating to the programme and modules are made available.

While lecturing is an important mode of knowledge transfer in the programme, most modules also use a mix of other methods of learning and teaching. Lectures are often combined with small group discussions which allow for interaction between students and between students and staff, thus helping to develop socially interactive learning and the ability to work in teams.

Individual assignments and the supervised independent research for the project are designed to assess the ability of postgraduate students to take responsibility for their own learning and time management, to search for information, and to carry out work to deadlines. This demonstrates active engagement with their studies.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment.

The learning outcomes determine the method of assessment for each module on the programme and a range of assessment methods are used. Modes of assessment include reports, presentations, essays and examinations. The assessment of most of the modules on the programme is by a combination of coursework assignments of various forms. Optional modules are usually assessed via one assignment and an unseen formal, written examination. The range of assessments used offers students the opportunity to demonstrate a range of academic and professional skills. Each module is assessed by at least two pieces of work, and the marks for each element of assessment contribute to the overall module mark. The pass mark is 50% for postgraduate work. Work is submitted via our online learning environment, and students can access their marks and feedback online. Teaching and assessment takes place in all three terms, which means that students have regular opportunities to access feedback on their work. The final module gives students the opportunity to undertake and report on an applied research project on a topic of their choice related to the hospitality industry and/or innovation.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

At the end of this course, you should be able to:

- Demonstrate insight into the design and development of hospitality systems to offer innovative solutions to the industry
- Understand situations related to the impact of the business environment, including the nature and processes of entrepreneurship and innovation
- Show the ability to apply various concepts to an understanding of the management of new business creation and growth
- Evidence an in-depth knowledge of management theories of the hospitality industry
- Evaluate and apply concepts to challenges and issues in the hospitality industry
- Demonstrate a critical understanding of the role of business in society and a grasp of emerging social and environmental challenges for business
- Analyse and evaluate the factors that affect consumer expectations
- Understand the key issues involved in managing innovation in firms as well as the rationale for and development of technology and innovation
- Identify, develop and critically evaluate strategies for hospitality businesses
- Apply operational and strategic management tools to hospitality businesses for profit maximisation
- Demonstrate professionalism and an ethical approach to businesses

- Deal effectively with complex issues from both an academic and a professional perspective, communicating these clearly to specialist and non-specialist audiences

Careers and further study

Graduates can pursue a range of careers in the hospitality industry, including:

- operations management
- marketing
- management positions in hospitality organisations
- education and food writing
- business development
- start-up and corporate entrepreneurship.

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website: https://www.bbk.ac.uk/student-services/careers-service.

Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

Please check our website for more information about student support services. This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.