BUSS H4705_1: Tourism and Event Dissertation

Module Title:	Tourism and Event Dissertation
Language of Instruction:	English

Credits:	10

NFQ Level:	8

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	The Project provides the student with the opportunity to engage in critical and independent learning. The student is guided by the supervisor, but essentially is provided the opportunity to engage in self-motivated, independent research.

Module Aim:	The aim of this module is to consolidate and integrate the students' knowledge, skills and competences across a range of subject areas relating to Tourism and Event Management. The module will provide students with the opportunity to further develop their research and analytical skills through a research-based project. The project will have a practical element and will reinforce educational/industrial linkages.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Plan, design and implement a project from the initial problem definition in a research proposal, to the presentation of results in a completed project.
LO2	Discuss the research context including the cultural, political, legal, economic and practical issues.
LO3	Review the literature in various relevant academic fields and be able to identify and extract information as appropriate.
LO4	Demonstrate the ability to apply the tools of quantitative and/or qualitative research and analysis.
LO5	Objectively and critically evaluate research findings.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
Module Content & Assessment The research project will allow students to build on previous modules and deepen their knowledge of data analytics, business and marketing insights, data exploration and statistical analysis. It will focus on a Tourism and Event related topic and will consist of researching the topic, analysing the data, drawing conclusions and presenting the research in a written document. Data will be analysed and interpreted through SPSS. The learner will be able to choose the research topic although the supervisor and the programme board must approve the proposal. The project is applied in nature and will involve students engaging with organisations in the Tourism and Event sector. Each student will be assigned a supervisor for the module. Each dissertation topic will be agreed upon after consultation between the student and the supervisor. The student and supervisor will meet up at regular intervals during the academic year to discuss progress, deal with any issues or problems which may arise, and ensure that the work is progressing satisfactorily. A record will be kept of all meetings between the student and the supervisor. Each student will be provided with Dissertation Guidelines at the commencement of the module which gives the specific details on the requirements for the Project. Each completed Dissertation will be read and marked separately by two supervisors, to ensure that a consistent standard is maintained across each Project.

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Project	Research Proposal	1,2	5.00	Sem 1 End
Project	Introduction	2	5.00	n/a
Project	Industry Review/Research Context	2	10.00	n/a
Project	Literature Review	3	20.00	n/a
Project	Methodology	1,4	20.00	n/a
Project	Research Findings and Analysis	1,4,5	20.00	n/a
Project	Conclusions and Recommendations	5	15.00	n/a
Project	Structure and Presentation	1	5.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Tutorial	12 Weeks per Stage	0.25
Independent Learning	12 Weeks per Stage	6.00
	Total Hours	75.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	0.12
Independent Learning	Every Week	3.00
	Total Hours	3.12

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	7	Mandatory