

Hospitality Innovation & Leadership MA Feedback

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There is a rationale section which highlights the issues surrounding the need for this type of academic progression track with an Industry led approach to a hospitality specific Masters. The rationale was also made contemporary by discussing the impact of emerging trends etc. and the impact consideration re hospitality and the global economy, therefore effecting the ability for many businesses to become sustainable. Perhaps including specific figures around the effect of hotels and hospitality would have strengthened the rationale further.

It details that the course would be for both those progressing from the BA as well as industry professionals, but it would have been great to see a little more detail about the demographic of students that would study this course and how they would specifically benefit from studying this very contemporary and relevant curriculum.

Whilst the specific aims and the learning outcomes are hard to describe – it is clear the benefits will be there with the students being able to ‘critically’ evaluate and , analysing etc. This seems the correct use terminology as criticality is what generally sets apart post graduate

The structure of the curriculum whilst not “set in stone” is suitable for post graduate level. Significant detail is lacking re the specific topics/modules that are going to be covered within this module however, it would appear that that is almost expected of such a dynamic degree. Both formative and summative assessments have been reinvented it would seem and it is hard to comment on how this may be perceived by the students (As well as anyone looking to validate)

Academic ‘Rigour’ was mentioned It would have been great to see a little more discussion around this to strengthen the rationale even further. The desired outcome of the programme is clear and the benefits of the Industry Links and external accreditations also. As long as the topics do end up proving the level of value that its aiming for I think this really could be great.

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