

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	MSc Hotel Innovation and Sustainability
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Hospitality
Award Title (including separate Pathway Award Titles where offered):	MSc Hotel Innovation and Sustainability
Pathways (if applicable)	
FHEQ level of final award:	Level 7
Other award titles available (exit qualifications):	Postgraduate Diploma in Hotel Innovation and Sustainability Postgraduate Certificate in Hotel Innovation and Sustainability
Accreditation details:	TBC
Length of programme:	1 Year
Mode(s) of Study:	Full Time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA Subject Benchmark(s):	Master's Degrees in Business and Management, March 2023
Other external reference points (e.g. Apprenticeship Standard):	Institute of Hospitality Management Standards
Course Code(s):	MSHOISFT
UCAS Code(s):	TBC
Approval date:	January 2024
Date of last update:	

2. Programme Summary

The MSc Hotel Innovation and Sustainability programme offers a transformative educational experience that equips you with the knowledge, skills, and mindset to lead the hospitality industry towards a more innovative and sustainable future. Through a carefully curated blend of cutting-edge concepts, practical experiences, and ethical considerations, this programme empowers you to drive positive change within hotel management while fostering responsible practices that benefit both society and the environment.

Innovative Leadership: The programme places a strong emphasis on cultivating innovative leadership, inspiring you to think creatively, challenge conventional norms, and envision ground-breaking solutions that propel the hotel industry forward.

Sustainability Integration: You will learn to seamlessly integrate sustainable practices into hotel operations, developing the expertise to balance guest experiences with responsible resource management, environmental preservation, and community collaboration.

Strategic Vision: Through a strategic lens, you will gain insights into formulating and implementing innovative strategies that align with organisational goals, optimising guest satisfaction, financial performance, and sustainable impact.

Ethical Decision-Making: Ethics and social responsibility are core components of the programme, guiding you to make ethical decisions that resonate with sustainability principles, contributing positively to the industry and society at large.

Analytical Rigor: With a focus on analytical thinking, you will develop the skills to critically assess market trends, evaluate the viability of innovative initiatives, and make data-driven decisions that elevate guest experiences and sustainability efforts.

Global Perspective: Embracing diversity, you will gain a global perspective on the hospitality industry, recognising cultural nuances and sustainability practices across borders, preparing them for leadership in an interconnected world.

The MSc Hotel Innovation and Sustainability programme will empower you to shape the hospitality landscape by seamlessly merging innovation and sustainability. With a deep understanding of cutting-edge concepts, practical skills, and a commitment to ethical responsibility, you will be poised to drive positive change, enhance guest experiences, and contribute to a more sustainable and responsible future for the industry. You will benefit from a mixture of theoretical input but also the links between theory and practice to ensure the relevance of your studies to employability, this includes spending time working at Missenden Abbey. This will enhance and develop both the 'soft' skills the industry needs as well as the industry specific knowledge that will be required for supervisory and managerial roles. The programme draws upon the research expertise, knowledge and experience of the global hospitality industry as well as engagement with a range of diverse practitioners. Developed to combine rigorous academic ideas with problem-solving and practical skills to equip you with industry-based knowledge and competences to enable you to excel in the globalised business environment in which the contemporary hospitality business and the industry operate.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Foster a culture of innovation, encouraging students to develop a mindset that embraces creative thinking, exploration of new ideas, and the pursuit of innovative solutions within the realm of hotel management and sustainability (Innovative Mindset Cultivation).
2. Through a comprehensive curriculum, equip students with the knowledge and skills needed to seamlessly integrate sustainable practices into hotel operations, emphasising responsible resource management, environmental conservation, and community engagement (Sustainability Integration).

3. Develop strategic leaders who can envision and guide the implementation of innovative and sustainable strategies across various aspects of hotel management, leveraging these approaches to drive organisational success and positive impact (Strategic Leadership).
4. With a strong focus on ethical considerations, empower students to make responsible decisions that align with sustainability principles, fostering a sense of ethical awareness and social responsibility within the hotel industry (Ethical Decision-Making).
5. Cultivate analytical and critical thinking skills that enable students to assess market dynamics, evaluate the feasibility of innovative initiatives, and make data-driven decisions that optimise both guest experiences and sustainability efforts (Analytical Rigor).
6. Equip students with the understanding and appreciation of cultural diversity, social dynamics, and varying international sustainability practices worldwide, preparing them for leadership in a multicultural context (Global Perspective).

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme you will be able to:

ID	Learning Outcome
K1	Demonstrate a comprehensive understanding of innovative concepts, technologies, and trends shaping the hotel and hospitality industry, with a focus on sustainability, guest experiences, and operational excellence.
K2	Demonstrate in-depth knowledge of sustainable practices and governance within the context of hotel operations and management.
K3	Apply strategic innovation frameworks, enabling the design and implementation of innovative solutions that address industry challenges and enhance overall hotel performance.
K4	Recognise and appreciate cultural diversity, ethical considerations, and social impacts within the hotel and hospitality sector, and understand their role in driving sustainable innovation
K5	Analyse market trends, consumer behaviour, and competitive landscapes within the hospitality industry, identifying opportunities for innovation and sustainability to create competitive advantages.

Analysis and Criticality (C)

On successful completion of the programme you will be able to:

ID	Learning Outcome
C1	Critically evaluate the environmental, social, and economic impacts of hotel operations, identifying areas for improvement, responsible practices, and innovative strategies to enhance sustainability.
C2	Analyse the feasibility of innovative concepts and technologies within hotel settings, considering factors such as cost-effectiveness, implementation challenges, and potential return on investment.
C3	Evaluate guest experiences through a critical lens, identifying opportunities to enhance satisfaction, loyalty, and engagement by integrating innovative solutions and sustainable practices.

C4	Apply analytical techniques to interpret relevant hospitality data and trends, making informed decisions that drive innovation and sustainability while maintaining financial viability.
C5	Critique ethical dilemmas in the context of hotel innovation and sustainability, applying critical thinking to make responsible decisions that balance guest preferences, business objectives, and social responsibility.

Application and Practice (P)

On successful completion of the programme you will be able to:

ID	Learning Outcome
P1	Apply innovative design thinking principles to conceptualise and develop guest-centred services, products, and experiences that align with sustainable practices and enhance overall guest satisfaction.
P2	Implement sustainable practices across various hotel functions to drive positive environmental and social impact.
P3	Utilise technology solutions to enhance hotel operations, guest experiences, and sustainability efforts.
P4	Develop comprehensive innovation strategies that align with organisational goals, utilising scenario planning, risk assessment, and feasibility analysis to guide the implementation of innovative initiatives.
P5	Collaborate with industry stakeholders, local communities, and sustainability organisations to create partnerships that foster innovative ideas, knowledge exchange, and responsible hospitality practices.

Transferable skills and other attributes (T)

On successful completion of the programme you will be able to:

ID	Learning Outcome
T1	Communicate complex ideas and concepts to diverse audiences, fostering understanding and collaboration among stakeholders with varying levels of expertise.
T2	Demonstrate proficiency in project planning, execution, and monitoring, ensuring the successful implementation of innovative and sustainable initiatives within hotels.
T3	Apply leadership skills to lead multidisciplinary teams, fostering collaboration and a shared vision to drive innovation and sustainability across hotel operations.
T4	Adapt to evolving market dynamics and technological advancements, demonstrating resilience and flexibility while implementing innovative and sustainable strategies.
T5	Engage in critical self-reflection and continuous learning, assessing the impact of personal actions and decisions on hotel innovation, sustainability, and ethical considerations.

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens.

On this programme, attributes are developed through:

- Future hotel leaders - addressing hospitality industry needs and societal challenges, gaining necessary skills and mindset, continuing to make a difference in the hotel industry.
- Critical and creative thinkers - employing evidence-based reasoning, applying multiple perspectives of business issues, recognising distinctive contribution of management and technologies into real-world issues.
- Globally and culturally intelligent - demonstrating awareness of, and respect for, intercultural variations in business and technologies, respecting diversity and promoting equality.
- Resourceful, resilient, and enterprising in outlook - developing an opportunity-centred mindset and leadership, demonstrating confidence in responding effectively to opportunities, challenges, problems, and setbacks, reflecting and learning from own performance and experiences.
- Effective communicators - presenting study findings effectively, explaining ideas clearly and fluently in writing, orally, and through the creation of technological solutions.
- Ethically, socially, and environmentally responsible - demonstrating awareness of the potential technology solutions for the promotion of inclusion, social justice, and environmentally sustainable behaviour, professional achievements that will shape a more sustainable future society.
- Digitally competent - demonstrating skills, knowledge, and attitudes that enable confident, critical, and creative use of a full range of digital technologies for information, communication, and problem-solving in all aspects of life.

4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme.

Our admissions policy for postgraduate students is to consider each applicant on their merits, guided by progressive principles, including a commitment to Buckinghamshire New University's aim of widening access to higher education to non-traditional groups.

Normal requirements for full-time postgraduate students include a minimum 2.2 Honours in Business, Hospitality, Events or Tourism related degree. Other disciplines and a recommended 2 years relevant work experience may be considered. We would normally expect applicants to have Grade 4 or C in GCSE English and Maths.

In the case of applicants whose first language is not English, overall IELTS 6.5 with a minimum of 6.0 in Writing, Speaking, Reading and Listening (or recognised equivalent) is required. International qualifications will be checked for appropriate matriculation to UK Higher Education postgraduate programmes.

As an inclusive university we recognise that applicants who have been out of education for some time may not have the formal qualifications usually required for entry to a course. We

welcome applications from prospective students who can demonstrate their enthusiasm and commitment to study and have relevant life/work experience that equips them to succeed on the course. We will assess this from the information provided in the application (particularly the personal statement) and may ask the applicant to attend an interview or submit a piece of work to help us decide on the applicant's eligibility for the course.

If you do not meet the entry requirements you may, if you have relevant professional experience, still be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

5. Programme Structure

Pathway 1 or stand-alone course

Level	Modules (Code, Title and Credits)	Exit Awards
Level 7	<p>Core modules:</p> <p>BAM7046 Sustainable Innovation in the Hotel Industry (20 credits) BAM7033 Global Challenges in the Hospitality Industry (20 credits) BAM7045 Sustainable Corporate Reputation in Hospitality (20 credits) BAM7042 Developing Innovative Leaders: Behaviours and Mindsets (20 credits) BAM7044 Sustainable Business Performance Analysis (20 credits) BAM7038 The Hospitality Leader: The Future You (20 credits) BAM7043 Hotel Innovation and Sustainability Consultancy Project (60 credits)</p>	<p>Postgraduate Certificate, awarded on achievement of 60 credits</p> <p>Postgraduate Diploma, awarded on achievement of 120 credits</p> <p>Masters, awarded on achievement of 180 credits</p>

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to changes in the subject area

6. Learning, Teaching and Assessment

Learning and teaching

MSc Hotel Innovation and Sustainability aims to provide a balanced programme of study that equips you with industry knowledge and experience, academic and cognitive, and critical and transferrable skills, which will create culturally aware, prepared and responsive graduates. We will encourage you to be actively involved in your learning and to co-operate with other learners. We aim to give you prompt feedback on your learning as well as opportunities to reflect upon and learn from that feedback.

You will be actively involved in a range of learning, teaching and assessment approaches as part of the MSc Hotel Innovation and Sustainability. Such active approaches aim to put you at the centre of your learning, so you are involved and engaged in all aspects of your assessment and learning. Your programme will require your active participation in learning activities and engagement with your fellow learners both individually and collaboratively, working and learning with other learners as part of a small group. Learning activities may also occur both within and outside the classroom.

Your learning will also be supported by technology. Increasingly your lecturers will be using existing and emerging learning technologies to engage you in e-learning activities. Your programme will be facilitated using a variety of media and online tools (podcasts, wikis, etc) which will allow you flexible access to a diverse range of online resources, quizzes and learning materials as well as collaborative tools with which you can engage and learn with your peers. Not confined by the time and space associated with traditional teaching methods you may take part in online discussions and learning activities from wherever you are studying. Your tutors will provide any support you may need whilst learning online. By engaging with e-learning you will also be developing skills which are essential for your learning and are also highly valued by employers. These include but are not limited to working flexibly, communication, understanding of IT, team working and creating shared understandings based on quality resources and access to global expertise.

A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars. Blackboard will be used to provide supportive material and to communicate with learners via announcements.

Assessment

As per the teaching and learning strategy, the specific assessment methods are determined at modular level, but are designed to reflect the course aims and learning outcomes, to equip learners with industry knowledge and experience, academic and cognitive, and critical and transferrable skills, which will create culturally aware, prepared and responsive graduates for an inclusive and socially conscious hospitality industry. Assessments are based on practical, oral and written assignments.

Contact Hours

You can expect to receive a minimum of 12 hours of scheduled learning activities per week. This may include lectures, seminars, workshops, practical sessions, or placement hours. A full breakdown of contact hours can be found in individual module descriptors.

7. Programme Regulations

This programme will be subject to the following assessment regulations:

- Regulations for Taught Degree Programmes

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of learners and course administration
- Central student services, including teams supporting academic skills development, career success, student finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Students' Union, including the Students' Union Advice Centre which offers free and confidential advice on University processes.

9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed student representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)

- The QAA Subject Benchmark Statement – see detailed mapping below
 - Master's Degrees in Business and Management, March 2023
- The Institute of Hospitality Management Standards
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy, Thrive 2028

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Skills • An excellent command of subject-specific academic and professional skills relevant to the appropriate field of business and management as well as consistent proficiency in generic skills and attributes.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Critical perspective • A critical awareness of current issues in business and management which is informed by leading edge research and practice in the field as well as by a proactive and independent approach to learning. • Conceptual understanding that enables students to evaluate critically current research and advanced scholarship in the field of business and management or a specialism within it.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
<p>Application</p> <ul style="list-style-type: none"> • Application of relevant knowledge to a range of complex situations, taking account of its relationship and interaction with other areas of the business or organisation. • Originality and creativity in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in business and management, or in a specialist field within it. • Ability to evaluate and integrate theory and practice in a wide range of situations. • An understanding of how the boundaries of knowledge are advanced through research. 	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Values	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)					
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5	
<ul style="list-style-type: none"> • A commitment to championing the values of global social responsibility, ethical values and behaving with integrity. • An ability to take an international perspective, including understanding the impact of globalisation on businesses, societies and the environment and the ethical implications. • An ability to manage and lead with a strong sense of global social responsibility, appreciating the contradictory challenges this presents in complex business and management environments. 																					

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)					
	Module Code (Core)	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Level 7																					
BAM7046 Sustainable Innovation in the Hotel Industry	X	X	X	X		X	X	X	X	X	X			X	X	X	X		X	X	X
BAM7033 Global Challenges in the Hospitality Industry	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X		X	X	X
BAM7045 Sustainable Corporate Reputation in Hospitality	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
BAM7042 Developing Innovative Leaders: Behaviours and Mindsets	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X
BAM7044 Sustainable Business Performance Analysis	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X
BAM7038 The Hospitality Leader: The Future You	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X			X	
BAM7043 Hotel Innovation and Sustainability Consultancy Project	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X