ROBERT GORDON UNIVERSITY ABERDEEN

MODULE DESCRIPTOR

Module Title

Visitor Experience Management

Reference	CB1005	Version	1
Created	April 2018	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To enable students to understand the underpinning management theory, planning and practice related to the visitor experience for hospitality, tourism and event business environment

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Describe management processes related to the visitor experience
2	Demonstrate knowledge of professional communication skills.
3	Evaluate and convey how management interacts with the internal and external business environment

Indicative Module Content

Management theories; performance, leadership and motivation. Industry and market forces. Team creation and teamwork. Human resources. Professional communication. Personal professional development and skills. Communication skills. Customer service and relationships. Visitor journey. Consumer experience. Key trends. Innovation. Future proofing business ideas. Business planning.

Module Delivery

The module consists of lectures with supporting tutorials/ workshops, student centered learning and independent research to support the tutorials and workshops.

Indicative Student Workload	Full Time	Part Time
Contact Hours	33	N/A
Non-Contact Hours	117	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:	Group Presentation				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component:C1 - Coursework: group presentation - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1 BODDY, D., 2016. *Management: an introduction.* 7th ed. Harlow: Pearson Education Limited.

2 PETTINGER, R., 2012. *Management : A Concise Introduction*Basingstoke: Palgrave Macmillan.

3 PENNINGTON, A., 2016. *The Customer Experience Book: How to design, measure and improve customer experience in your business.* Harlow: Pearson Education Ltd

4 CAPRONI, P.J., 2011. *Management skills for everyday life* 3rd ed. New Jersey: Pearson Education.