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WP – MANAGEMENT PLATFORM

**MODEL FOR THE ANALYSIS OF A DEGREE PROGRAMME AND ITS QUALITY MONITORING
ACCORDING TO A STUDENT-CENTRED APPROACH TAILORED FOR MYANMAR UNIVERSITIES**

1. University: National Management Degree College, University of Yangon

2. Department: Tourism

3. Name of the Degree Programme: Bachelor of Tourism

4. Level of the Degree Programme (BA or MASTER): BA

5. Total number of Course Units in the Degree Programme: 48

6. Amount of teaching hours for each Course Unit in the Degree Programme: 45

7. Total number of students of the Degree Programme: 100

8. Number of teaching staff: Five

9. Composition of teaching staff (from assistant lecturer to professors): two Lecturers, one Assistance Lecturers, two Tutors

10.Teachers' workload (es. how many course units can hold one teacher? how many hours of lessons in one semester/year for one teacher?): one teacher can hold 1 or 2 course units, 45 or 90 hours of lessons in one semester

11. Goals of the programme (as it is now in the programme description published in the website):

Graduates of the Program will be able to:

1. Obtain functional knowledge and skills in travel and tour operations, events management transportation management and other tourism related establishments
2. Carry out work activities successfully and efficiently to the standards expected in the operation of various tourism establishments.
3. Communicate with confidence to people both in verbal and non-verbal.
4. Can plan and assess tourism development programs.
5. Ability to examine conditions (e.g. relationship between the different tourism sectors, tourism impacts), recognize problems, create solutions and apply remedial and/or mitigating actions.
6. Become environmentally sensitive, socially aware, responsible and sincere service providers.
7. Be proud of one's identity as a Myanmar, responsive of his values, culture, traditions and the environment.

12. Key Degree Programme competences

By competence we mean a quality, ability, capacity or skill that is developed by and that belongs to the student.

Tips for writing:

Please identify generic and specific competences for the Degree Programme. The competences should reflect an area of capability in relation to the identified level (e.g. Bachelor, Master).

You can check a possible list of generic competences here:

<http://www.unideusto.org/tuningeu/competences/generic.html>

For specific competences, you can check here:

<http://www.unideusto.org/tuningeu/competences/specific.html>

Doing this excise, please consider, identify, and describe the potential fields in which your graduates may typically find employment in Myanmar. Don't forget to identify the programme's contribution to develop citizenship and personal culture of a graduate.

Generic:

1. Knowledge and understanding of the subject area and understanding of the profession
2. Communicate with confidence to people both in verbal and non-verbal
3. Ability to work in a team
4. Skill in the use of information and communications technologies
5. Capacity to learn and stay up-to-date with learning
6. Ability to act on the basis of ethical reasoning
7. Ability to identify, pose and resolve problems
8. Ability to adapt to and act in new situations
9. Select and apply appropriate research skills and techniques to specific tourism issues.

10. Ability to use native and foreign languages in professional communication
11. Ability to focus on quality and results
12. Ability to apply knowledge of the subject area in professional field
13. Ability for critical thinking, analysis and synthesis
14. Ability to find, process and analyse information from different sources
15. Ability to plan and manage time
16. Ability to lead life-long self-learning and pursue toward higher education.
17. Ability to act concerning social responsibility
18. Ability to build self-confidence, courage, initiatives and creativities
19. Ability to respect for otherness and multiculturalism

Subject specific:

1. Critically discuss theoretical concepts underpinning tourism phenomena.
2. Describe the range of positive and negative impacts of tourism development at the local and global scale.
3. Explain the nature, characteristics and behaviour of tourists as consumers, and the influences on tourist demand.
4. Describe the dynamic global social, cultural, physical, economic and political environments in which tourism phenomena exist.
5. Evaluate and apply approaches to managing the development of tourism through the application of policy and planning models.
6. Describe and explain examples of the products, structure, operations and interactions within the tourism sector in Myanmar and internationally.
7. use marketing research data in tourism
8. execute tourism documentation
9. manage, promote and sale of tourist product
10. use of information and communications technologies in professional sphere
11. develop innovative tourist product according to tourists demands and trends of tourism industry

12. identify and manage regulations in tourism
13. cooperate with partner organizations
14. resolve conflicts and set up effective communications with clients
15. Describe the most relevant aspects of the physical and human Geography of South East Asian countries, including geopolitics, physiography, climate, river basins, population, agricultural and food systems, manufacturing, cities and the environment

13. Degree Programme learning outcomes (PLO)

Learning outcomes are statements of what a learner is expected to know, understand and/or be able to demonstrate after completion of learning.

Tips for writing:

- 1) Incorporate or reflect the institutional and departmental missions;
- 2) Check whether learning outcomes meet the requirements/standards or expectation of board requirements, benchmark statements and other external reference points;
- 3) Make sure that they address all the competences you want to develop;
- 4) Concentrate on overarching knowledge and skills of the programme rather than an individual course unit;
- 5) Focus on what you expect your graduates to learn as a result of their study experience in terms of knowledge, abilities and attitudes;
- 6) Make sure that learning outcomes are in line with the courses in the programmes and you have the means to reach them. Note any gaps or areas for improvement.

At the end of the program, graduates will be able to

1. develop the cultural sensitivity, ethical responsibility and social consciousness needed to become professionals in the field
2. know the basics of scientific and applied knowledge in the field of different types of tourism and related disciplines

3. know national and international standards of service and the basis of tourism legislation
4. have knowledge about the tourist and recreational space, and the market of tourist services
5. understand the role and place of tourism in the economic development of the region and the country
6. understand the dynamic nature of tourism and employment opportunities in the industry
7. think critically, to assess adequately their knowledge and apply it in standard and complex situations of conflicting or incomplete information
8. manage their own learning and apply their skills in their chosen field of tourist activity
9. apply appropriate methods for solving various problems and issues related to the servicing customers
10. identify problem situations, make reasonable decisions
11. organize the process of servicing consumers using modern service technologies and meeting quality and safety standards
12. work with the tourist documentation
13. develop tourism products, including programmes of tours, packages, sightseeing tours at the given criteria and regulatory requirements
14. use modern information and communication technologies in the development and implementation of the tourism product
15. calculate and assess the tourist activity costs in the enterprise
16. conduct research and monitor the market of tourist services
17. organize and implement this independent original project, which will be relevant to a future career
18. use a wide range of information resources and technologies for learning and solving professional problems
19. work effectively both individually and as a part of a team

- 20. explain and defend their views in front of colleagues in addressing professional issues and problems
- 21. continue their education within graduate programmes in tourism, economics, management, law, culture.
- 22. gain a basic knowledge of the Geography of South East Asia and that this knowledge may be useful for them in tourism management
- 23. understand the conceptual framework of management and organizational behaviour and correlate them to manage 21st century organizations.

14. Course Unit learning outcomes

Tips for writing:

- 1) Include all the courses units of the programme.
- 2) Construct appropriate learning outcomes at course unit level, bearing in mind how these might combine to fulfil a Programme learning outcomes and how they will be achieved. Be particularly aware of where, and how, Generic competences are addressed;
- 3) Limit course learning outcomes to 5-8 statements;
- 4) Focus on overarching knowledge/skills, not on the details that are central to the course (look at course goals);
- 5) Make sure that statements are student-centred;
- 6) Focus on results and not activities.

Course unit title	Course unit learning outcomes
First Year, Semester I	
Ma-1001	1. Ability to use native languages in professional communication 2. Ability to lifelong learning 3. Capacity to learn and stay up-to-date with learning
Myanmar Sar	

	4. Communicate with confidence to people both in verbal and non-verbal
ETM-1001 English for Tourism I	1. Ability to use foreign languages in professional communication 2. Ability to lifelong learning 3. Capacity to learn and stay up-to-date with learning 4. Communicate with confidence to people both in verbal and non-verbal
TM-1101 Introduction to Tourism I	1. know the basics of scientific and applied knowledge in the field of different types of tourism and related disciplines 2. have knowledge about the tourist and recreational space, and the market of tourist services 3. Knowledge and understanding of the subject area and understanding of the profession
TM-1001 Principles of Management and Organizational Behavior	1. illustrates the challenges that managers and entrepreneurs face in the current fast changing economic environment 2. Use the tools to improve the performance of their businesses and gain a sustainable competitive advantage 3. elucidates the basics of strategic planning and decision making by adopting a triple bottom line perspective (financial, social and environmental) 4. gain a synthetic overview of organizational design principles 5. discuss the topics leveraging business cases within the travel, tourism, entertainment and hospitality industries
TM-1002 Acient Heritage: Archaeology of Toursim	1.explain the value of archaeological and cultural heritages 2.develop tourism products, including programmes of tours, packages, sightseeing tours at the given criteria and regulatory requirements

AM-1001 Aspect of Myanmar	<ul style="list-style-type: none"> 1. state own distinct cultures. Language, religion, food and the arts are just some of the aspects of Myanmar culture 2. explain a brief overview of culture of Myanmar 3. develop the cultural sensitivity, ethical responsibility and social consciousness needed to become professionals in the field
First Year, Semester II	
ETM-1002 English for Tourism II	<ul style="list-style-type: none"> 1. ability to use foreign languages in professional communication 2. Describe the range of positive and negative impacts of tourism development at the local and global scale.
TM-1102 Introduction to Tourism II	<ul style="list-style-type: none"> 1. identify the dynamic nature of tourism and employment opportunities in the industry 2. Obtain functional knowledge and skills in travel and tour operations
TM-1003 Information and Commutation Technologies in Tourism I	<ul style="list-style-type: none"> 1. skill in the use of information and communications technologies 2. work with the tourist documentation 3. Ability to adapt to and act in new situations
TM-1004 Anthropology in Myanmar	<ul style="list-style-type: none"> 1. Demonstrate social, moral and professional responsibility and sensitivity in gender issues 2. value and respect for otherness and multiculturalism

TM-1005 Business Mathematics	<ol style="list-style-type: none"> 1. explain the concepts of business mathematics. 2. calculate and assess the tourist activity costs in the enterprise 3. work with simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts, taxes, and depreciation problems in various situations 4. use correct mathematical terminology, notation, and symbolic processes in order to be prepared for future coursework in business and mathematics
Second Year, Semester I	
ETM-2001 English for Tourism	<ol style="list-style-type: none"> 1. use foreign languages in professional communication 2. think critically, to assess adequately their knowledge and apply it in standard and complex situations of conflicting or incomplete information 3. manage their own learning and apply their skills in their chosen field of tourist activity
TM-2101 Tourism Industry	<ol style="list-style-type: none"> 1. develop their general intellectual capacities for life-long learning 2. develops students' adaptability in a rapidly changing society 3. explore different pathways for further studies and career pursuits include academic pursuits, such as Tourism and Hospitality Management Studies, Architectural Conservation Studies or Environmental Studies, or career pursuits in the industry, such as initial placement in a hotel's front office, in a travel agency or in the operation of tourism attractions
TM-2102	<ol style="list-style-type: none"> 1. use modern information and communication technologies in the development and implementation of the tourism product

ICT II	2. use a wide range of information resources and technologies for learning and solving professional problems 3. organize the process of servicing consumers using modern service technologies and meeting quality and safety standards
TM-2103 Economics of Tourism	1. understand the role and place of tourism in the economic development of the region and the country 2. Critique tourism practices for their implications locally and globally. 3. Develop and evaluate tourism policy and planning initiatives
TM-2001 Myanmar Culture and Tourism Geography	1. Identify and explain the interactions of tourism with the culture, economy, and environment of Myanmar 2. Identify international travel patterns and explain their impact on tourism management and in promoting cultural understanding and peace. 3. Locate major cities, natural wonders, historic sites, and other tourism attractions, both man-made and natural. 4. Describe how the physical environment in specific geographic regions affects the ability of humans to live there and influences inbound and outbound travel.
TM-2002 Business Accounting	1. Recognize and understand ethical issues related to the accounting profession. 2. Prepare financial statements in accordance with Generally Accepted Accounting Principles. 3. Employ critical thinking skills to analyse financial data as well as the effects of differing financial accounting methods on the financial statements.

Second Year, Semester II	
ETM-2002 English for Tourism	<ul style="list-style-type: none"> 1. use foreign languages in professional communication 2. think critically, to assess adequately their knowledge and apply it in standard and complex situations of conflicting or incomplete information 3. manage their own learning and apply their skills in their chosen field of tourist activity
TM-2104 Image of ASEAN Countries	<ul style="list-style-type: none"> 1. demonstrate knowledge of the image of Asian countries 2. demonstrate awareness of the wide range of Asian cultures 3. analyze more than one Asian culture from an historical perspective
TM-2105 Tourism Statistics	<ul style="list-style-type: none"> 1. conduct research and monitor the market of tourist services 2. analyse data concerned with Tourism industry 3. use a wide range of information resources and technologies for learning and solving professional problems
TM-2106 Geography of Asia	<ul style="list-style-type: none"> 1. Assess the obtained results in the information search process in order to update the knowledge about geography. 2. Demonstrate knowledge about key concepts and theoretical frameworks of geography. 3. Identify and describe the human geography and physical geography of South East Asia. 4. Respect the diversity and plurality of ideas, people and situations. 5. Use different tools for specific purposes in the field of geography 6. Use the basic terminology of geography prepare business plan for international tourism

TM-2003 Introduction to Myanmar Civilization	1. Identify and describe the characteristics of the Myanmar Kingdom 2. Identify and describe the different periods that characterized ancient Myanmar
TM-2004 Buddhism in Myanmar	1. Identify and analyse the Buddhist faiths. 2. describe the word Buddha mean 3. Explain why the Buddha is special to Buddhists 4. identify the key points in his early life 5. discuss how the Buddha became enlightened
Third Year, Semester I	
ETM-3001 English for Tourism	1. develop and practise specialist vocabulary and structures needed for the tourism industry or for use whilst travelling 2. Communicate more easily in a range of tourism related situations
TM-3101 Tourism Management I	1. Know and understand important management and leadership challenges in tourism industries 2. think critically, to assess adequately their knowledge and apply it in standard and complex situations of conflicting or incomplete information
TM-3102 Hospitality Management I	1. Know and understand fundamental theories for management and leadership in the hospitality industries 2. make strategic considerations and build up a business strategy

TM-3103 Service Management in Tourism and Hospitality	1.work effectively both individually and as a part of a team 2. apply appropriate knowledge and skills in a wide range of industry-related situations
TM-3104 Consumer Behavior	1. think critically, to assess adequately their knowledge and apply it in standard and complex situations of conflicting or incomplete information 2. work effectively both individually and as a part of a team
LTM-3001 Tourism Law	1. earn knowledge and scientific attitude and list the legislation regarding tourism, 2. describe the concepts in tourism legislation and point out probable troubles and action to be taken in practices in legal framework. 3. critical assessment regarding available tourism legislation. 4.explain and defend their views in front of colleagues in addressing professional issues and problems 5.know national and international standards of service and the basis of tourism legislation
Third Year, Semester II	
ETM-3002 English for Tourism	1. develop and practise specialist vocabulary and structures needed for the tourism industry or for use whilst travelling 2. Communicate more easily in a range of tourism related situations

TM-3105 Tourism Management II	<ul style="list-style-type: none"> 1. think critically, to assess adequately their knowledge and apply it in standard and complex situations of conflicting or incomplete information 2. explain and defend their views in front of colleagues in addressing professional issues and problems
TM-3106 Hospitality Management II	<ul style="list-style-type: none"> 1. choose and apply in an ethical way, relevant knowledge on hospitality and tourism relevant problems and challenges, decisions, implantation and control
TM-3107 Business Communication	<ul style="list-style-type: none"> 1. use a wide range of information resources and technologies for learning and solving professional problems 2. using persuasive and professional language in speech and writing 3. conducting effective business research and communicating the process and findings in a range of business documents and oral presentations 4. planning and managing a business project and communications strategy 5. the effective use of various types of oral, written and digital communication modes geared to a range of business audiences
TM-3108 Sustainable Tourism	<ul style="list-style-type: none"> 1. illustrate the concept of biodiversity and social responsibility, through examining contemporary tourism-related issues familiar to students 2. conduct research and monitor the market of tourist services

LTM-3002 Food and Beverage Management	<ul style="list-style-type: none"> 1. identify the range of needs your customers are wanting to satisfy f 2. demonstrate your knowledge of the range of services offered by your establishment f 3. identify and report potential hazards 4. endeavour to minimise conflict between customer and your establishment needs 5. follow the establishment procedures and routines for dealing with complaints
Fourth Year, Semester I	
TM-4101 Management Information System	<ul style="list-style-type: none"> 1. Design the information systems in business organizations 2. Ability to create new ideas (creativity) 3. use a wide range of information resources and technologies for learning and solving professional problems
TM-4102 Destination Management	<ul style="list-style-type: none"> 1. Identify and assess relationships and networks relative to building tourism capacity. 2. Practice empathy and respect for diversity and multicultural perspectives 3. Interpret and evaluate tourism as a phenomenon and as a business system. 4. Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.

TM-4103 Corporate Social Responsibility (CSR) and Ethics	<ul style="list-style-type: none"> 1. Ability to act on the basic of ethical reasoning 2. know the relation between ethical principles and individuals' decisions in management 3. Make critical evaluation of concepts of business ethics 4. applying ethics in problem solving through case studies
TM-4104 Strategic Managerial Accounting	<ul style="list-style-type: none"> 1 Evaluate the contexts in which management accounting operates within an organization and its link to the external environment; 2. Apply the technical language and practices of management accounting 3. calculate and assess the tourist activity costs in the enterprise 4. Project planning and management
TM-4105 Research Methodology	<ul style="list-style-type: none"> 1. select appropriate method, formulate research question or hypothesis and operate successful project 2. conduct research and monitor the market of tourist services 3. continue their education within graduate programmes in tourism, economics, management, law, culture.
TM-4001 Event Management	<ul style="list-style-type: none"> 1. explain the field of advanced studies as an academic foundation to the profession of event management 2. work effectively both individually and as a part of a team
Fourth Year, Semester II	
TM-4106 Human Resource Management	<ul style="list-style-type: none"> 1. identify the vital of human resource management and its relationship to a network of other processes. 2. develop skills for effective utilization of human resources in the national and international context

	3.work effectively both individually and as a part of a team
TM-4107 Ecotourism	<p>1 understand the importance of ecotourism.</p> <p>2. describe the link between ecotourism and reduction in poverty levels.</p> <p>3. explain the human factors that have an impact on ecotourism.</p> <p>4. describe how environmental protection can lead to poverty reduction.</p> <p>5. argue the benefits of adopting the philosophical approaches of ecotourism and create the sustainable tourism industry in the country</p>
TM-4108 Customer Relationship Management	<p>1.analyse relationship theory and relationship economics from the point of view of the customer and the organisation.</p> <p>2. critically analyse an organisation's relational strategies with stakeholder groups that affect how well it meets customer needs</p>
TM-4109 Strategic Management	<p>1. identify the concepts and techniques of the nature and purpose of strategic management, strategic management process and strategy execution</p> <p>2. work effectively both individually and as a part of a team</p> <p>3. Be able to: think critically, to assess adequately their knowledge and apply it in standard and complex situations of conflicting or incomplete information</p>
TM-4110 Tourism Development	<p>1. analyze tourist's behavior in order to serve satisfactory service;</p> <p>2. create and evaluate tourism development programs.</p> <p>3. recognize the interdisciplinary nature of the tourism and hospitality industry as well as tourist destinations, infrastructures and superstructures;</p>

TM-4002 International Tourism	<ol style="list-style-type: none"> 1. know national and international standards of service and the basis of tourism legislation 2. appraise local and international tourist and hospitality developments and issues, and their social, economic and environmental impact 3. prepare business plan for international tourism 4. manage international tourism business
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15. Students' learning approaches, teaching approaches and assessment methods

Tips for writing:

Consider all Course Units and describe students activities (e.g. reading of assigned bibliography, participation in the seminars, presentation of information, working in groups,etc.), teaching approaches (lectures, seminars, excursions, ...), and assessment methods separately. Describe them as they are now.

Course Units Names	Students' learning approaches	Teaching approaches	Assessment methods
First Year, Semester I			
Ma-1001 Myanmar Sar	independent study, exercise classes	lectures, seminar, tutorial multiple choice question	Tutorial 10% MCQ 10% Final Exam 80%
ETM-1001 English for Tourism I	Critical reading, ICT based, Oral presentation	Lecture, Creating quizzes, exercise classes	presentation 10% ICT based test 10% Exam 80%
TM-1101	Written review of relevant	Lecture, Assignment	Quiz 5%

Introduction to Tourism I	literature, participation in Quiz and discussion	handout and Discussion, Weekly Revision Quiz	Actively participation 5% Tutorial 10% Exam 80%
TM-1001 Principles of Management and Organizational Behavior	Reading of assigned bibliography, participation in discussion	Lecture, group discussion, cases, and video materials in order to combine conceptual and experiential approaches	Participation in classes: 10% Group Assignments: 10% Final Exam: 80%
TM-1002 Ancient Heritage: Archaeology of Tourism	Reading of assigned bibliography, participation in seminar, group project	Lecture, seminar, excursions	Group project 10% Assignment 10% Final Exam 80%
AM-1001 Aspect of Myanmar	independent study, participation in seminar	lectures, seminar, tutorials	Tutorial 10% Assignment 10% Final Exam 80%
First Year, Semester II			
ETM-1002 English for Tourism II	Critical reading, ICT based, Oral presentation	Lecture, Creating quizzes, exercise classes	presentation 10% ICT based test 10% Exam 80%

TM-1102 Introduction to Tourism II	Written review of relevant literature, participation in Quiz and discussion	Lecture, Assignment handout and Discussion, Weekly Revision Quiz	Quiz 5% Actively participation 5% Tutorial 10% Exam 80%
TM-1003 Information and Commutation Technologies in Tourism I	Practice technical skills, work with other students to co-produce design, prepare and make oral presentation	Demonstration classes, On line or paper based or ICT based	Presentation 10% Test of knowledge or skill 10% Exam 80%
TM-1004 Anthropology in Myanmar	study and analysis of bibliography (articles), participation in the seminars, presentation of information	lectures, seminars, fieldwork, interactive teaching, essay writing,	Fieldwork report 10% Report presentation 10% Exam 80%
TM-1005 Business Mathematics	writing assignments, working in groups project	Lectures, quizzes, project	at least two in-class examinations (no notes, no textbook) 10% quizzes.10% final exam 80%
Second Year, Semester I			

ETM-2001 English for Tourism	Critical reading, ICT based, Oral presentation	Lecture, Creating quizzes, exercise classes	presentation 10% ICT based test 10% Exam 80%
TM-2101 Tourism Industry	Workplace reports, conduct search for relevant materials in libraries	placements, educational visits,	Work placement report 20% Exam 80%
TM-2102 ICT II	Practice technical skills, work with other students to co-produce design, prepare and make oral presentation	Demonstration classes, On line or paper based or ICT based	Presentation 10% Test of knowledge or skill 10% Exam 80%
TM-2103 Economics of Tourism	Theoretical sessions with active participation of students in class. Develop and discussion of exercises	Lecture, Tutorship, and exercise courses	Active participation 10% Tutorial 10% Exam 80%
TM-2001 Myanmar Culture and Tourism Geography	Class based learning Practical learning Independent learning and reading	Lectures, seminar, field work	Field report 10% Report presentation 10% Exam 80%
TM-2002	Individual study and practical sessions	Lecture, demonstration classes, problem solving	Tests of skill 10% Performance of skills 10%

Business Accounting		sessions	Exam 80%
Second Year, Semester II			
ETM-2002 English for Tourism	Critical reading, ICT based, Oral presentation	Lecture, Creating quizzes, exercise classes	presentation 10% ICT based test 10% Exam 80%
TM-2104 Image of ASEAN Countries	Participation in seminar	Seminar (small group teaching)	Oral presentation 10% Written review 10% Exam 80%
TM-2105 Tourism Statistics	Assignments, Classroom discussion, Exercises Study method of assessment	Lecture, Material distributed in class Problem to solve	Class attendance 10% Assignment 10% Exam 80%
TM-2106 Geography of Asia	independent study, participation in the group work, Supervised	lectures and practical work in the classroom , student supervised work	practical work in group of students 10% supersized 10% Final Exam 80%
TM-2003 Introduction to Myanmar Civilization	independent study	lectures, seminar, tutorials	Tutorial 10% Assignment 10% Final Exam 80%
TM-2004 Buddhism in Myanmar	Listening, group discussion	Lecture, survey literature	Test of knowledge 20% Exam 80

Third Year, Semester I			
ETM-3001 English for Tourism	Critical reading, ICT based, Oral presentation	Lecture, Creating quizzes, exercise classes	presentation 10% ICT based test 10% Exam 80%
TM-3101 Tourism Management I	Analysis of cases	Lecture, case study	Case Report 10% Report presentation 10% Exam 80%
TM-3102 Hostility Management I	Written field report	Lecture, field work	field Report 10% Report presentation 10% Exam 80%
TM-3103 Service Management in Tourism and Hostility	Written placement report	Lecture, placement	Report 20% Exam 80%
TM-3104 Consumer Behavior	Literature review, Analysis of data	Lecture, survey	survey Report 20% Exam 80%
LTM-3001 Tourism Law	lecture attendance and participation.	Lecturing, discussion, question and answer, group problem solving.	Tutorial 10% Question and answer 10% Exam 80%
Third Year, Semester II			
ETM-3002	Critical reading, ICT based,	Lecture, Creating quizzes,	presentation 10%

English for Tourism	Oral presentation	exercise classes	ICT based test 10% Exam 80%
TM-3105 Tourism Management II	Active learning discussion, presentation, field report	Lecture, field trip	Presentation 10% Field report 10% Exam 80
TM-3106 Hostility Management II	Brain storming, exercise classes	Lecture, questioning, role play	Actively participation 20% Exam 80%
TM-3107 Business Communication	Field visit feedback from academics, peers and/or industry, interactive learning	Lectures, using video tape and online course materials	written exercises and projects 10% oral presentations and demonstrations 10% Exam 80%
TM-3108 Sustainable Tourism	Literature review, Analysis of data	Lecture, survey	survey Report 20% Exam 80%
LTM-3002 Food and Beverage Management	Analysis of cases	Lecture, case study	Case Report 20% Exam 80%
Fourth Year, Semester I			
TM-4101 Management Information System	Practice technical skills, work with other students to co-produce design, prepare	Demonstration classes, On line or paper based or ICT based	Presentation 10% Test of knowledge or skill 10%

	and make oral presentation		Exam 80%
TM-4102 Destination Management	Analysis of cases	Lecture, case study	Case Report 20% Exam 80%
TM-4103 CSR and Ethics	Writing assignment, participation in the seminar	Lectures, seminar	20% written coursework and 80% 3-hour examination
TM-4104 Strategic Managerial Accounting	Given reading list and writing assignment	Lectures,	70% Written Exam 30% Coursework: individual portfolio 1000 words
TM-4105 Research Methodology	Survey literature, make presentation either in group or individually	Lecture, research seminar, demonstrate classes	Written research proposal 20% Exam 80%
TM-4001 Event Management	Event plan and committee presentation Event final report and presentation	Lecture, event excursion, event evaluation	Final report 10% Presentation 10% Exam 80%
Fourth Year, Semester II			
TM-4106 Human Resource Management	Analysis of cases	Lecture, case study	Case Report 20% Exam 80%
TM-4107 Ecotourism	reading articles, participation in discussions	Lectures, seminars.	assignment 10% debates 10%

	and debates about the benefits and effect of ecotourism		Final exam 80%
TM-4108 Customer Relationship Management	Tutorial exercises, class room participation	Lectures, project	Tutorial exercises 10% Individual project 10% Exam 80%
TM-4109 Strategic Management	Analysis of cases	Lecture, case study	Case Report 20% Exam 80%
TM-4110 Tourism Development	Active participation, Oral and written assignments	Lecture, seminar, tutorial	Assignment 10% Tutorial 10% Exam 80%
TM-4002 International Tourism	Participation in seminar, prepare and make oral presentation	Lecture, seminar, tutorial	Presentation 10% Tutorial 10% Exam 80%

16. Mapping Student Performance.

Tips for writing:

- 1) Provide the numbers/indicators as indicated in the table (students' enrollment and students' curriculum career). If it is not possible, just explain why in the „description of the data“ column.
- 2) Provide a description of the data (es. student drop out), indicate the source (e.g. University's student records) and describe briefly how the data has been collected and stored (e.g. student's registration form and University's archives).

		Data	Description of the data	Source and information on how the data has been collected and stored
Students' enrollment data	N. of students enrolled	2012-2013	77	University's student records
		2013-2014	75	
		2014-2015	227	
		2015-2016	145	
		2016-2017	146	
	<i>Add at least one more available data about students' enrollment</i>			
Students' career progression data	Exam passed and average grade	2012-2013 • First year (passed) 2013-2014 • First year (passed) Second year(passed) 2014-2015 First year (passed) Second year(passed) Third year(passed) 2015-2016	77 75 77 227 75 77	(Exam average grade were not given)

		<ul style="list-style-type: none"> • First year(passed) Second year(passed) • Third year(passed) Fourth year (passed) 2016-2017 <ul style="list-style-type: none"> • First year(passed) Second year(passed) • Third year(passed) Fourth year(passed) 	145 203 71 75 146 145 200 75	
	N. of students Graduated	2015-2016 2016-2017	71 75	
	student drop out	<ul style="list-style-type: none"> • 2013-2014 2014-2015 2015-2016: <ul style="list-style-type: none"> • Second year • Third year • Fourth year 2016-2017 <ul style="list-style-type: none"> • Third year 	0 0 0 24 4 2 3	

17. How to create a satisfaction questionnaire for target groups.

Identify specific issues that you want to map (es. student's satisfaction of course teaching methods or teacher's workload or graduates employability)

TARGET	ISSUES	Questions 5 points Likert 0-4
STUDENTS	TEACHING AND LEARNING	<ol style="list-style-type: none">1. The learning objectives of the studies were explained to me.2 The assessment criteria for the studies were explained to me at the beginning of the school year.3 Teachers' professional skills were up-to-date. .4. I got enough supportive feedback from the teacher.5 I got the assessment results within a reasonable period of time.6 Group work sessions helped my learning.7 The teachers assessed students equally.8. The teachers were competent on the topic.9. Students' different backgrounds were taken into account in instruction.

	STUDYING ARRANGEMENTS	<p>1 There is enough necessary tools and equipment for studies.</p> <p>2 The institution's tools and equipment work properly.</p> <p>3 Teaching aids are available as planned.</p> <p>4 I can get help in the use of equipment when I need it.</p> <p>5 I am satisfied with my opportunities to use IT (e-mail and software) at the institution.</p> <p>6 The institution's computers and network function well.</p> <p>7. Classroom arrangements are well organized.</p>
	LIBRARY	<p>1. The supply of books is sufficient.</p> <p>2 The range of professional journals is sufficient.</p> <p>3 The library's opening hours suits me.</p> <p>4 I know how to use the library services.</p> <p>5 I can get help in using the library services when I need it.</p>
	PRACTICAL TRAINING PERIOD	<p>1 I knew what I was supposed to learn during the practical learning period.</p> <p>2 I received sufficient guidance at the workplace.</p> <p>3 I achieved the objectives set for my practical learning period.</p> <p>4 I was satisfied with my practical learning period.</p> <p>5 I believe that practical learning will promote my further employment opportunities.</p> <p>6 My practical learning period helped me to improve my learning achievement.</p> <p>7. People at the workplace treated me appropriately.</p>

	STUDENT ASSESSMENT AND SELF-ASSESSMENT	<p>1 The assessment criteria of courses have been explained to me at the beginning of the course.</p> <p>2 I am aware of how to proceed if I cannot complete a term/course.</p> <p>3 I get assessment results/marks within a reasonable period of time.</p> <p>4 My own assessment of my own achievement matches that of my teacher.</p>
	ATTITUDE TOWARDS STUDENTS	<p>1 I am treated respectfully by the principal.</p> <p>2 I am treated respectfully by the teachers.</p> <p>3 I am treated respectfully by the non-teaching staff.</p> <p>4 Service at the study affairs office is friendly and fast.</p>
	STUDYING (Organization)	<p>1 I have achieved the objectives that I set for my learning.</p> <p>2 Teaching groups are small enough for my learning.</p> <p>3 Various teaching methods have been used (pairwork, groupwork).</p> <p>4 I have received sufficient feedback on my studies.</p> <p>5 I have the opportunity to give teachers feedback on courses.</p> <p>6 My capability to work in an international working environment has been improved.</p> <p>7 My interest in studying foreign languages and cultures has grown.</p> <p>8 The institution provides opportunities to participate in international activities.</p>

TEACHING STAFF	PROFESSIONAL DEVELOPMENT	<p>During the last 18 months, did you participate in any of the following kinds of professional development activities,</p> <ol style="list-style-type: none"> 1. Courses/workshops (e.g. on subject matter or methods and/or other education-related topics) 2. Education conferences or seminars (where teachers and/or researchers present their research results and discuss educational problems) 3. Qualification programme (e.g. a degree programme) 4. Observation visits to other universities 5. Participation in a network of teachers formed specifically for the professional development of teachers 6. Individual or collaborative research on a topic of interest to you professionally 7. Mentoring and/or peer observation and coaching, as part of a formal school arrangement
	WORKLOAD MANAGEMENT	<ol style="list-style-type: none"> 1. My workload has increased over the past 12 months 2. I often need to work after hours to meet my work requirements 3. The amount of administration I am expected to do is reasonable

	TEACHING AND RESEARCH	<ol style="list-style-type: none"> 1. The number of students I am expected to teach and/or supervise is reasonable 2. I have time to do good quality research 3. I feel pressured to attract external research funding 4. I believe the promotions procedures recognize the variety of work that staff do 5. I believe that teaching and research achievements are considered equally by promotions committees
	WORK ENVIRONMENT	<ol style="list-style-type: none"> 1. I know what is expected of me in my role 2. I am willing to put in a great deal of effort in order to help this university be successful 3. I feel acknowledged for a job well done 4. I am supported when change and new initiatives are being introduced 5. Staff morale is high within my department, institute, school, or unit
GRADUATES	GRADUATE PROGRAM SATISFACTION	<ol style="list-style-type: none"> 1. The courses I took were taught well. 2. There is good communication between faculty and students regarding student needs, concerns, and suggestions. 3. There are many opportunities outside the classroom for

- interaction between students and faculty.
- 4. Faculty in my department are interested in the professional development of graduate students.
 - 5. Faculty in my department are helpful and supportive in my search for professional development.
 - 6. Faculty in my department are well qualified to teach their courses.
 - 7.. Faculty in my department are willing to meet with me to discuss my academic performance
 - 8. The intellectual caliber of students in my program is high.
 - 9. My program encourages student collaboration and teamwork
 - 10. My program has high academic standards
 - 11. My program integrates current developments in my field.
 - 12. My program prepared me well for my profession
 - 13. My program was intellectually challenging and stimulating.
 - 14. I would recommend my graduate program to prospective students

		15. If I were starting over, I would enroll in this program again.
	SATISFACTION WITH UNIVERSITY SERVICE	<p>1. Not including library resources, how satisfied are you with the research resources such as facilities, equipment, and lab space?</p> <p>2. How satisfied are you with the library resources that are available?</p>
	DIVERSITY	<p>1. NMDC, UY is a supportive campus toward those with diverse backgrounds.</p> <p>2. How many times have you been treated unfairly at school because of your gender, race/ethnicity, sexual orientation, religion, disability?</p> <p>3. To what extent have you been upset by this unfair treatment?</p>
	SATISFACTION WITH GRADUATE COLLEGE STAFF	<p>1. How satisfied are you with the helpfulness of the Graduate College staff in responding to your concerns and questions?</p> <p>2. Do you have any comments or recommendations about the services provided by the Graduate College staff?</p>
	CAREER PLAN	<p>1. Which of the following best describes the employment setting for your future career plans?</p>

		<p>private sector/industry government education higher education non-profit military other undecided don't know prefer not to answer</p>
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