Student Handbook

BSc (Honours) Tourism & Digital Marketing

Programme Code: TU953

Academic Year 2022-2023

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Welcome to BSc Tourism & Digital Marketing (Programme Code: TU953)

On behalf of the teaching team, we would like to welcome you to TU953 – the Bachelor of Science in Tourism & Digital Marketing at Technological University Dublin. The TU953 - BSc Tourism & Digital Marketing is a four-year Honours Degree Programme which is offered over 8 Semesters on a full-time basis. It is designed to provide an effective educative and training curriculum for students who are potential professionals in the domestic and international tourism industry, as well as being sufficiently broad to give students the learning required to operate successfully in a wider variety of professional roles. The programme is structured in a fashion which allows students to acquire the basic skills required to proceed through the programme, in an environment which is conscious of the difficulties experienced in the period of transition to third-level education.

Year 1 of this programme is comprised of 12 modules, six modules in each semester. You are required to pass all modules in order to progress to year 2. Throughout year 1 you will master the fundamentals of the discipline, by taking modules such as Marketing, Digital 1. You will get an opportunity to work with your classmates on group assignments and will develop your communications skills through presentations – on modules such as Communications.

In year 2, you will deepen your knowledge and increase your skill in the tourism and marketing fields. In semester two of second year, you are offered the opportunity to engage in an Erasmus study abroad, with one of our partner universities. In year 3 you will develop more advanced knowledge skills in semester one, followed by six months placement. In year 4 you will complete a final year project, finish your degree, and begin a rewarding career.

Technological University Dublin (TU Dublin) is the largest University in Ireland, having been formed in January 2019. All programmes that were previously offered by Dublin Institute of Technology are now offered by TU Dublin on its City Campus. The new University builds upon a tradition of high quality, practically focussed education that has been synonymous with Dublin Institute of Technology dating back over 130 years.

Your programme is located on TU Dublin's new campus at Grangegorman in Dublin City Centre. The campus offers students an opportunity to learn in a modern, state-of-the-art facility designed to create an excellent student experience. The campus is easily accessed on foot from the City Centre (10-15 minutes from O'Connell St), or via the Grangegorman Luas stop.

Wishing you the best of luck with your studies.

Louise Bellew, Programme Chairperson

1.   My Year

1.1   Registration

You are required to register on your programme every year before you commence your studies. Once you register, you will be provided with a student card and a student number, as well as login details for your e-mail account and other TU Dublin systems – including Brightspace (the online system you can use to access many of your notes and submit your assignments). Information on how to register, select your modules, obtain a student card and pay fees is available online at: https://www.tudublin.ie/study/undergraduate/feesregistration/.

1.2   Contact Details

Your programme chairperson is Louise Bellew. The Programme Chairperson is the academic leader for a programme and has a fundamental role to drive the programme, ensure the overall coherence of its delivery and uphold the reputation of the programme. The Programme Chairperson serves as the Chairperson of the Programme Team and of the Programme Committee. Their role includes convening meetings of the Programme Team and Programme Committee, maintaining minutes of these meetings, progressing their work and monitoring the implementation of the annual Quality Action Plan.

The Year Tutor is assigned to a group or groups of students by the Head of School or nominee before the commencement of the programme. The duties which may be assigned to the Year Tutor relate to pastoral care and student support. The Year Tutor is normally the first point of contact for students who require advice or assistance.

Louise Bellew
Programme Tutor, and Year Tutor 1,2,3
Louise.bellew@tudublin.ie
01 2205783

Dr Paddy Horan
Year 4
Patrick.horan@tudublin.ie
01 2205787

1.3   School Contacts

Assistant Head of School - Tourism	TBA 01 2205772
School Administrator	Mary Dineen tourism.hospitality@tudublin.ie 01 2205774
School Administrator	Noelle O'Carroll tourism.hospitality@tudublin.ie 01 2206294

Your lecturers and their contact details are listed in section 1.9 below.

1.4   The Building

Your classes will take place in the Central Quad Building on the Grangegorman Campus. Information about the building and the campus are available in the Grangegorman Student Handbook, available at: https://www.tudublin.ie/media/website/explore/our-campuses/city-centre-campuses/grangegorman/documents/Introduction-to-Grangegorman-Student-Handbook-2021-05-26-reduced.pdf.

Rooms in the Central Quad Building all commence with CQ, after which they're followed a dash, the floor identifier [LG, 0, M, 1, 2, 3, 4, 5], and the room number [usually 2 further digits]. For example, the large lecture theatre on the ground floor uses the room number CQ-006.

1.5   Timetable and Calendar

You can access your personal timetable online at: https://www.tudublin.ie/timetables/.

The TU Dublin academic calendar is available online at: https://tudublin.ie/explore/university-calendar/. The year is divided into two semesters. Each semester is comprised of 13 weeks of classes followed by examinations. Semester 1 runs from September to January. Semester 2 runs from January to May. Note that the online timetabling system uses a different week numbering system to the academic calendar.

1.6   Programme Delivery and Attendance Requirements

Your programme will be delivered on Grangegorman campus. There is a strong correlation between attendance at classes and marks achieved. If you are unable to attend classes you should contact your lecturer by email.

1.7   Accessing Learning Resources

You will be expected to access and review online resources in advance of classes. You will access all your online materials through your Brightspace account. Additional resources are available through the library (https://www.tudublin.ie/library/).

1.8 Technology Requirements

In order to access the University's Virtual Learning Environment, Brightspace (https://brightspace.tudublin.ie/), and virtual classroom, Bongo, you will require a computer with a broadband internet connection. The minimum requirements are as follows:

- Processor: 2 GHz
- RAM: 4 GB
- Monitor minimum resolution (1024 x 768)
- Video Card
- Keyboard, Mouse, Headphones
- Chrome Browser (or other Internet Browser – for recommendations, see: https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)
- Broadband Internet connection: 1.5MB/s (You can check your connection speed at (https://bit.ly/2KzkzPG)

Once you register with TU Dublin, you will have free access to email, Office 365 tools, Brightspace, Bongo and Microsoft Teams (which will be used for some interactions with staff and students).

Once you register, you will also be able to purchase computer hardware and software at discounted rates through the HEANet Store: https://store.heanet.ie/.

1.9 Modules

Each year you will be completing 60 credits, 12 modules. Each module has the following:

- **ECTS Credits**: These are credits which you gain for successfully completing the module. Over this year, you will complete a total of 60 ECTS credits. Each module has a multiple of 5 ECTS credits, as you will see on the next page.
- **Semester**: This is the semester in which the module is offered, which will be Semester 1 (September to January), Semester 2 (January to May) or Year-long (September to May).
- **Module Title**: This is the name of your module.
- **Module Code**: This is a code which is sometimes used to identify the module.
- **Continuous Assessment Weighting**: Modules have two forms of assessment (or assessment components). Continuous assessment takes place on an ongoing basis throughout the year, through lab work, assignments and reports. The continuous assessment mark you achieve is combined with the examination mark to get the overall mark for the module. Marks are combined using the weightings outlined for each component.
- **Examination Weighting**: This is the weighting for the examination, which takes place at the end of the semester.
- **Pass requirements**: This is the rule sets out the requirement to pass the module.
- **Lecturer**: This is the lecturer for the module, along with their contact details.

Each module has a detailed module descriptor which is available from your lecturer.

Year One	Sem	Module	ECTS	C/O	Lecturer	Assessment One	Assessment Two	Exam
Y1	S1	CULT 1004 Intercultural Awareness in HTL	5	C	deirdre.ryan@tudublin.ie	50%	50%	
Y1	S1	TFTR 1001 Introduction Tourism & Travel	5	C	kevin.griffin@tudublin.ie	50%		50%
Y1	S1	TFCM 1005 Prof Business Communication 1	5	C	louise.bellew@tudublin.ie	50%	50%	
Y1	S1	TFTR 1003 Tourism Destinations	5	C	gerard.dunne@tudublin.ie	50%		50%
Y1	S1	TFIT 1002 Digital 1 - Fundamentals	5	C	daire.magcuill@tudublin.ie	40%	60%	
Y1	S1	TFMK 1001 Mktg. for the Hosp. Tour. & Leis.	5	C	jennifer.stewart@tudublin.ie	60%		60%
Y1	S2	CULT 1005 Intercultural Comptc in HTLE or Language	5	O	deirdre.ryan@tudublin.ie	50%	50%	
Y1	S2	TFAC 1008 Account for Tourism & Leisure	5	C	daniel.king@tudublin.ie	30%		70%
Y1	S2	TFCM 1006 Prof Business Communication 2	5	C	louise.bellew@tudublin.ie	50%	50%	
Y1	S2	TOUR 1005 Innovation & Tourism Pro/Mrk/Exp	5	C	mary.orawe@tudublin.ie	40%		60%
Y1	S2	TFMG 1003 Management 1 Hosp. Tour. Leis. Ev.	5	C	jacqueline.doyle@tudublin.ie	40%		60%
Y1	S2	TOUR 1004 Operations in T/L/H/E	5	C	louise.bellew@tudublin.ie	50%	50%	

Year Two	Sem	Module	ECTS	C/O	Lecturer	Assessment One	Assessment Two	Exam
Y2	S1	TFMG 2001 Management 2	5	C	ann.conway@tudublin.ie	40%		60%
Y2	S1	TFIT 2001 Digital 2: Literacy	5	C	daire.magcuill@tudublin.ie	50%		50%
Y2	S1	TFMK 3007 Tourism Intermediary Marketing	5	C	gerard.dunne@tudublin.ie	25%	15%	60%
Y2	S1	TFEC 1001 Econ for Tour Hosp & Leis	5	C	rory.ofarrell@tudublin.ie	40%		60%
Y2	S1	TFMK 2002 Mkt. Research for Hosp.& Tour.	5	C	conor.mcdonagh@tudublin.ie	40%		60%
Y2	S1	TFMK 2001 Services Mktg. & Customer Care	5	O	deirdre.quinn@tudublin.ie	30%	10%	60%
Y2	S1	TFHM 3004 Rev Mgmt & Dis in the H &T Ind	5	O	louise.bellew@tudublin.ie	40%	60%	
Y2	S1	TFTR 1004 Heritage, Culture Tourism	5	O	catherine.gorman@tudublin.ie	50%		50%
Y2	S2	TFAC 2003 Mgmt Acct-Cost & Decis Making	5	C	donncha.odonoghue@tudublin.ie	30%		70%
Y2	S2	TFTR 2005 Sustainable Tourism	5	C	catherine.gorman@tudublin.ie	50%		50%
Y2	S2	TFIT 3008 Tourism & Technology	5	C	jennifer.stewart@tudublin.ie	50%	50%	
Y2	S2	MANG 3302 Talent Mgmt -Tour/Travel/Leisure	5	C	geraldine.gorham@tudublin.ie	50%	50%	
Y2	S2	TFMK 2003 Dest. & Product Mkt. Planning	5	C	jennifer.stewart@tudublin.ie	30%	10%	60%
Y2	S2	TOUR 3001 Event Tourism		O	jacqueline.doyle@tudublin.ie	30%		70%

Year Three	Sem	Module	ECTS	C/O	Lecturer	Assessment One	Assessment Two	Exam
Y3	S1	TFIT 1003 Data Analysis	5	C	conor.mcdonagh@tudublin.ie	30%		70%
Y3	S1	TFTR 4005 Tourism Policy, Planning& Reg	5	C	jennifer.stewart@tudublin.ie	30%		70%
Y3	S1	ITEC 3002 Digital 3	5	C	patrick.horan@tudublin.ie	75%	25%	
Y3	S1	TFAC 3004 Mgmt Acc - Planning & Control	5	C	daniel.king@tudublin.ie	30%		70%
Y3	S1	TFIT 3005 Web Development for Hospitality Tourism Leisure and Events	5	C	patrick.horan@tudublin.ie	50%	50%	
Y3	S1	TFTR 3013 Current Tourism Research	5	O	ziene.mottiar@tudublin.ie;	30%	70%	
Y3	S1	TFCM 3001 App Negotiation & Conflict Resol	5	O	karen.osullivan@tudublin.ie	50%	50%	
Y3	S2	TFPL 3001 Placement	15	C	placement.cbs@tudublin.ie	100%		
Year Four	Sem	Module	ECTS	C/O	Lecturer	Assessment One	Assessment Two	Exam
Y4	S1	TFRM 3001 Res. MethsforU /GThes.& Iser	5	C	jacqueline.doyle@tudublin.ie	50%	50%	
Y4	S1	TFEC 4001 Global to Local: The Economic Geography of Tourism	5	C	ziene.mottiar@tudublin.ie	100%		
Y4	S1	TFMK 3006 Marketing Communications	5	C	ann.conway@tudublin.ie	40%		60%
Y4	S1	TOUR 4000 Leadership	5	C	mary.orawe@tudublin.ie	40%		60%
Y4	S1	TOUR 4003 Field - Trip Option	5	O	catherine.gorman@tudublin.ie	100%		
Y4	S1	TFMK 3003 Consumer Behav. in Tour. Mktg.	5	O	deirdre.quinn@tudublin.ie	40%		60%
Y4	S1	OR Language	5	O				
Y4	S2	TFMK 4004 Market. Strat. for Hosp,Tour,L	5	C	jennifer.stewart@tudublin.ie	30%		70%
Y4	S2	TFMG 3011 Strategic Mgmt-An App Approach	5	C	jennifer.lawlor@tudublin.ie	30%		70%
Y4	S2	TOUR 4002 Sustainable Tourism Futures	5	C	jennifer.stewart@tudublin.ie	100%		
Y4	S2	ITEC 4603 Digital 4: Transformation	5	C	patrick.horan@tudublin.ie	50%	50%	
Y4	S2	TFDS 4001 Undergraduate Dissertation	15	C		100%		

1.10   Selection of Modules

You will receive communications from the University's registration office throughout the year regarding your registration and selection of modules. It is essential that to observe all deadlines, in particular the 31st October deadline, to ensure you are correctly registered on your selected modules. Failure to do so may result in significant delays in receiving your examination results.

At the beginning of each academic year, the School will communicate with you regarding the selection of options.

1.11   Supervision Arrangements

In the final year of the programme you are required to complete a dissertation for which a Supervisor will be appointed.

1.12   Assessment

Students on this programme are assessed through:

- Continuous Assessment
- Examination

Examinations take place in January for semester 1 and May for semester 2. Continuous assessment takes place throughout the semester.

Any issues relating to assessment and feedback on programmes and modules in contained with the General Assessment Regulations (GAR) https://www.tudublin.ie/media/website/explore/about-the-university/quality-assurance/docs/citycentre/gar-revised-final-November-18-for-website-revised-March-2019-June-2021.pdf

The GAR contain information on progression, carrying subjects, examination boards (including appeals, rechecks, and reviews of assessment components and the appropriate deadlines), and award classifications.

In the School of Tourism and Hospitality Management we are committed to providing timely feedback on student assessment. Specific detail on student assessment and feedback are provided by individual lecturers.

You will get an assessment schedule from your year tutor at the start of each semester. The assessment schedule will be available online at the Programme Information page on Brightspace.

Students avail of Erkund, the plagiarism detection tool to ensure the authenticity of their submission. Students supports on academic writing and referencing to avoid plagiarism can be found on the library webpage.

The weighting for the continuous assessment and examination components for your modules are included in section 1.9 above.

1.13 Student Feedback

Each student will experience a range of assessment types each semester. The assessments are built to assess the module learning outcomes and support the development of the key graduate attributes of the programme. Each module handout will provide clear guidance on the assessment specification, due dates and marking structure. Examples of assessment types include reports, essays, in class tests, case studies, field trips, projects, presentations, MCQs, reflective journals, video/audio presentations, dissertation.

1.14   Submission Guidelines

You are required to submit assignments through Brightspace by the deadline set by your lecturer. The penalty for late submission outlined in the School Policy below.

School Late Submission Policy

1. Where the assessment is a piece of work for submission, the student shall suffer a penalty of 20% of the marks awarded in the assessment for every week late, or part thereof.
2.   Where a student has failed to attend an in-class assessment, an alternative assessment of equal standard shall be set and the student shall suffer a penalty of 40% of the marks awarded. In the event of the student failing to satisfy the requirements of the alternative assessment the component will score 0.
3. Where the assessment has a minimum mark threshold, the result will not be aggregated if application of this policy causes the assessment grade to fall below the minimum threshold.
4. No assessments may be submitted later than 1 week after the exam period for the Semester as published on the TU Dublin Academic Calendar.
5. The provisions at 1 and 2 above may be waived or partially applied on compassionate grounds or where a medical certificate or Personal Circumstances form has been submitted.

If you are unable to submit an assignment on time for a valid reason (valid reasons are set out in the Personal Circumstances form) you may able to submit a Personal Circumstances form with supporting documentation to your lecturer. The Personal Circumstances form is available at https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/student-assessment-regulations-city-campus/general-assessment-regulations---city-campus/

All assessments are intended to determine the skills, abilities, understanding and knowledge of each of the individual students undertaking the assessment. Cheating is defined as obtaining an unfair academic advantage and any student found using any form of cheating, attempting to cheat or assisting someone else to cheat may be subject to disciplinary action in accordance with the University's Disciplinary Procedure.

1.15 Getting my Results

At the end of each semester, an assessment board is held to confirm your marks, after which marks are released online. You will receive an e-mail providing you with details of how to access these results when they are released. Following the completion of semester 2, you will also receive written notification of your results.

If you are completing examinations in the supplemental session in August, you will receive notification of your results online in September. You will receive an e-mail providing you with details of how to access these results when they are released.

1.16 Obtaining Feedback

Students receive on-going and continuous feedback in relation to their performance and examinations throughout each module. This feedback may be disseminated in hard copy and / or electronic form, verbally or by audio. All semester and final results are communicated via the Electronic Grading Book (EGB) which can be accessed externally or internally by registered students.

Upon completion of the examination process, you can view your examination script. To do so you must submit a request via the School Office by emailing tourism.hospitality@tudublin.ie. The rules for rechecks, remarks and appeals are outlined in the General Assessment Regulations as described in section 1.17.

1.17 Assessment Regulations

The General Assessment Regulations for TU Dublin City Campus taught programmes leading to undergraduate and postgraduate awards of TU Dublin are available at: https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/student-assessment-regulations-city-campus/general-assessment-regulations---city-campus/.

These refer to awards and award classification, progression from one stage of a programme to the next, reassessment, examination procedures and breaches of assessment regulations. You will also find information on:

- Bringing Personal Circumstances to the attention of the Examination Board;
- Seeking a recheck of examination results;
- Seeking a remark of examination results;
- Appealing the decision of the Examination Board.

Regulations covering the use of calculators in examinations are also available at the link above. The University (City Campus) has adopted the rules of the State Examination Commission (see https://www.examinations.ie/misc-doc/EN-CA-20210304.pdf) in relation to the use of Calculators in Examinations. A calculator not listed is prohibited, unless approved in advance by your School.

1.18   Progression

In order to progress to the next year of the programme, you are required to pass all modules. Compensation rules may apply, as set out in the General Assessment Regulations (see section 1.17).

If you do not pass a module, you will be informed of the requirements to retake that module or a component of the module. This may involve supplemental assessment that take place in August.

1.19   Applying for Exemptions

Students seeking exemption for a module should contact the School Office. Students may apply for an exemption for a module/s previously studied. However, students can only apply for an exemption if these modules were undertaken at the same level. For example, if you have studied Communications for a QQI level 5 programme you **cannot** apply for an exemption for this module, as our programmes in TU Dublin start at level 6 of the Qualifications Framework. Exemption forms must be submitted with all supporting documentation (certificates, transcripts, course outlines etc.) to the School Office. Applications will be reviewed by the School and the student will be notified of the outcome by email.

Students must continue to attend all modules until you have confirmation of the acceptance / refusal of your application. If you have received formal notification of an exemption you no longer have to attend that module or undertake any assessments. This will not affect your overall grade or average.

1.20   Health and Safety

You should ensure that you are familiar with the Health and Safety rules of the TU Dublin City Campus and these are available at: https://www.tudublin.ie/for-students/health-and-safety/.

1.21   IT

You are provided with your login for the University's IT Systems when you register. You use the same login for:

- Brightspace: http://brightspace.tudublin.ie
- Office 365, Email and Teams: https://www.tudublin.ie/for-students/student-login/city-centre/
- Computer laboratories
- Wifi

You will find a detailed explanation of how to use the TU Dublin IT systems, including those listed above, printing services, password facilities and others at: https://www.tudublin.ie/for-students/student-login/city-centre/.

Prior to using TU Dublin computer services, all students should familiarize themselves with TU Dublin's Student Regulations Governing the use of Computer Resources - https://www.tudublin.ie/connect/it-services/it-policies/.

You can get support for your IT queries by contacting itsupport.city@tudublin.ie or by ringing 01 220 5123.

1.22 Brightspace

Brightspace is TU Dublin – City Campus's online virtual learning environment. This system is used for delivery of lecture notes, online discussion, assignment submission and assessment feedback. It incorporates the Bongo virtual classroom facility that may be used for the delivery of online classes. You can access Brightspace online at: http://brightspace.tudublin.ie using your IT login. If you cannot access a particular module, you should contact the module lecturer.

1.23 Office 365 and Teams

All staff and students in TU Dublin have access to Office 365, including Microsoft Teams. Microsoft Teams is a platform that's used for online meetings and collaboration. You may be expected to engage with this for learning activities and support during this academic year. You can access Office 365 and Microsoft Teams at: https://www.tudublin.ie/for-students/student-login/city-centre/.

1.24 Rules and Regulations

All TU Dublin – City Campus students must observe, in addition to the laws of the state, the regulations of TU Dublin City Campus. Therefore, it is your responsibility to acquaint yourself with these regulations which cover a range of areas. These are available at: https://www.tudublin.ie/for-students/student-services-and-support/student-policies-and-regulations/.

Also available at the second link are the TU Dublin City Campus's Student Disciplinary Procedures which relate to all aspects of student behaviour, except those covered by the General Assessment Regulations. In the case of an alleged breach of general discipline that occurs on a TU Dublin City Campus or that involves resources or facilities located on a TU Dublin City Campus, a registered TU Dublin student or member of TU Dublin staff shall be subject to the disciplinary procedures of TU Dublin City Campus.

1.25 Student Complaints Procedure

The TU Dublin City Campus Handbook for Academic Quality Enhancement (Chapter 15) (online at: https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/handbook-for-academic-quality-enhancement/) provides a pathway to allow students to raise complaints if they consider that the management and/or delivery of their programme of study is not in accordance with agreed procedure. The Student Complaint Form can be found at: https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/quality-assurance-forms/.

2.   My Programme

2.1   Programme Structure

The programme is a four-stage programme which can be completed in four years of full-time study. Each stage is split into two semesters. Full details of the programme structure are available in section 1.9.

2.2   Study Abroad Opportunities

Current Erasmus arrangements include partnerships with 3rd level institutes in France, Germany, Austria, Netherlands, Italy, Hungary, Finland, Norway and Spain. Students are encouraged to avail of the option to go on Erasmus study exchange in Year 2 semester two.

2.3   Work Placement Opportunities

In the first year of the programme, you have the opportunity to build knowledge and experience in the sector through the Operations work experience module. In third year of this programme, you will have the opportunity to further develop your knowledge and skills by undertaking placement for six months with an industry partner in Ireland or abroad.

2.4   Outcome and Career Opportunities

Graduates of this programme are equipped with the skills to work in a variety of roles in the tourism industry. The two profiles below reflect the diverse opportunities for graduates of this programme.

Hollie Mc Hugh, graduated 2009. Marketing Director, Net Affinity.
"In my 4 years studying Tourism Marketing, these opportunities proved to be endless; The opportunity to study in a small environment encouraged me to think on my feet, become a team leader and build on my confidence on both a personal and professional level.   The access to industry, top class lecturers made studying relatable and practical and encouraged participation. The classroom environment allowed for lots of access to lecturers time. In my 3rd year of study, I opted to do a professional placement which allowed me to put my day-to-day learnings into practice within the corporate world, this placement was a highlight of my degree and solidified my ambition to make a successful career in the tourism industry. This ambition is still true, where today I am working as Marketing Director for an award-winning hotel technology provider; Net Affinity."

Sandra Sutton, graduated 2011, UK Senior Sales Manager, Vacation Rentals, Partner Success EMEA, Expedia.
"I really didn't know what I wanted to study when I finished my leaving cert and decided to place Tourism & Marketing on my CAO as it would give me a broader range of opportunities after I graduated... it has been the best decision I ever made. I have had the privilege of working with big brand names such as Best Western International, Aer Lingus and am currently working with the largest online travel agent in the world, Expedia Group. I could not recommend this course more, especially given the wide range of opportunities available to you once you have completed the course. I can say it is pretty amazing to work within the travel and tourism industry and this degree has definitely opened the gates to endless opportunities for me."

Graduates' employment destinations are indicated below. These range from first destination to positions of graduates 8-10 years graduated. Graduate destinations also indicate the transferability and flexibility of the programme with graduates employed in HR, Finance, Education and NFP sector as well as in the broader hospitality and event sector.

Graduate employment destinations include: Head of Product Distribution Manager, HR Trainee, Trade Promotions and CRM Executive, Social Media Specialist, Trade Engagement Analyst, Accounts Manager, SEO Manager, Team Manager Head of Sales Marketing Manager, Digital Coordinator/Digital Experience, Operations Manager, Marketing & Communications Manager, Tour Guide Events Manager, Visitor Centre and Facilities Manager, Marketing Executive, Managing Director, Recruitment Consultant, Product & Sales Manager, Market Insight Executive, Experiences Expert, Senior Global Brand Manager, Talent Acquisition Specialist, Team Leader, Corporate Travel Consultant, Administration Research and Insights Executive, Director People and Culture Officer, HR Generalist, Financial Advisor, Marketing and Commercial Manager, Senior Client Relationship Manager, Head of Online, Market Advisor, Brand Ambassador, Sales Executive, Senior Manager Global Marketing Operations, Group Sales Executive.

Upon successful completion of the programme, students are also eligible to apply for level 9 Masters programmes.

2.5   Award

Your final degree award will be classified as follows, with the final average calculated based on…

Average Mark	Classification
>=70%	First Class Honours (usually called a *first*)
60%- 69%	Second Class Honours, First Division (usually called a *two-one*)
50%-59%	Second Class Honours Second Division (usually called a *two-two*)
40% - 49%	Pass

2.6   External Examiners

In the final year of your programme, you may be invited to meet with the external examiners at the time of the final examination board in June.

The external examiners for the programme play a vital role in assuring the quality of the programme. The external examiner for your programme is Dr. Alisha Ali.

3.   My Input

3.1   Introduction

Students play a vital role in programme development and monitoring. As a student, you can provide feedback both formally and informally. You are also represented, through your class representative, on the programme committee, and by the Student Union on Faculty Board and Academic Council.

3.2   Providing Feedback

Upon completion of each module, you are asked to submit a Student Feedback Form (Q6A) to your lecturer. Your lecturer will use this feedback in the ongoing development of their module.

Once per year you are asked to provide general feedback on your programme using the Programme Survey Questionnaire (Q6C). This feedback is provided to school management and is used for the ongoing development of the programme.

Copies of these forms are available online at: https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/quality-assurance-forms/

Staff-student meetings are held throughout the year, during which you get an opportunity to provide feedback to the academic staff on the programme.

You can, at any point, ask to meet with your lecturer or your class tutor to provide informal feedback.

3.3   Student Representation

The Programme Committee is responsible for designing, monitoring and managing your programme. The Programme Committee meets at least once per semester. Your class representative is a member of this committee and can bring issues of concern to the committee. At the end of the academic year the programme committee produces an Annual Monitoring Report which provides a review of the year, incorporating feedback from students, staff and external examiners, leading to actions which will help enhance the programme in the following year.

The Faculty Board has responsibility for developing and monitoring the implementation of academic policy matters and in particular academic quality assurance procedures. All modifications to your programme need to be approved first by the Programme Committee and then by Faculty Board. General academic issues of relevance to programmes in the Faculty are discussed at Faculty Board. You are represented at Faculty Board by your Student Union.

The Academic Council is a statutory body, provision for which is made in the Technological University Dublin Act. It is appointed by the Governing Body of the University to assist it in the planning, co-ordinating, developing and overseeing the academic work of the University and in protecting, maintaining and developing the academic standards of the programmes and other academic activities of the University. You are represented on Academic Council by your Student Union.

3.4   Programme Review

Every five years the Programme Committee is required to review the programmes in your School, and present the reviewed programme to a panel comprised of academic staff from TU Dublin, academic staff from elsewhere and industry representatives. This review is informed by the annual monitoring process and your feedback.

3.5   National Student Survey

If you are a first-year student, a final year student, or a postgraduate student, you will be asked to complete the National Student Survey (https://studentsurvey.ie/) in February. This survey is carried out in all institutions nationally, with the following objectives:

- To increase transparency in relation to the student experience in higher education institutions
- To enable direct student input on levels of engagement and satisfaction with their higher education institution
- To identify good practice that enhances the student experience
- To assist institutions to identify issues and challenges affecting the student experience
- To serve as a guide for continual enhancement of institutions' teaching and learning and student engagement
- To document the experiences of the student population, thus enabling year on year comparisons of key performance indicators
- To provide insight into student opinion on important issues of higher education policy and practice
- To facilitate comparison with other higher education systems internationally

4.   My Life in TU Dublin

4.1   Library Services

Library Services are at the heart of the TU Dublin community, providing excellence in student-centred services that enrich and support learning. Library Services enable the development of skills that can contribute to lifelong learning. Library collections provide access to leading academic research to support the learning and research in the University. Library spaces, both physical and virtual, provide an opportunity for flexible learning and support. Library staff provide expert academic support to students at all stages throughout their academic journey. In partnering with academics and other academic and professional supports, Library Services provide an inclusive service to all students.

The Online Library provides 24/7 access to thousands of online academic resources to support the teaching, learning, and research within the University.

On-campus Library Services are located on the three campuses in Blanchardstown, City Centre, and Tallaght and are open to all students and staff. The TU Dublin digital repository Arrow provides open access to the research output of the University, reaching 10 million downloads in early 2021.

There are currently three Libraries located in City Centre:

- Aungier Street supports the College of Business and the School of Languages, Law and Social Arts
- Bolton Street Library supports the College of Engineering and Built Environment
- Park House Grangegorman Library supports the College of Arts and Tourism

Our libraries provide access to over 400,000 print items, special collections, thousands of ebooks, over 1,500 accessible study and computer spaces, and 21 group study rooms. Library staff deliver student-centred support to students and staff while on campus.

For more information on Library Services visit the Online Guide for New Students at: https://tudublin.libguides.com/libraryservices/newstudents.

4.2   Student Service Centres/One-Stop Shops

There are three Student Service Centres across TU Dublin City Campus located in Aungier Street, Bolton Street and Grangegorman. Any TU Dublin City Campus student can use any of these centres. Their aim is to provide a single point of information for a range of areas including ID Cards, letters of registration, to have forms stamped and verified along with ICT Support and general queries. A full range of services available to students at the Student Service Centres are available at this link: https://www.tudublin.ie/for-students/student-services-and-support/.

4.3   Student Health Centre

TU Dublin City Campus health centres provide a holistic approach to health, providing on campus health care to those students pursuing full time and apprenticeship courses. The service incorporates physical, psychological and social aspects of student health and health promotion. Absolute confidentiality is maintained. There are two Medical Centres in TU Dublin, one in Aungier Street and one in Bolton Street (Linenhall Lodge). TU Dublin City Campus Students can use any of these centres. Find out what services are available at: https://www.tudublin.ie/for-students/student-services-and-support/student-wellbeing/student-health-centres/.

4.4   Student Counselling Service

The TU Dublin City Campus Counselling Service is a free and confidential service which is available to all students. It provides a safe and secure environment where you may come and talk about any issue or difficulty that is of concern. Information about the service and about how you can make an appointment with a counsellor can be found at this link: https://www.tudublin.ie/for-students/student-services-and-support/student-wellbeing/counselling-service/.

4.5   The Pastoral and Chaplaincy Service

The Pastoral and Chaplaincy service aims to provide support and care for the personal, social and spiritual lives of students and to contribute to a sense of community throughout TU Dublin City Campus. Find out about the service and how to make contact with the chaplains at: https://www.tudublin.ie/for-students/student-services-and-support/student-wellbeing/pastoral-care-and-chaplaincy/.

4.6   Access Support Services

If you are an access student studying in TU Dublin City Campus the Access Service can support you. You can find more information on the Access Service at: https://www.tudublin.ie/for-students/student-services-and-support/access-office/.

4.7   Disability Support Service

If you are a student with a physical, sensory or learning disability, medical or mental health condition that interferes with your learning, TU Dublin City Campus Disability Services can support you. You can find out how you can sign up with the Disability Service at: https://www.tudublin.ie/for-students/student-services-and-support/student-wellbeing/disability-support-service/.

4.8   Financial Aid and Accommodation Department

The Financial Aid and Accommodation Department oversees the distribution of capitation funds and also administers a range of services including Student Accommodation. To find out more about the various assistance schemes available, see: https://www.tudublin.ie/for-students/student-services-and-support/financial-aid/.

For details of the TU Dublin City Campus Accommodation Office go to: https://www.tudublin.ie/for-students/student-life/accommodation--living-in-dublin/.

4.9   TU Dublin City Campus Societies

Students are very much encouraged to get involved in student-led activities while at TU Dublin and the Societies Office promotes and supports a huge and diverse range of volunteering opportunities, societies, activities and events. Find out more information at: https://www.tudublin.ie/for-students/student-life/societies/.

4.10 Clubs, Sports and Recreation

TU Dublin City Campus Sport and Recreation Service provides opportunities for everyone to participate in sport and physical activity across the city. Find out more about TU Dublin City Campus's sports clubs and facilities at: https://www.tudublin.ie/for-students/student-life/sport/.

4.11 Fees

Find out more about fees at: https://www.tudublin.ie/study/undergraduate/feesregistration/.

4.12 International Student Support

If you are an International student/Erasmus student, studying in TU Dublin City Campus you can find more information on the International Office at: https://tudublin.ie/study/international-students/.

4.13 Career Development Centre

The Career Development Centre has offices in Bolton Street on the northside of the city and in Aungier Street on the southside. It offers a range of services including one to one guidance with a professional

Careers Adviser, career talks including a Career learning programme tailored for each discipline, Careers Connect (online vacancies), email notifications. More information at: https://www.tudublin.ie/for-students/career-development-centre/

4.14 Study Skills Support

The Maths Learning Support Centre offers a drop-in support service for students who may need some extra help with maths or statistics. You can find out more by enrolling on the MLSC's Brightspace page, module name: MLSC: Mathematics Learning Support Centre. On this page, you will also find a significant amount of online self-study material. See: http://www.tudublin.ie/mlc.

The Academic Writing Centre offers support for students who are seeking to enhance and develop their academic writing skills. Find out how to book an appointment and other useful information and resources at: https://www.tudublin.ie/for-students/student-services-and-support/academic-support/awc/.

4.15 Join the Graduate Network

Your relationship with TU Dublin doesn't finish when you graduate. The TU Dublin Graduate Network hosts regular reunions and networking events, sends email updates with news from each Faculty and provides graduates with continued access to the gym and library services. The Graduate Network now helps over 100,000 members worldwide stay in touch with each other.

To join the Graduate Network, please email: graduate.network@tudublin.ie, search LinkedIn for the 'TU Dublin Graduate Network' group or register your details at: https://www.tudublin.ie/connect/graduates/. You can also find us on Facebook or Instagram to see regular updates on upcoming events, hear news about fellow graduates and find out what's happening on all campuses at TU Dublin.

4.16 Students' Union

Once you register as a TU Dublin City Campus student you automatically become a member of the Students Union. Find out about the Student Union Team, the advice they can offer and events they organize at: https://www.tudublinsu.ie/.

4.17 Transport information

You can find out how best to travel to each campus by different modes of transport at: https://www.tudublin.ie/explore/about-the-university/sustainability/commuting/plan-your-trip/ and https://www.tudublin.ie/grangegorman/getting-here/.

5.   Frequently Asked Questions

5.1   I can't find the information I need on the website

The TU Dublin website has a search functionality which you can use to locate the information that you need. If you are still unable to find it, please talk to your Year Tutor.

5.2   What if I think I'm on the wrong course?

Talk to your year tutor.

5.3   What is a first, two-one and two-two?

This is the classification system we use in TU Dublin for final degree awards. A first is a First Class Honours – the highest grade possible, achieved when your mark is at least 70%. A *two-one* is a Second Class Honours – First Division, for marks of at least 60% but below the level of first class honours. A two-two is a Second Class Honours Second Division, for marks of at least 50% but below the level of Second Class Honours, Upper Division.

5.4   What if I encounter personal circumstances that mean I can't continue with my programme?

In a situation like this, you should always talk to your year tutor. You may also wish to talk with some of the other TU Dublin services, including those listed at: https://www.tudublin.ie/for-students/student-services-and-support/.

5.5   What if I am sick and unable to do an assessment?

You should contact the examinations office immediately, and submit to the examinations office a Personal Circumstances form with supporting documentation within the required time period as set out in the form: https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/student-assessment-regulations-city-campus/general-assessment-regulations---city-campus/

5.6   What if I am sick during the semester?

You should contact your year tutor immediately, and submit to the year tutor a Personal Circumstances form with supporting documentation within the required time period as set out in the form: https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/student-assessment-regulations-city-campus/general-assessment-regulations---city-campus/

5.7   What are ECTS credits?

This is the credit system we use in TU Dublin and elsewhere in Europe. It is the European Credit Transfer System, through which all modules and programmes have a number of credits which represents notionally the amount of learning hours you're usually expected to complete in order to complete the module. Each credit equates to 20 learning hours, and each year of your programme typically requires the completion of 60 ECTS credits.

5.8   I can't find my class

You need to check your timetable frequently, especially early in the semester as there may be changes made at short notice. You can find your timetable at: https://www.tudublin.ie/timetables/.

5.9   What if I fail to submit an assessment?

Check the rules for that particular module in the module catalogue; some assessments are mandatory, for others you may just lose the marks for that assessment If you do not submit.

5.10   What if I didn't meet a deadline for submitting an assessment?

There is a School late assessment submission policy which you can find above, at 1.12. The School Late Submission Policy deducts marks on a sliding scale for late submissions.

5.11   I've lost my student card

A replacement is available (for a fee) from Registrations at:
https://www.tudublin.ie/study/undergraduate/feesregistration/

5.12   What public transport goes to the various TU Dublin locations?

See https://www.tudublin.ie/explore/about-the-university/sustainability/commuting/plan-your-trip/.

6.   Useful Links

- Technological University Dublin– https://www.tudublin.ie/
- Academic Calendar - https://tudublin.ie/explore/university-calendar/
- Access Service – https://www.tudublin.ie/for-students/student-services-and-support/access-office/
- Accommodation Service - https://www.tudublin.ie/for-students/student-life/accommodation--living-in-dublin/
- Brightspace - http://brightspace.tudublin.ie/
- Career Development Centre - https://www.tudublin.ie/for-students/career-development-centre/
- Chaplaincy - https://www.tudublin.ie/for-students/student-services-and-support/student-wellbeing/pastoral-care-and-chaplaincy/
- Counselling - https://www.tudublin.ie/for-students/student-services-and-support/student-wellbeing/counselling-service/
- Disability Support Service - https://www.tudublin.ie/for-students/student-services-and-support/student-wellbeing/disability-support-service/
- E-mail - https://www.tudublin.ie/for-students/student-login/city-centre/ (via Office 365)
- Feedback Forms - https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/quality-assurance-forms/
- Financial Assistance - https://www.tudublin.ie/for-students/student-services-and-support/financial-aid/

- General Assessment Regulations - https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/student-assessment-regulations-city-campus/general-assessment-regulations---city-campus/
- Health and Safety - https://www.tudublin.ie/for-students/health-and-safety/
- Health Centre - https://www.tudublin.ie/for-students/student-services-and-support/student-wellbeing/student-health-centres/
- Information Systems - https://www.tudublin.ie/for-students/student-login/
- Library - https://www.tudublin.ie/library/
- Office 365 - https://www.tudublin.ie/for-students/student-login/city-centre/
- Quality Enhancement Handbook - https://www.tudublin.ie/explore/about-the-university/quality-assurance/city-centre-quality-assurance/handbook-for-academic-quality-enhancement/
- Registrations - https://www.tudublin.ie/study/undergraduate/feesregistration/
- Societies - https://www.tudublin.ie/for-students/student-life/societies/
- Sports - https://www.tudublin.ie/for-students/student-life/sport/
- Student Regulations for Information Systems - https://www.tudublin.ie/connect/it-services/it-policies/
- Student Services and Support - https://www.tudublin.ie/for-students/student-services-and-support/
- Student Union - https://www.tudublinsu.ie/
- Teams (Microsoft Teams) - https://www.tudublin.ie/for-students/student-login/city-centre/ (via Office 365)
- Timetables – https://www.tudublin.ie/for-students/timetables/