CHE Improvement response: Bachelor of Commerce in Tourism Management (98312)

* ***The application claims teaching and learning delivery and methods are appropriate to the learning programme. However, module learning outcomes and assessment criteria are not presented. Thus the balance in theoretical, practical and application cannot be established. The trimming appears to be in conflict with a stated purpose that promises knowledgeable, functional managers at the middle management level in all sectors of the economy. The institution needs to review this. There appears to be a discrepancy between the total number of credits specified in Schedule 1 (360 credits) and the total number of compulsory credits specified in the structure of the curriculum in Question Two***.

Teaching & learning delivery and methods appropriate for programme:

UNISA is an open distance learning (ODL) university. The use of study materials and web-based learning (myUnisa platform for online learning, discussion forums and blogs) with limited commitment to face-to-face contact underpinned by an excellent library service (including electronic reserves) is therefore appropriate.

Learning experiences and environments are developed through a team approach. In the curriculation phase, there is stakeholder consultation, ensuring that the knowledge and skills embodied in the outcomes are appropriate. During the development of study materials the Directorate for Curriculum and Learning Development (DCLD) at UNISA works with lecturers to ensure a match between teaching, learning and assessment. Particular attention is paid to outcomes. Critical readers are used to assess the study material before the programme is implemented.

The programme does not include any practical modules, but combines theory and application in each module with practical examples and references.

*Trimming* in conflict with purpose:

In the first year, the curriculum includes compulsory modules in Economics, Business Management and Financial Accounting. It has been further strengthened by the inclusion of compulsory modules in Business Management, Human Resource Management and Marketing Management in the 2nd year, which provides a firm commercial foundation. In the 3rd year the curriculum further includes compulsory modules in Strategic Management, Small Business Management and Marketing Applications. This is a fixed curriculum which is well-balanced between compulsory management modules and modules in tourism theory and application.

Credits: The curriculum comprises 30 compulsory modules:

NQF level 5: 7 compulsory modules (84 credits)

NQF level 6: 13 compulsory modules (156 credits)

NQF level 7: 10 compulsory modules (120 credits)