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| 1. | Title of Programme(s): (incl. Award Type and Specify Embedded Exit Awards) | Bachelor of Business (Hons) in Event Management with Public Relations Bachelor of Business in Event Management with Public Relations Higher Certificate in Business in Event Management with Public Relations |
| 2. | NFQ Level(s)/ No. ECTS: | Level 8, 7, 6 240, 180, 120 ECTS |
| 3. | Duration: | 4, 3, 2 years |
| 4. | ISCED Code: | 1013 |
| 5. | School / Centre: | Galway International Hotel School |
| 6. | Department: | Department of Service Industries |
| 7. | Type of Review: | Differential Validation |
| 8. | Date of Review: | 21 st March 2022 |
| 9. | Delivery Mode: | Full-time |
| 10. | Panel Members: | Mr. Damien Courtney, Fellow Emeritus Cork Institute of Technology Dr Patricia Moriarty, Head of School Business and Humanities Dundalk Institute of Technology Dr. Adrian Devine, Department of Hospitality & Tourism, University of Ulster Prof. James Deegan, Director of the National Centre for Tourism Policy Studies, University of Limerick Mr. Eoghan Kavanagh, Graduate of Tourism and Event Ms. Carmel Brennan, Assistant Registrar (Quality) (Secretary) |
| 11. | Proposing Staff: | Ms. Cait Noone Mr. Diarmuid OConghaile Ms. Deirdre Fahy Mr. Tom Edwards Ms. Helen Delargy Mr. Barry McMillan Dr. John Carty Dr. Suzanne O Reilly Mr Brian Morrissey Ms Sally Reidy Ms Margaret Gannon Mr George Finnegan Ms Marie Burke |

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| | | Ms Dympna Griffin Mr Tomás Mangan Dr Larry Elwood Ms Orla Doherty Ms Michelle Glynn |
| 12. | Rationale for Changes: | <p>The Higher Certificate was originally validated as an exit award only. The school's strategy, given declining student numbers, is now such that it wishes to be in a position to offer a level 6, 7 and 8 suite of programmes on the CAO. This will provide greater choice and flexibility for prospective students.</p> <p>In addition, the current title of the level 6 award is not reflective of the content. The proposed name aims to more clearly articulate the level achieved by graduates in the discipline. The programme is structured so that the focus in years 1 and 2 are on operations, with a movement to concentrate on management in the final two stages.</p> |
| 13. | Overview of Changes: | <p>Amend the title of the Level 6 award as follows: Existing title: Higher Certificate in Business in Event Operations with Public Relations Proposed title: Higher Certificate in Business in Event Management Operations</p> <p>Approve the Higher Certificate as an entry point as well as an exit award.</p> |
| 14. | Resource Implications: | None. |
| 15. | Findings and Recommendations: | <p>General:</p> <p>The panel approved the change of title and the validation of the level 6 award as an entry point.</p> <p>Commendations:</p> <ol style="list-style-type: none"> 1. The inclusion of public relations and event management in the programme title is attractive to potential students and broadens the employment opportunities for graduates. 2. Notwithstanding the challenges facing the programme in attracting students, the commitment of staff was evident in the quality of documentation, interaction with panel and strong student focus. <p>Special conditions attaching to approval (if any):</p> <p>None.</p> <p>Recommendations of the panel in relation to award sought:</p> <p>None.</p> |

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| 16. | FAO: Academic Council: | Approved: | X |
| | | Approved subject to recommended changes: | |
| | | Not approved at this time: | |
| | Signed: | | |
| | | Chair | Secretary |