LEVEL 4 DIPLOMA IN
HOSPITALITY AND TOURISM MANAGEMENT

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PROGRAMME LEARNING OUTCOMES:

I. Demonstrate the ability to manage operations in tourist and resort industries, ensuring efficient and seamless service delivery
II. Gain insights into employment prospects, career pathways, and opportunities for advancement within the hospitality industry
III. Understand the principles and practices involved in the management of operations in the tourist and resort industries, including planning, organizing, and optimizing operational processes in hospitality settings
IV. Identify various employment prospects and advancement opportunities in the hospitality sector, and develop strategies for personal and professional growth within the industry
V. Analyze and evaluate the concepts of sustainability in tourism and hospitality management, and apply sustainable practices to minimize the environmental impact of tourism operations
VI. Demonstrate effective techniques and strategies in the management of tourist attractions to enhance visitor experiences and achieve business objectives
VII. Develop comprehensive marketing communications for tourism and hospitality that align with the target audience, effectively promote services, and build strong brand presence
VIII. Apply principles of customer relationship management to maintain customer loyalty, handle complaints, and improve overall customer satisfaction in hospitality settings
IX. Be proficient in effective communication and collaboration within multicultural and diverse teams, reflecting the global nature of the tourism and hospitality industry

PROGRAMME GUIDELINES	
PROGRAMME TITLE	Level 4 Diploma in Hospitality and Tourism Management
QUALIFICATION CODE	801/1523/8
LEVEL	4
TOTAL CREDITS	120 Credits
TOTAL LEARNING HOURS	1200 Hours
GUIDED LEARNING HOURS	360 Hours

Total Learning Hour - 1200 Hours

Guided Learning Hour – 360 Hours

1 Credit = 10 hours of effort (10 hours of learning time which includes everything a learner has to do to achieve the outcomes in a qualification including the teaching learning process, assessment procedures and practical's).

LIST OF UNITS

S. No.	Unit Code	Unit Title	Unit Specification	Credits	GLH	TLH
1	H/815/4001	Management of Operations in the Tourism and Resort Industries	Essential Unit	20	60	200
2	H/815/4002	Employment Prospects and Advancement in the Hospitality Sector	Essential Unit	20	60	200
3	H/815/4003	Sustainability in Tourism and Hospitality Management	Essential Unit	20	60	200
4	H/815/4004	Management of Tourist Attractions	Essential Unit	20	60	200
5	H/815/4005	Analysis of Tourism and Hospitality Business	Essential Unit	20	60	200
6	H/815/4006	Marketing Communications for Tourism and Hospitality	Essential Unit	20	60	200
TOTAL				**120 Credits**	**360 Hours**	**1200 Hours**

UNIT CODE	H/815/4001
UNIT TITLE	Management of Operations in the Tourism and Resort Industries
CREDIT	20 Credits
GLH	60 Hours
SPECIFICATION	Essential Unit

UNIT DESCRIPTION

This unit aims at providing an understanding and knowledge of operations management within the tourism industry and its resort operations. The students will look at holiday management and the marketing and distribution methods used to sell holidays. The students will have the opportunity to make strategic and tactical decision that address operational management issues in order to achieve success.

UNIT LEARNING OUTCOMES

ULO1 – Able to demonstrate knowledge on the tour operator's industry within the travel and tourism sector.

ULO2 – Able to evaluate the stages involved in constructing and marketing holidays.

ULO3 – Able to understand the function and structure of resort operation.

ULO4 – Able to understand how to develop a business strategy for a resort / tourist.

LEARNING OUTCOME DESCRIPTION

ULO1- Able to demonstrate knowledge on the tour operator's industry within the travel and tourism sector.

Tour packages, destination expertise, distribution channel, types of tour operations, relationship with suppliers, risk management, Regulatory compliance, Technological advancements, sustainability, customer service.

ULO2- Able to understand the function and structure of resort operation.

Front office operations, Housekeeping, Food and beverage operations, recreation and entertainment, spa and wellness, sales and marketing, finance and accounting, human resources, security and safety and general management.

ULO3 - Able to understand the function and structure of resort operation.

Depending on the size and complexity of the resort, general manager or resort operations, guest satisfaction, department heads or managers, Supervisors and team leaders, Frontline Staff, delegation of responsibilities.

ULO4 – Able to understand how to develop a business strategy for a resort/ tourist.

Developing a business strategy for a resort or tourism, market research and analysis, define clear objectives and goals, identify unique selling points, and target market segmentation, pricing strategy, product development and enhancement, marketing and promotion, distribution and sales channels, customer experience and service, sustainable practices, financial planning and performance measurement.

ASSESSMENT CRITERIA	
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 1	
P1.1	Explain the recent trends and developments in the tour operator industry.
P1.2	Assess the steps and stages involved in constructing holidays.
P1.3	Evaluate the factors to consider in the development and implementation of a successful business plan.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 2	
P2.1	Assess the different methods of contracting and their suitability in the context of the different types of tour operator.
P2.2	Development a plan to design a promotional brochure.
P2.3	Assess the suitability of alternative methods to a tradition brochure.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 3	
P3.1	Examine the function of the resort operations of tour operator
P3.2	Describe the structure of the resort offices of different types of tour operator.
P3.3	Explain why different resort offices structures are adopted.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 4	
P4.1	Explain the key areas to include in a business strategy and their importance.
P4.2	Analyse the factors to take into account in relation to the given resort/ tourist operation.

Indicative Study Reference Text Books

1. Mill, R. (2012). Resorts. Hoboken, N.J.: Wiley.
2. Murphy, P. (2008). The Business of Resort management. Oxford:
3. Butterworth – Heinemann. Chuck, K, G. (2012). World of Resorts: From Development to management.: Pearon College Division
4. Middleton, V. and Clarke, J (2012). Marketing in Travel and tourism. Jordan Hill: Taylor and Francis.

MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ULO1	M	M	M				M		M
ULO2	M		M	M		M	M	M	
ULO3		M	M		M	M	M	M	

UNIT CODE	H/815/4002
UNIT TITLE	Employment Prospects and Advancement in the Hospitality Sector
CREDIT	20 Credits
GLH	60 Hours
SPECIFICATION	Essential Unit

UNIT DESCRIPTION

This unit aims to provide learners the knowledge and understanding required for effective employment prospects and advancement in the hospitality sector. The students will also have opportunity to consider teams and groups, leadership and communication skills.

UNIT LEARNING OUTCOMES

ULO1 – Able to evaluate one's own performance and recommend improvements.

ULO2 – To develop personal skills to support effective performance in the hospitality industry.

ULO3 – Understanding team and group working.

LEARNING OUTCOME DESCRIPTION

ULO1- Able to evaluate one's own performance and recommend improvements.

Personal development, fitness, quantitative metrics, qualitative assessment, self reflection, SWOT Analysis, learning and development, set realistic targets, time management, celebrate successes, embrace failure and adaptability, Stay persistent.

ULO2- Able to develop personal skills to support effective performance in the hospitality industry.

Exceptional customer service and ensure effective performance, communication skills, customer service orientation, adaptability, problem-solving abilities, positive attitude, attention to detail, time management, teamwork and collaboration, cultural awareness, stress management, empathy and emotional intelligence, professionalism, continuous learning.

ULO3 - Able to understand the team and group working.

Communication skills, collaboration and teamwork, task management, contribution and engagement, leadership and followership, conflict resolution, openness to feedback, empathy and emotional intelligence, recognizing and celebrating successes, personal growth and learning.

ASSESSMENT CRITERIA	
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 1	
P1.1	Evaluate the effectiveness of own performance in relation to the defined objectives
P1.2	Provide recommendations for improvement based on their evaluation.
P1.3	Assess how motivational techniques help to assist in improve performance in the hospitality.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 2	
P2.1	Demonstrate the use of interpersonal skills in the workplace.
P2.2	Review own interpersonal skills to produce a development plan in a hospitality context.
P2.3	Explain the team roles involved in achieving shared goals.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 3	
P3.1	Explain team dynamics and their importance in successful team working.
P3.2	Assess the different ways used to achieving team goals

Indicative Study Reference Text Books

1. Iderman, B. and Milne, P. (2005). A model for work-based learning. Lanham, Md,: Scarecrow press.
2. Throop, R. and castellucci, M. (2011). Reaching your potential. Australia: Wadsworth/ cengage Learning.
3. Chaita, M.(2016). Developing Employability skills. [S.L]: Universal Publishers. Mackall, D.(2004). Teamwork skills. New York: Ferguson.

MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ULO1	M	M	M		M		M		M
ULO2			M	M		M	M	M	
ULO3		M	M		M	M	M	M	M

UNIT CODE	H/815/4003
UNIT TITLE	Sustainability in Tourism and Hospitality Management
CREDIT	20 Credits
GLH	60 Hours
SPECIFICATION	Essential Unit

UNIT DESCRIPTION

On the successful completion of this unit, students will understand the principles of sustainable development and the level of planning involved it achieve sustainable development in tourism and hospitality. Students will develop knowledge and understanding of planning and managing tourism and hospitality across various destinations, considering the trends in place. Further models in place are also studied and their application to practical examples, which provides students with a board knowledge base.

UNIT LEARNING OUTCOMES

ULO1 – Able to evaluate the rationale for, and the different approaches used for planning and development in the travel, tourism and hospitality industries.

ULO2 – Able to understand the concept of sustainability and the plan to achieve sustainable tourism and hospitality.

ULO3 – Able to analyse the issues that impact on the planning and development of sustainable tourism and hospitality.

LEARNING OUTCOME DESCRIPTION

ULO1- Able to evaluate the rationale for and the different approaches used for planning and development in the travel, tourism and hospitality industries.

Market demand, sustainability, economic growth, infrastructure and facilities, competitiveness, crisis management different approached for planning and development, strategic planning, destination development, community – based tourism, Public-private partnerships, Training and skill development.

ULO2- Able to understand the concept of sustainability and the plan to achieve sustainable tourism and hospitality.

Plan to achieve sustainable tourism and hospitality, destination management and planning, community and biodiversity, responsible business practices, transportation and accessibility, education and awareness, supporting local economics, measuring and reporting impact, regulatory framework and incentives.

ULO3 - Able to analyse the issues that impact on the planning and development of sustainable tourism and hospitality .

Over-tourism, environmental degradation, climate change, lack of planning and regulation, short term profit vs long term sustainability, loss of cultural identity, seasonality and over tourism, limited community involvement, infrastructure and carrying capacity, water scarcity and pollution, lack of awareness and education.

ASSESSMENT CRITERIA	
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 1	
P1.1	Explain the need for planning in the travel, tourism and hospitality industry and how it benefits different stakeholders
P1.2	Explain the pros and cons of public/ private tourism and hospitality planning partnerships
P1.3	Critically evaluate the different approaches to planning and development in tourism and hospitality at different levels.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 2	
P2.1	Explain the concepts of sustainability in tourism and hospitality development.
P2.2	Describe the different stages of the planning for sustainable tourism and hospitality operation.
P2.3	Analyse factors that may prevent the development of sustainable tourism and hospitality and how these are managed
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 3	
P3.1	Analyse the effects of balancing supply and demand in the travel and tourism and hospitality industries
P3.2	Assess the conflicts of interests involved in developing tourism and destinations and the methods used to resolve these conflicts.
P3.3	Explain ethical issues in context of tourism and hospitality management.
Indicative Study Reference Text Books	

1. Legrand, W., Sloan, P and Chen,J. (2013). Sustainability in the hospitality industry 2nd Ed. Florence: Taylor and Francis.
2. Gardetti, M. and Torres, A(2016). Sustainability in hospital. Sheffield: Greenleaf publishing limited.
3. Girling., R., Lanier, P and Gordy, H. (n.d). the good company.

MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ULO1	M	M	M		M	M	M		M
ULO2	M		M	M		M	M	M	M
ULO3	M	M	M	M	M	M	M	M	M

UNIT CODE	H/815/4004
UNIT TITLE	Management of Tourist Attractions
CREDIT	20 Credits
GLH	60 Hours
SPECIFICATION	Essential Unit

UNIT DESCRIPTION

The aim of this unit is for students to develop a board understanding of the nature, development and management of tourist attractions. The students will consider tourist motivation theories, analysing their impacts and the ways of further improvement. The students will explore the techniques used to manage the tourist attractions and how they can be used to achieve sustainability.

UNIT LEARNING OUTCOMES

ULO1 – Able to assess the importance of tourist's attractions and impact of tourism.

ULO2 – Able to understand tourist the motivation theories and needs of different types of tourist.

ULO3 – Able to evaluate the techniques used to manage tourist's attractions and their impact on sustainability

LEARNING OUTCOME DESCRIPTION

ULO1- Able to assess the importance of tourist's attractions and impact of tourism.

Historical and cultural significance, natural beauty and landscapes, unique and iconic landmark, entertainment and recreation, culinary and gastronomic experiences, adventure and sports activities, shopping and souvenirs and its impact of tourism seasonal and economic dependency, preservation or deterioration of heritage, employment opportunies.

ULO2- Able to understand tourist the motivation theories and needs of different types of tourist.

Maslow's hierarchy of needs, push – pull theory, cohen's tyoilogy of tourists,iso – ahola's motivation theory, dann's seven travel career patterns, different types of tourists and combinations of motivations and needs

ULO3 - Able to evaluate the techniques used to manage tourist's attractions and their impact on sustainability.

Carrying capacity management, sustainable infrastructure development, interpretation and education, conservation and preservation, sustainable transportation, waste management, stakeholder, seasonal management.

ASSESSMENT CRITERIA	
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 1	
P1.1	Assess the importance of different tourist attractions
P1.2	Address the scope of Tourist attractions correspondence in relation to types of attraction.
P1.3	Evaluate the impacts of tourism on tourist attractions.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 2	
P2.1	Explain the different tourist motivation theories and how they relate to different types of tourists
P2.2	Assess the needs and motivations of different types of tourists
P2.3	Discuss the processes involved in the development of tourist attractions and the potential issues.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 3	
P3.1	Analyse the techniques used to manage different tourist attractions
P3.2	Evaluate management techniques in context of sustainability.

Indicative Study Reference Text Books

1. Fyall, A., Garrod , B., Leask (n.d) Managing Visitor Attractions.
2. Weidenfeld, A. Butler, R. and Eilliams, A (n.d) visitor attractions and events. Albrecht, J. (n.d). Visitor management in Tourism destinations.
3. Singh,S. (2010). International tourism development, Jaipur, India: ABD Publishers.

MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ULO1	M				M				M
ULO2	M	M		M	M	M		M	M
ULO3	M		M	M	M		M	M	M

UNIT CODE	H/815/4005
UNIT TITLE	Analysis of Tourism and Hospitality Business
CREDIT	20 Credits
GLH	60 Hours
SPECIFICATION	Essential Unit

UNIT DESCRIPTION

This diploma course aims to equip students with the essential knowledge and skills required to analyze and understand the tourism and hospitality industry. Students will explore the fundamental concepts, principles, and practices related to tourism and hospitality business analysis. The course will cover various aspects of the industry, including market trends, consumer behavior, competitive analysis, and sustainable practices. Upon completion, students will be well-prepared to assess and strategize for success in the dynamic and evolving tourism and hospitality sector.

UNIT LEARNING OUTCOMES

ULO1 – Able to understanding market research in the context of the industry.

ULO2 – Able to understand Financial Analysis for Tourism and Hospitality Business

ULO3 – Able to evaluate the Technology and Innovation in the Industry

LEARNING OUTCOME DESCRIPTION

ULO1- Able to understanding market research in the context of the industry.

Data collection methods and sources, Analyzing market trends and patterns, Interpreting data to make informed decisions, Key stakeholders and their roles, Economic impact and importance of the industry, Emerging trends and challenges.

ULO2- Able to understand Financial Analysis for Tourism and Hospitality Business.

Financial ratios and their significance, Cost control and revenue management techniques, Budgeting and financial forecasting, Differentiation and competitive advantage strategies

ULO3 - Able to evaluate the Technology and Innovation in the Industry

Role of technology in tourism and hospitality, Latest trends in hotel management systems, reservation platforms, and guest services, Utilizing data analytics for business insights, Embracing digital marketing strategies

ASSESSMENT CRITERIA	
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 1	
P1.1	Discuss the potential challenges that the industry may face in uncertain economic times.
P1.2	Design a market research plan to identify your target customer segments and their preferences
P1.3	Outline the data collection methods you would use and explain how you will analyze the data to make informed business decisions.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 2	
P2.1	Analyze the financial statements (income statement, balance sheet, and cash flow statement) of the agency for the past year
P2.2	Calculate relevant financial ratios and interpret their implications.
P2.3	Provide recommendations for improving the agency's financial performance.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 3	
P3.1	Analyze the role of technology in enhancing guest experiences and operational efficiency in the hospitality industry
P3.2	Explain its potential benefits and challenges for hotels and travel agencies.

Indicative Study Reference Text Books

1. Goeldner, C. R., and Ritchie, J. R. B. (2020). Tourism: Principles, Practices, Philosophies (12th ed.). John Wiley and Sons.
2. Enz, C. A. (2010). Hospitality Strategic Management: Concepts and Cases (2nd ed.). John Wiley and Sons.
3. Kotler, P. T., Bowen, J. T., Makens, J., and Baloglu, S. (2017). Marketing for Hospitality and Tourism (7th ed.). Pearson.
4. Weaver, D., and Lawton, L. (2014). Sustainable Tourism: A Comprehensive Guide (2nd ed.). CABI.
5. Christou, E., and Sigala, M. (2019). Data Science for the Tourism and Hospitality Industry: Theory, Practice, and Cases. Routledge.

MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ULO1		M		M				M	M
ULO2	M		M	M	M		M	M	
ULO3		M	M	M		M	M	M	

UNIT CODE	H/815/4006
UNIT TITLE	Marketing Communications for Tourism and Hospitality
CREDIT	20 Credits
GLH	60 Hours
SPECIFICATION	Essential Unit

UNIT DESCRIPTION

This course aims to provide students with a comprehensive understanding of marketing communications principles and strategies specifically tailored for the tourism and hospitality industry. Students will explore various marketing communication tools, techniques, and technologies to promote tourism destinations, accommodations, and experiences effectively. The course will also cover the development of integrated marketing communication plans to enhance brand awareness, engage with target audiences, and achieve marketing objectives within the tourism and hospitality sector.

UNIT LEARNING OUTCOMES

ULO1 – Able to understanding Consumer behavior in Tourism and Hospitality.

ULO2 – Able to understand digital marketing for Tourism and Hospitality

ULO3 – Able to evaluate the Integrated Marketing Communications

LEARNING OUTCOME DESCRIPTION

ULO1- Able to understanding Consumer behavior in tourism and Hospitality

Understanding consumer behavior and decision-making process in travel and hospitality, Factors influencing tourists' purchase decisions and travel choices, Target audience analysis and segmentation in the tourism industry, Importance of branding in the tourism and hospitality sector

ULO2- Able to understand the digital marketing for Tourism and Hospitality

Utilizing digital channels for marketing and promotion, Social media marketing and content strategies for travel and hospitality brands, Search engine optimization (SEO) and online advertising for tourism businesses, Creating compelling and engaging content for different platforms, Promotional techniques and partnerships within the industry

ULO3 - Able to evaluate the Integrated Marketing communications

Understanding the concept of Integrated Marketing Communications, Developing IMC plans for tourism and hospitality organizations, Coordinating various marketing channels for maximum impact, Collaborative marketing efforts for destinations

ASSESSMENT CRITERIA	
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 1	
P1.1	Identify the factors that influence tourists' decision-making process
P1.2	Explain how this understanding can be used to design targeted marketing campaigns.
P1.3	Conduct a consumer behavior analysis for a specific tourism product or service
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 2	
P2.1	Develop a sample digital marketing plan for a boutique hotel or a tourism destination
P2.2	Include strategies for social media marketing, SEO, and online advertising, detailing how each element contributes to achieving marketing objectives.
P2.3	Outline the storytelling approach, types of content, and the platforms to be used for dissemination.
ASSIGNMENT CRITERIA FOR LEARNING OUTCOME - 3	
P3.1	Develop an integrated marketing communication (IMC) plan for a theme park or a popular tourist attraction.
P3.2	Outline the coordinated efforts across various marketing channels to enhance visitor engagement and brand awareness.

Indicative Study Reference Text Books

1. Kolb, B. M. (Year). Tourism Marketing for Cities and Towns: Using Social Media and Branding to Attract Tourists. Publisher.
2. McCabe, S., and Hill, C. (Year). Marketing Communications in Tourism and Hospitality: Concepts, Strategies, and Cases. Publisher.
3. Reid, R. D., and Bojanic, D. C. (Year). Hospitality Marketing Management. Publisher.

MAPPING

	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
ULO1	M	M	M		M		M		M
ULO2			M	M	M	M	M		M
ULO3	M	M	M		M	M	M	M	

ASSESSMENT METHODS AND TECHNIQUES FOR LEVEL-4 DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

Assessment technique	Type of Assessment	Description	Formative or Summative
Case studies	Oral/ Problem based/ Practical	Students are required to work through a case study to identify the problem(s) and to offer potential solutions; useful for assessing students' understanding and for encouraging students to see links between theory and practice. Case studies could be provided in advance of a time-constrained assessment.	Formative
Concept maps	Written/ Oral	Students map out their understanding of a particular concept. This is a useful (and potentially quick) exercise to provide feedback to staff on students' understanding.	Formative
'Doing it' exam	Written	An exam which requires students to do something, like read an article, analyze and interpret data etc.	Formative / Summative
Field report	Written/ Oral	Students are required to produce a written/ oral report relating to a field/ site visit.	Formative
Laboratory books / Reports	Practical/ Written	Students are required to write a report for all (or a designated sample) of practical's in a single lab book. A sample of lab books will be collected each week to mark any reports of labs done in previous weeks; this encourages students to keep their lab books up to date. Each student should be sampled the same number of times throughout the module with a designated number contributing to the assessment mark.	Summative
Multiple choice questions (MCQs)	Written	Can be useful for diagnostic, formative assessment, in addition to summative assessment. Well-designed questions can assess more than factual recall of information, but do take time to design.	Formative / Summative
Online discussion boards	Written	Students are assessed on the basis of their contributions to an online discussion for example, with their peers; this could be hosted on a virtual learning environment (VLE).	Formative
Open book exams	Written	Students have the opportunity to use any or specified resources to help them answer set questions under time constraints. This method removes the over-reliance on memory and recall and models the way that professionals manage information.	Summative
		Students are asked to give an oral presentation on a particular topic for a	Summative

Oral presentations	Oral / Written	specified length of time and could also be asked to prepare associated handout(s). Can usefully be combined with self- and peer-assessment.	
Problem sheets	Written	Students complete problem sheets, e.g. on a weekly basis. This can be a useful way of providing students with regular formative feedback on their work and/or involving elements of self- and peer assessment.	Formative
Research projects / Group projects	Written/ Practical/ Oral/ Performance/ Problem based/ Work placement	Potential for sampling wide range of practical, analytical and interpretative skills. Can assess wide application of knowledge, understanding and skills.	Formative / Summative
Short answer questions	Written	Useful to assess a wide range of knowledge/skills across a module.	Summative
Simulations	Practical/ Written/ Oral/ Problem-based	Text or virtual computer-based simulations are provided for students, who are then required to answer questions, resolve problems, perform tasks and take actions etc. according to changing circumstances within the simulation. Useful for assessing a wide range of skills, knowledge and competencies.	Formative
Viva voce	Oral	Often used for assessing 'borderline' degree classifications but also useful to explore students' understanding of a wide range of topics. Depending on class size however, they can be time consuming for staff.	Summative