

Module Catalogue

Architecture and Tourism

Undergraduate Exchange 2019/0

Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Architectural Technology					
5BUIL004X	Design Project 1 (Design 4) for Study Abroad and Exchange students	5	Semester 1	10	US Credits 2 / ECTS credits 5*
5BUIL006X	Graduate Attributes & Digital Practice (Design 3) for Study Abroad and Exchange Students	5	Semester 1	10	US Credits 2 / ECTS credits 5*
5BUIL007X	Design Project 2 (Design 5) for Study Abroad and Exchange Students	5	Semester 1	10	US Credits 2 / ECTS credits 5*
Architecture (Postgraduate)					
Architecture and Cities					
4ARCH008W	CC1: A History of Architecture	4	Year	20	US Credits 4 / ECTS credits 10*
4ARCH009W	TS1: Introduction to Technical Studies	4	Year	20	US Credits 4 / ECTS credits 10*
4ARCH010W	DES1A: Introduction to Design and Skills	4	Year	40	US Credits 8 / ECTS credits 20*
5ARCH009W	DES2A: Design and the Environment	5	Year	40	US Credits 8 / ECTS credits 20*
Interior Architecture					
5ARCH004W	Studies in Design 3: Culture and Alteration	5	Semester 1	40	US Credits 8 / ECTS

					credits 20*
5ARCH006W	CC2: Architectural History & Urbanism	5	Year	20	US Credits 4 / ECTS credits 10*
Planning					
4PLAN001W	Introduction to Planning and Sustainability	4	Semester 1	20	US Credits 4 / ECTS credits 10*
4PLAN002W	Contemporary Issues in Designing Cities	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5PLAN001W	Planning Practice	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5PLAN003W	London's City Regeneration	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5PLAN004W	Strategic Spatial Planning	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6PLAN001W	Sustainability and Environmental Policy	6	Semester 1	20	US Credits 4 / ECTS credits 10*
Tourism					
4EVMN001W	Understanding Events	4	Semester 1	20	US Credits 4 / ECTS credits 10*
5EVMN001W	Marketing Tourism and Events	5	Semester 1	20	US Credits 4 / ECTS credits 10*
5TOUR003W	Heritage Tourism	5	Semester 1	20	US Credits 4 / ECTS credits 10*
6EVMN003W	Event Design and Technology	6	Semester 1	20	US Credits 4 / ECTS credits 10*
			Semester		US Credits 4

6TOUR004W	Managing Airports	6	1	20	/ ECTS credits 10*
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* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

Architectural Technology

Design Project 1 (Design 4) for Study Abroad and Exchange students

Module Code: 5BUIL004X

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 10

Equivalent Credit Value: US Credits 2 / ECTS credits 5*

This module is for students from KEA Copenhagen School of Design and Technology and VIA University College only.

Focus on the conceptual development of a scheme. Individual student, project based learning. Assessment of suitability of the relationship between technology, construction materials and chosen architectural form. Via the student project, we examine the principles of design, the necessary concepts, theories and issues pertinent to the development of a building. I.e. context, climate, construction technology, performance requirements, environmental impact. The module will also have a focus on standards and regulations and emphasise the design of low energy buildings. Focus on communication at all stages of the process. Verbal and visual communication / negotiation. Project development via 2D and 3D representation. I.e. sketching, drafting, model making, (both physical and virtual), and a range of presentation skills to effectively demonstrate a scheme.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Graduate Attributes & Digital Practice (Design 3) for Study Abroad and Exchange Students

Module Code: 5BUIL006X

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 10

Equivalent Credit Value: US Credits 2 / ECTS credits 5*

This module is for students from KEA Copenhagen School of Design and Technology and VIA University College only.

This module embraces the development of graduate attributes to continue their academic and professional development. Central to this module also is the continual development of a range of skills, particularly digital and transferable skills, and software applications to support synoptic learning at level 5 and progression to consider themselves within industry or where their careers may lead

Assessment: Coursework (100%)

*All transcripts are issued in UK credits.

Design Project 2 (Design 5) for Study Abroad and Exchange Students

Module Code: 5BUIL007X

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 10

Equivalent Credit Value: US Credits 2 / ECTS credits 5*

This module is for students from KEA Copenhagen School of Design and Technology and VIA University College only.

Focus on the technical development of a scheme. Individual student, project based learning. Assessment of suitability of the relationship between technology, construction materials and chosen architectural form. Via the student project, we examine the principles of design, the necessary concepts, theories and issues pertinent to the development of a building. I.e. context, climate, construction technology, performance requirements, environmental impact. The module will also have a focus on standards and regulations and emphasise the design of low energy buildings. Focus on communication at all stages of the process. Verbal and visual communication / negotiation. Project development via 2D and 3D representation. I.e. sketching, drafting, model making, (both physical and virtual), and a range of presentation skills to effectively demonstrate a scheme.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

Architecture (Postgraduate)

Architecture and Cities

CC1: A History of Architecture

Module Code: 4ARCH008W

Level 4

Year

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

The module presents a history of architecture, introducing students to key concepts and important works of architecture. It introduces elementary spatial themes that are recurrent across the history of architecture from 700 BC to the present day, focusing on key buildings and theories from the late 18th to the early 21st centuries. The module introduces basic study skills fundamental to this and subsequent CC modules.

Assessment: Coursework (40%), Essay (60%)

*All transcripts are issued in UK credits.

TS1: Introduction to Technical Studies

Module Code: 4ARCH009W

Level 4

Year

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

Portfolio required.

This module aims to introduce students to basic structural and environmental principles, and to establish engineering science and construction technology as integral to architectural design thinking. The module will introduce students to materials technology, structural form, and the passive climatic envelope. This module also aims to explore the analytical means of describing constructed objects - with particular emphasis on technical drawing /drafting.

Assessment: Coursework (50%), Coursework (50%)

*All transcripts are issued in UK credits.

DES1A: Introduction to Design and Skills

Module Code: 4ARCH010W

Level 4

Year

Location: Marylebone

UK Credit Value: 40

Equivalent Credit Value: US Credits 8 / ECTS credits 20*

With approval, this module can be taken by a Semester 1 only student.

Portfolio required.

This studio-based module introduces architectural skills and design processes via a series of creative exercises and design projects. Skills are taught in the context of creative practice and include digital and hand-drawing, model making, photography and basic fabrication lab induction. Guided walks and building visits introduce students to the study of precedents.

Assessment: Portfolio (10%), Portfolio (20%), Portfolio (70%)

*All transcripts are issued in UK credits.

DES2A: Design and the Environment

Module Code: 5ARCH009W

Level 5

Year

Location: Marylebone

UK Credit Value: 40

Equivalent Credit Value: US Credits 8 / ECTS credits 20*

With approval, this module can be taken by a Semester 1 only student.

Portfolio required.

Teaching and learning is undertaken within studio groups. Students respond to a studio project scenario, develop a project brief informed by their critical responses to subject and site, and design an architectural proposal resolved to Concept Design Stage. The key issues of environmentally sustainable design are introduced and explored through applying and testing a range of environmental design strategies and tools.

Assessment: Portfolio (80%), Portfolio (20%)

*All transcripts are issued in UK credits.

Interior Architecture

Studies in Design 3: Culture and Alteration

Module Code: 5ARCH004W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 40

Equivalent Credit Value: US Credits 8 / ECTS credits 20*

This module is a requirement for all Architecture exchange students from HKPU.

This module explores how design interventions can participate in culture and the contexts in which they are embedded. Students learn to survey and map sites, to make clear spatial diagrams for strategies for altering existing buildings, to convey qualitative aspects of projects through mixed media representations, and to develop their designs according to human use and inhabitation. This module supports a range of activities to advance students' understanding of iterative processes of making study models and representations as well as spatial planning principles.

Assessment: Portfolio (100%)

*All transcripts are issued in UK credits.

CC2: Architectural History & Urbanism

Module Code: 5ARCH006W

Level 5

Year

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

This module is a requirement for all Architecture exchange students from HKPU.

The module introduces architectural history and urbanism as a contemporary form of practice. The module shows how the practice of architectural history and urbanism may contribute to other aspects of architectural culture, including theory and design. It is designed to support students in identifying a topic to research that will form the basis of the Illustrated Research Essay they will write in the first semester of the third year.

Assessment: Group Coursework (30%), Coursework (20%), Essay (50%)

*All transcripts are issued in UK credits.

Planning

Introduction to Planning and Sustainability

Module Code: 4PLAN001W

Level 4

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

The module will introduce the global phenomena of the city. The student will acquire knowledge about urban policy and cities, and the ways that it is understood considering the role of planning and sustainability. The planning law includes an introduction to urban environments, focusing on contemporary urban planning issues, global cities and globalisation, and the concept of sustainable development.

Assessment: Essay (30%), Essay (30%), Examination - closed book (40%)

*All transcripts are issued in UK credits.

Contemporary Issues in Designing Cities

Module Code: 4PLAN002W

Level 4

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

This module introduces students to the key environmental, social and economic challenges facing the designers of cities around the world. It reflects on the challenges of climate change and of promoting sustainable development and social justice, and investigates urban economies and considers the infrastructure necessary to support urban life.

Assessment: Coursework (50%), Coursework (50%)

*All transcripts are issued in UK credits.

Planning Practice

Module Code: 5PLAN001W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

This module provides incorporates planning practice in England, with a focus on urban and city planning. It examines what planners do in practice and the role of planning in the property development process. It includes an outline of compulsory purchase principles, and how compensation is calculated. It also covers the preparation of local plans and policies, the submission and assessment of planning applications, the types of planning decisions issued, and the process of appealing them.

Assessment: Essay (75%), Coursework (25%)

*All transcripts are issued in UK credits.

London's City Regeneration

Module Code: 5PLAN003W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

The module outlines the development process and theories of urban regeneration in the context of the global city. It considers the relationships between property-led and mixed communities in regeneration and the changing nature of urban regeneration in London and the debates surrounding best practice in the city using case studies and site visits. The module uses concepts from a range of academic disciplines to think about urban regeneration in London and in a global context.

Assessment: Coursework (50%), Coursework (10%), Coursework (40%)

*All transcripts are issued in UK credits.

Strategic Spatial Planning

Module Code: 5PLAN004W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

This module discusses the key issues which need to be considered in developing spatial planning strategies. It examines the need for policies which are effectively integrated across different geographical scales and different policy fields including economic development, transport, housing and social infrastructure.

Assessment: Essay (50%), Coursework (50%)

*All transcripts are issued in UK credits.

Sustainability and Environmental Policy

Module Code: 6PLAN001W

Level 6

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

The module interrogates the principles and practice of sustainability as applied to spatial planning and environmental design. This module explores the theory and practice relating to environmental policy in policy-making and implementation. It discusses the democratic and political principles underpinning sustainability. It identifies and presents key technical and analytical tools employed to devise creative solutions to the challenges posed by sustainable development. It investigates diverse responses in different international contexts, comparing and contrasting different approaches.

Assessment: Essay (50%), Coursework (50%)

*All transcripts are issued in UK credits.

Tourism

Understanding Events

Module Code: 4EVMN001W

Level 4

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

This module explores the events industry, examining the historical role played by events in society and the structure of the event industry today. Supply and demand issues are assessed by studying key categories of the event industry: - corporate events, cultural festivals and sporting events. It considers the impacts of the events industry and responses to ameliorate problems caused when hosting events. It also explores the changing market for events and the introduction of technology to enhance their success.

Assessment: Presentation Group (30%), Essay (70%)

*All transcripts are issued in UK credits.

Marketing Tourism and Events

Module Code: 5EVMN001W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

This module considers the principles of marketing in the context of tourism and event services. It considers how the marketing mix is applied in practice to tourism and events, for example the components of the product, traditional and digital marketing communications, and how people and process are used effectively in different tourism and event contexts. A range of practical activities are incorporated into teaching and learning sessions to engage students in

marketing activities in practice and these will be tailored to the focus of each course

Assessment: Presentation Group (50%), Essay (50%)

*All transcripts are issued in UK credits.

Heritage Tourism

Module Code: 5TOUR003W

Level 5

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

This module will introduce students to a distinctive and important sector of the tourism industry with the objective of developing an understanding and appreciation of the fundamental role which heritage attractions, and the heritage environment, play in successful destination development and planning. The focus of the module is on the tourist-historic city, and makes full use of London as a unique urban heritage destination. The breadth of the subject means that the module has had to be selective in the areas covered but it provides a pathway to the understanding of other modules such as Cities and Consumption.

Assessment: Presentation Group (30%), Coursework (70%)

*All transcripts are issued in UK credits.

Event Design and Technology

Module Code: 6EVMN003W

Level 6

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

The event industry is reliant on technologies developed for the industry or using generic technologies, for the successful audience and production of events. Understanding the full suite of technologies available to an event organiser and how they are integrated into both the marketing and production processes is important. The module examines event technology in two parts. Firstly, from the production perspective and then from the marketing and audience engagement perspective. The module will discuss up-to-date, established and emerging technologies that are important when creating an event concept.

Assessment: Essay (40%), Coursework (60%)

*All transcripts are issued in UK credits.

Managing Airports

Module Code: 6TOUR004W

Level 6

Semester 1

Location: Marylebone

UK Credit Value: 20

Equivalent Credit Value: US Credits 4 / ECTS credits 10*

The module explains the role of airports and considers the different forms of airport ownership and management by analysing commercialisation, privatisation and globalisation developments. The economic and service characteristics of airports are examined and the role of marketing is assessed. The relationship with airlines, passengers, retailers and other customers is evaluated. The airport's impact on the economy, society and the environment is discussed.

Assessment: Coursework (20%), Coursework (80%)

*All transcripts are issued in UK credits.

