Module Catalogue
Architecture and Tourism
Undergraduate Exchange 2020/1
Semester 1

Module Code	Module Name	Level	Semester	UK Credit Value	Credit Equivalency
Architecture (UG)					
5ARCH009W	DES2A: Design and the Environment	5	Year	40	US Credits 8 / ECTS credits 20*
5ARCH011W	TS2: Site Diary	5	Year	20	US Credits 4 / ECTS credits 10*
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*
6TOUR004W	Managing Airports	6	Semester 1	20	US Credits 4 / ECTS credits 10*

* 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.

Architecture (UG)

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***

This module is a requirement for all Architecture exchange students from CUHK and RMIT.
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.

TS2: Site Diary

Module Code: 5ARCH011W   **Level 5**   **Year**
Location: Marylebone   **UK Credit Value: 20**   **Equivalent Credit Value: US Credits 4 / ECTS credits 10***

With approval, this module can be taken by a Semester 1 only student.
Portfolio required.
Introduce students to a range of different construction processes and building technologies through specific case studies and the direct observation of current practice. Students develop a creative approach to the technologies of

architecture; critically appraise examples of current design, fabrication and construction practice; are introduced to the construction site, the different roles and responsibilities of the Design Team and the regulatory framework.
Assessment: Group Coursework (10%), Coursework (90%)
*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.
Portfolio required.

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

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 preparationoflocal 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***

Pre-requisite: Previous tourism studies background required.
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***

Pre-requisite: Previous tourism studies background required.

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***

Pre-requisite: Previous events background required.

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: Coursework (40%), Coursework (50%), Group Practical (10%)

*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***

Pre-requisite: Previous tourism studies background required.

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%)

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