

INTERCOLLEGE

Response to DIPAE's Evaluation Report for the BSc Hospitality (Hotel) Management Programme

June 2018

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27th June 2018,

Members of the Programme Evaluation Committee of DIPAE

Re : Response to the Evaluation Report of the BSc Hospitality (Hotel) Management Programme

Dear Members of the Programme Evaluation Committee of DIPAE,

I would like to extend my gratitude for the productive meeting and constructive discussions that incurred during your visit on 28th March 2018, as well as for your feedback and suggestions that were received through your report dated 30th March 2018.

Following your suggestions and recommendations, we have made a number of changes that aim to further improve the programme.

More specifically:

1. **Visiting Academics** - In 2017, two exceptional scholars were invited and delivered presentations in two research events organized by Intercollege. Both events were co-organised by academics and students, giving the opportunity to visiting professors (as well as industry practitioners) to engage in discussions with students. We are satisfied overall and we will continue to organize similar visits on a semester basis. To that end, we will cooperate with academic institutions both in Cyprus and abroad.
2. **Research** - An organised and systematic effort is made on behalf of the College, through official policies and regulations, to promote, support, and fund research efforts of Faculty across all programmes. This includes applications for time release from teaching hours, applications for financial support and cultivating a research oriented culture. A formal Research Handbook has been developed and guides the internal research function. Among others, funding was provided for the organisation and attendance of conferences in Cyprus and abroad. In addition, the research direction aligns with Intercollege's mission and long-term vision on the blue economy. The research handbook provided to the committee is a living document which is enriched on a constant basis.
3. **Teaching Personnel** - The existing faculty satisfies the requirements – all full-time lecturers teaching on the Bachelor Degree Program, are holders of at least a Masters degree and some have a PhD qualification. For the next teaching vacancies that arise, a PhD qualification will be a requirement.

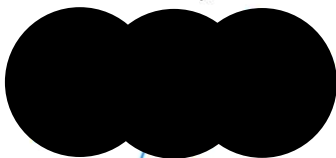
4. **Structure and content of the programme** - To enrich the Programme, specific modules on Economics and on Intercultural Communication will be added. Also, topics in Sustainability and Ethics will be included in several other modules, specifically as follows:
 - Ethics issues in HOT 211, HOT 212, MGT 281, HOT 220, BADM 234, MKTG 291, HOSP 370
 - Sustainability issues in HOT 235, TRVL 215, BADM 475
5. **Programme Name** –We will adopt the suggestion of the committee and the title will be modified to: Bachelor of Science in Hospitality Management
6. **Staff Development Budget** – A general budget is allocated for all Programmes of Study.).
7. **Engaging in Consulting Activities** - Intercollege has a continuous presence in the local industry since the late 1980s. Consultancy projects take various forms. For example, recently, Intercollege's faculty organized a joint consultancy project where students were acting as mystery shoppers in 12 different 'TGI Friday's' restaurants. The results were then processed and submitted to 'TGI Friday's' for further improvement.
8. **Feasibility study**- The total number of students in the Hospitality Management Programs is now 30. The target is to raise it to 40 (approximately 10 for each year), which, according to the latest trends, seems to be achievable.

The updated programme pathway is shown in Appendix A and the corresponding semester breakdown in Appendix B. Appendix C contains the course descriptions that have been amended to represent the Committees suggestions.

We are confident that the improvements that have been made to the programme, especially with regard to the curriculum, will result in a competitive academic programme. We always welcome suggestions for further improvement.

I am looking forward to your positive response on the approval of the BSc Hospitality Management. Your prompt response will be greatly appreciated.

Yours sincerely,



Dr. Stylianos Mavromoustakos
Executive Director