## Module CatalogueArchitecture and CitiesUndergraduate Exchange 2024/5Semester 1

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** | **Credit Equivalency** |
| --- | --- | --- | --- | --- | --- |
| **Architecture** |
| 5ARCH009W | [DES2A: Design and the Environment](#5ARCH009W) | 5 | Year | 40 | US Credits 8 / ECTS credits 20\* |
| 5ARCH011W | [PS2: Site Diary](#5ARCH011W) | 5 | Year | 20 | US Credits 4 / ECTS credits 10\* |
| **Interior Architecture** |
| 5ARCH004W | [Studies in Design 3: Culture and Alteration](#5ARCH004W) | 5 | Semester 1 | 40 | US Credits 8 / ECTS credits 20\* |
| 5ARCH006W | [CC2: Architectural History & Urbanism](#5ARCH006W) | 5 | Year | 20 | US Credits 4 / ECTS credits 10\* |
| **Tourism** |
| 4EVMN001W | [Understanding Events](#4EVMN001W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5EVMN001W | [Marketing Tourism and Events](#5EVMN001W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5EVMN004W | [Event Production and Technology](#5EVMN004W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5TOUR003W | [Heritage Tourism](#5TOUR003W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6EVMN008W | [Events for Culture and Society](#6EVMN008W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6TOUR003W | [The Politics of Tourism](#6TOUR003W) | 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

### DES2A: Design and the Environment

[**Module Code: 5ARCH009W**](#5ARCH009W_return)

**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.

### PS2: Site Diary

[**Module Code: 5ARCH011W**](#5ARCH011W_return)

**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:** Coursework (10%), Coursework (90%)
\*All transcripts are issued in UK credits.

## Architecture (Postgraduate)

## Interior Architecture

### Studies in Design 3: Culture and Alteration

[**Module Code: 5ARCH004W**](#5ARCH004W_return)

**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 (75%), Coursework (25%)
\*All transcripts are issued in UK credits.

### CC2: Architectural History & Urbanism

[**Module Code: 5ARCH006W**](#5ARCH006W_return)

**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:** Presentation (30%), Coursework Group (20%), Essay (50%)
\*All transcripts are issued in UK credits.

## Tourism

### Understanding Events

[**Module Code: 4EVMN001W**](#4EVMN001W_return)

**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:** Essay (60%), Presentation Group (40%)
\*All transcripts are issued in UK credits.

### Marketing Tourism and Events

[**Module Code: 5EVMN001W**](#5EVMN001W_return)

**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.

### Event Production and Technology

[**Module Code: 5EVMN004W**](#5EVMN004W_return)

**Level 5**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

The module with provide students with theoretical and practical knowledge in live communication production. Students will be taught about the event conceptualisation process and the implementation of production elements – lighting, sound, audio-visual, props and staging – to deliver successful events. Other types of production and event delivery technology such as Auto CAD and various software types in use byindustry will be covered too. There will be opportunities to apply the practical skills learned on the module by producing one complex and four simple events.
**Assessment:** Coursework Group (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Heritage Tourism

[**Module Code: 5TOUR003W**](#5TOUR003W_return)

**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.

### Events for Culture and Society

[**Module Code: 6EVMN008W**](#6EVMN008W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

***Previous tourism/event studies background required***
This module explores the fascinating dynamics between events and the social world. It seeks to understand how festivals, leisure and life stage events contribute to the places and peoples that are engaged in their production and consumption. We consider the ways in which we can go beyond the ‘how to’ of events management to fully understand events as a socio-cultural phenomenon, and explore the range of theoretical perspectives that can assist us in developing a broader critical perspective on the impact of events in society. We will draw on a diverse set of concepts that look beyond the immediate events management literature to fully situate events within the context of lived experience.

The content of the syllabus will draw on the critical turn in event studies; it will be dynamic and will partly reflect timely issues that are affecting and shaping the events sector. As such, the syllabus will likely shift from year to year and will be decided upon in collaboration with students using a co-creative negotiated learning approach.
**Assessment:** Coursework Group Practical (30%), Essay (70%)
\*All transcripts are issued in UK credits.

### The Politics of Tourism

[**Module Code: 6TOUR003W**](#6TOUR003W_return)

**Level 6**

**Semester 1**

**Location: Marylebone**

**UK Credit Value: 20**

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

This module critically examines theories, concepts and emerging discourses relating to the politics of tourism. Case study material from around the world is used to explore the context for decision making about tourism, considering the implications of politics, ethics, power, governance and globalisation. The module explores corporate social responsibility and investigates complex relationships between tourism and other phenomena. Case study material is used to evaluate the relationship between theory and practice and to explore practice around the world.
**Assessment:** Presentation Group (40%), Essay (60%)
\*All transcripts are issued in UK credits.