

AIM University Group

Integrated Activities & Assessments Across the 3 Courses

Weekly Activities and Assessment Links

Week	Class Date	Activity	TTOM Link	BRAD Link	LAW Link
Week 1		IslandX project launch, intro to tourism & research	Understand fundamentals of tour operations (LO1.1, 1.2)	Define types of research and ethics (LO1.1, 1.2)	Introduction to legal concepts (LO1.1)
ASSESSMENTS		Brainstorming map, tourism quiz	✓	✓	✓
Week 2		Itinerary design, tour concept, research question planning	Tour types and itinerary structure (LO1.2, 3.1)	Writing research objectives (LO1.3, 2.1)	Early compliance in business set-up (LO1.2, 3.1)
ASSESSMENTS		Tour concept outline + research plan	✓	✓	✓
Week 3		Stakeholder role-play, legal contract discussion	Stakeholder mapping (LO2.1, 2.2)	Stakeholder data collection & integration (LO2.3)	Understanding stakeholder responsibilities in law (LO1.3, 3.1)
ASSESSMENTS		Group presentation, legal worksheet	✓	✓	✓
Week 4		Ethics in tourism & research, survey tool design	Cultural sustainability, ethics in tourism (LO4.1)	Ethics in research design & data collection (LO2.1-2.3)	Ethical business practices in tourism (LO2.1-2.3)
ASSESSMENTS		Survey tool submission, ethics reflection	✓	✓	✓
Week 5		Full itinerary & pricing simulation, data collection check-in	Costing, budgeting, supplier planning (LO3.1)	Data collection & survey execution (LO3.1, 3.2)	Legal issues in contracting suppliers (LO3.2)
ASSESSMENTS		Itinerary & preliminary budget	✓	✓	✓

Week 6		Data analysis lab, CRM role-play	Service delivery & customer satisfaction (LO3.2)	Data visualization and interpretation (LO3.2, 3.3)	Consumer rights and feedback management (LO4.1)
ASSESSMENTS		Data interpretation + CRM role-play	✓	✓	✓
Week 7		Legal risk identification & compliance checklist	Operational safety and quality control (LO3.2)	Validity of data & decision-making (LO4.3)	Legal risk mitigation & compliance programs (LO3.3, 4.3)
ASSESSMENTS		Risk assessment & checklist	✓	✓	✓
Week 8		Travel trend research & class debate	Responding to sustainability & innovation trends (LO4.1, 4.2)	Using data to identify market trends (LO4.1, 4.2)	Ethics of tech, emerging regulations (LO4.2)
ASSESSMENTS		Infographic or trend poster	✓	✓	✓
Week 9		Writing support lab: report + business plan draft	Finalizing operational & financial plans (LO3.1)	Structuring research report & drawing conclusions (LO4.3)	Drafting compliance & legal sections (LO3.2, 4.3)
ASSESSMENTS		Drafts of business plan, research report, compliance plan	✓	✓	✓
Week 10		IslandX final pitch presentations	Complete and present tour business plan (All LOs)	Present research data and recommendations (All LOs)	Defend legal and ethical components (All LOs)
ASSESSMENTS CAPSTONE		Group pitch + full portfolio	✓	✓	✓