



HOSPITALITY & TOURISM MANAGEMENT- LEVEL 4 COURSES

HTM 20345L (Unit 1) THE CONTEMPORARY HOSPITALITY INDUSTRY

Provides the knowledge and understanding of the hospitality industry, and insight into how hospitality organizations function within the wider business environment. Examines the purpose of different hospitality organizations, exploring the size, scale, and scope of the hospitality industry as well as the skills requirements and the challenges that hospitality organizations have with recruiting sufficiently skilled staff to support business growth. Considers the external factors that impact the hospitality industry and offers an understanding of what drives supply and demand for hospitality products and services. Knowledge, understanding, and skillset gained in this unit allow us to identify, and take advantage of, potential trends and developments.

Pre-requisites: ENG 111 and skills courses (if applicable)

3 credits

HTM 20346L (Unit 2) MANAGING THE CUSTOMER EXPERIENCE

Provides background knowledge and understanding of how hospitality businesses manage the customer experience from the initial needs analysis through to after-sales follow-up, mapping the journey that a customer makes through a hospitality business, identifying crucial touchpoints, and recognizing how these touchpoints can be managed to optimize the customer's experience. Considers how technology is changing the way customers interact with hospitality businesses and how digital initiatives should complement existing customer journeys whilst recognizing that online and offline consumers are distinctly different. Covers customer service both within business and services and online contexts to meet required standards.

Pre-requisites: ENG 111 and skills courses (if applicable)

3 credits

PDC 20347L (Unit 3) PROFESSIONAL IDENTITY & PRACTICE

With employment opportunities and career progression becoming increasingly competitive, it is vital that new employees appreciate the value of the correct skills and competencies expected by employers. Offers guidance through the process of self-assessment of skills and competencies, personal career planning, and the application of different learning and development approaches within a work environment, applied within a specific work context to avoid it being generic. Provides direction on how to prepare for job applications and interviews in a formalized manner, with the aim



to improve career prospects, by undertaking a practical interview arranged and guided by the tutor or relevant employer. This unit compliments Unit 13: Work experience, to apply theory to practice as content links closely together.

Pre-requisites: ENG 111 and skills courses (if applicable)

3 credits

HTM 20348L (Unit 4) THE HOSPITALITY BUSINESS TOOLKIT

Designed to provide key skills for becoming competent managers in a hospitality environment, to understand key principles regarding key performance indicators both financial and non-financial. Develops business acumen, covering a number of different business activities applied within the hospitality industry context, including forecasting and budgeting, interpreting financial statements, recruitment and retention of staff, effective communication, and dealing with legislation and regulations.

Pre-requisites: ENG 111 and skills courses (if applicable)

3 credits

HTM 20349L (Unit 5) LEADERSHIP & MANAGEMENT FOR SERVICE INDUSTRIES

A Pearson-set unit. The selection of the project is based on a theme provided by Pearson (this will change annually). Explores and examines a relevant and current topical aspect of leadership and management in the context of the service sector environment. Provides an understanding of leadership and management principles and reviews their potential for a career in management in the service sector. After exploring organizations' structures and cultures, it addresses classical management theories and leadership styles and how these are applied to managing commercial organizations. Offers an understanding of how management theories are practiced in today's industries and evaluates effective management and leadership skills for the service industries through application and reflection on skills required and applied in a service industry context.

Pre-requisites: ENG 111 and skills courses (if applicable)

3 credits





HTM 20350L (Unit 6) MANAGING FOOD & BEVERAGE OPERATIONS

Provides background and operational knowledge of the food and beverage industry, examining the different kinds of businesses found within the hospitality sector and the standards associated with them. Covers the operational skills required to work within the food and beverage sector and offers an appreciation for the equipment and technology used in operations. Focuses on gaining commercial advantage both operationally and from a marketing perspective, including factors affecting customers' decision to purchase.

Pre-requisites: ENG 111 and skills courses (if applicable)

3 credits

HTM 20351L (Unit 7) MANAGING ACCOMMODATIONS SERVICES

Offers a comprehensive understanding of the diverse accommodation services available to guests, including the different forms of ownership and classification systems. The functions of the front office will be introduced, and it explores the role the front office plays in accommodation services. The importance of housekeeping management will also be assessed along with the facilities and security functions of accommodation services. It identifies trends and technologies for the sector and the impact they have on the different functions, services, and guest provisions.

Pre-requisites: ENG 111 and skills courses (if applicable)

3 credits

HTM 20357L (Unit 13) WORK EXPERIENCE

Enables the development of personal and professional skills by engaging in practical tasks and activities in a relevant workplace. Designed to facilitate supervised learning in a workplace that can fit around full-time or part-time student commitments, supporting students through a goal-orientated process. The minimum work experience required for completion is 160 hours. Offers the opportunity to identify and plan own skills development in line with a chosen career path or direction. Includes negotiating and agreeing on the work experience in an appropriate work context, approved by both the employer and academic supervisor. Allows the evaluation of the process and any shortcomings in development, monitoring, and recording evidence from the tasks and activities undertaken.

Pre-requisites: ENG 111 and skills courses (if applicable), Unit 3

3 credits