



## HOSPITALITY & TOURISM MANAGEMENT- LEVEL 5 COURSES

### **HTM 20359L (Unit 18) RESEARCH PROJECT**

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 hospitality in the context of the hospitality environment. Offers the opportunity to engage in sustained research in a specific field of study, to demonstrate the capacity and ability to identify a research theme, to develop a research aim and objectives, and present the outcomes of such research in both written and verbal formats. Encourages the reflection on the engagement in the research process, during which recommendations for future, personal development are key learning points.

***Pre-requisites: having completed all other Level 5 courses.***

***Co-requisite: HTM 299 Internship***

***6 credits***

### **HTM 20360L (Unit 19) HOSPITALITY CONSUMER BEHAVIOR & INSIGHT**

Designed to enhance the knowledge and understanding of the consumer's decision-making processes, from needs recognition through research, the evaluation of alternatives, purchase, and post-purchase evaluation. Covers the underpinning theories and frameworks, relating these to real-world examples, including own personal experiences. An important part of marketing is understanding the processes behind how a consumer makes the decision to purchase a product and/or service. The knowledge, understanding, and skillsets gained on successfully completing this unit enhance career opportunities, whether setting up in business independently or being employed by a hospitality organization.

***Pre-requisites: having completed all Level 4 courses***

***3 credits***





### **HTM 20370L (Unit 29) MANAGING AND PLANNING AN EVENT**

Aims to provide the background knowledge and understanding of event planning and management, from agreeing with the scope and concept of the event to managing, monitoring, and evaluating the success of the event. Examines the main components of event plans including finance, management and administration, logistics and operations, marketing, and people and resources. Evaluate the feasibility and financial viability of the event plan, whilst at the same time ensuring that it is consistent with the scope and requirements of the event mission, aims, and objectives. Provides an understanding of the processes and procedures used to manage events that meet customer and business requirements and the skills needed to oversee a successful event including planning, time management, communication, evaluating outcomes, contingency planning, selling ideas through proposals, and managing a team.

***Pre-requisites: having completed all Level 4 courses***  
***6 credits***

### **HTM 20380L (Unit 39) TOURIST RESORT MANAGEMENT**

Offers an opportunity to explore the world of tourist resorts, from the different types of resorts that exist in the world to focusing on some of the management issues that are associated with managing them, to understanding the difference between an all-inclusive resort and an individually priced resort and the financial challenges that this brings. Focuses on a specific location to research a chosen resort-type, identifying the type of customers that visit the location and why. Based on the consumer needs, a creative package tailored to the resort is to be produced, outlining how the resort would be priced ensuring that the business would be profitable and how it would win business against local competition. Gained knowledge during this unit will benefit a career as a general hotel manager or business entrepreneur.

***Pre-requisites: having completed all Level 4 courses***  
***3 credits***





#### **HTM 20122J (Unit 44) STRATEGIC HUMAN RESOURCE MANAGEMENT**

Explores the contribution strategic Human Resource Management (HRM) makes towards the development and support of sustainable organizational strategies. Develops an understanding and appreciation of seminal and contemporary models, theories, and concepts that enable Human Resource (HR) managers to make positive contributions to sustainable organizational change and growth from an HR perspective. Contributes to strategic decision-making in an HR context, based on strong theoretical and applied foundations, adding value to an organization's HR function and role.

***Pre-requisites: having completed all Level 4 courses***  
***3 credits***

#### **HTM 20130J (Unit 46) MANAGING AND RUNNING A SMALL BUSINESS**

Provides a practical understanding of the key aspects of running a small business or social enterprise. Explores the activities involved in running a small business, including developing good relationships with customers, planning, and allocating operational resources, forecasting, and budgeting, interpreting financial statements, being an employer, dealing with legislation and regulation, and how to put a business plan together. Offers an understanding of how all the different aspects of running a business interrelate so as to achieve success and develop an appreciation of the benefits and importance of organization and planning.

***Pre-requisites: having completed all Level 4 courses***  
***3 credits***

#### **HTM 299: Internship**

A significant amount of learning can be achieved by carrying out practical activities in the workplace. Learning may be enhanced by taking a more formal approach to work-based activities, by planning, carrying out the activities, and reflecting on the benefits of said activities to the business and to the learner. Designed to allow flexibility of study for part-time and full-time students. It is expected that learners will be supervised in the workplace, in addition to their academic supervisor. Offering the opportunity, supported by their supervisors, to negotiate and perform activities that will allow the fulfillment of the assessment criteria. Recognizes the scope of what has been achieved by recording evidence from carrying out the activities and gaining maximum benefit by reflection on and evaluating the work undertaken.

***Pre-requisites: having completed all other Level 5 courses.***  
***Co-requisite: Unit 18 Research Project***  
***4 credits***