

Programme Specification

HM-HNC-2023: Hospitality Management

Pearson Higher National Certificate awarded by Pearson (FHEQ Level 4)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Hospitality Management programme and includes the learning outcomes that you as a student are expected to have achieved on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

When undertaken as part of a Degree Apprenticeship additional information is available in the following resources:

- The Programme Delivery Plan
- The End Point Assessment Guide
- B&FC Mentor Guide
- B&FC Apprenticeship Strategy

Key Programme Information

Programme Code	HM-HNC-2023
Programme Title	Hospitality Management
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	04 August 2023
JACS Code	
Programme Leader	Mandy Pritchard

Programme Awards

Award	Award Type	Level	Awarding Body
Pearson Higher National Certificate	Higher National Certificate	Level 4	Pearson

Programme Overview

The B&FC HNC Hospitality Management provide exciting opportunities for you to study to enable you to progress to or within a role in Hospitality. This programme provides you with a platform to begin or enhance your career and incorporate both practical elements and theoretical concepts that are highly desirable in a range of roles in the sector but also gives you a strong range of transferable skills, relevant to many employment opportunities.

You will benefit from the expertise of the curriculum team who have excellent experience in the sector, and are also actively involved in developing the workforce of the future. Class sizes are normally small and again this is very beneficial, affording the opportunity for a tailored personal learning situation and plenty of help and support.

Admission Criteria

Entry requirements

The academic requirement for entering this programme is normally 64 UCAS points:

Level 3 qualification in Hospitality or Business

64 UCAS Points = for example BTEC Extended Diploma: Grade MPP or BTEC Diploma: Grade MM

GCSE English Language at grade C (4) or above or equivalent (or working towards). All students will be encouraged to completed level 2 English and maths qualifications if they do not already have them,

LML welcome applications from mature students where you can demonstrate other related Level 3 qualifications and / or relevant substantial work experience

Career Options and Progression Opportunities

Further Studies

Successful students may be able progress to HND Hospitality Management, and from there onto a BA(Hons) top up through B&FC.

Employment opportunities are strong, with team leader / supervisor roles available to them on completion of level 4, and management roles following level 5 or 6.

Career Opportunities

Career pathways include:

Hospitality Management Bar Management, Hotel Assistant Management, Visitor Attraction Departmental Management

Events Management Conference management, Entertainment and sporting events, Exhibition management

Food and Beverage Bar/Pub Manager, Coffee Shop Manager, Restaurant Manager Food and Beverage Manager, Site Manager Accommodation and Revenue

Management Front Office Manager, Hotel Manager, Resort Manager, Hotel Operations Manager,

Revenue and Sales Manager, Reservations Manager, Head of Housekeeping

Events Events Manager, Special Events Manager, Conference and Banqueting Manager, Events Project Manager, Innovative Marketing and Sales Marketing Manager, Product and Sales Manager, Sales and Marketing Manager, Assistant Product Manager. Sales Development Manager

General Assistant General Manager, Duty Manager, Assistant Hospitality Manager,

Hospitality Customer Relationships Manager

Programme Aims

1. To provide an academically challenging and vocationally relevant programme which develops

knowledge, skills and attitudes relevant to careers in the hospitality and events industry.

2. To provide an insight into the principles, concepts, perspectives, core values, cultural, social and legislative understanding of the operation and management of the hospitality and events sectors

3. To develop effective interpersonal, digital, technical, entrepreneurial and communication skills which are readily transferable to employment

4. To provide insight and understanding into the diversity of roles within the hospitality industry, recognising the importance of collaboration at all levels and equip students with knowledge and understanding of culturally diverse organisations, cross-cultural issues, diversity and values.

Programme Learning Outcomes

Level 4

Upon successful completion of this level, students will be able to:

1. Explain the core themes in management, leadership, innovation and entrepreneurship in the hospitality sector.
2. Explore the diversity of roles within the hospitality industry, recognising the importance of networking and collaboration at all levels
3. Examine the challenges and opportunities of managing culturally diverse organisations, cross-cultural issues, diversity and values.
4. Describe the local, regional and global context of the hospitality sector and discuss the contemporary social and economic issues which impact it.
5. Address contemporary issues facing the industry; with particular emphasis on sustainability, the environment and globalisation.
6. Consider professional ethics and their relation to personal, professional and statutory responsibilities within the industry.

Programme Structure

Module	Level	Credits	%	Category	Description	Length/Word Count	Grading Method
Stage 1							
D/616/1789-/UNIT2: Managing the Customer Experience (Mandatory)	4	15	-	Coursework: Report	academic report	2000	Pass/Fail
			-	Practical: Practical Skills Assessment	Observation	20	Pass/Fail
D/616/1792/UNIT5: Leadership and Management for Service Industries (Mandatory)	4	15	-	Coursework: Essay	essay	2000	Pass/Fail
			-	Practical: Presentation	presentation	20	Pass/Fail
H/616/1793/UNIT6: Managing Food and Beverage Operations (Mandatory)	4	15	-	Coursework: Report	Report	1500	Pass/Fail
			-	Practical: Presentation	Presentation	10	Pass/Fail
			-	Practical: Practical Skills Assessment	Observation	20	Pass/Fail
M/616/1795/UNIT8: Managing Conference and Events (Mandatory)	4	15	-	Coursework: Live Project	proposal for the client	1500	Pass/Fail
			-	Practical: Presentation	professional presentation and accompanying notes.	20	Pass/Fail
M/616/1800/UNIT13: Work Experience (Mandatory)	4	15	-	Coursework: Essay	Self-reflective essay	1500	Pass/Fail
			-	Coursework: Evaluative/ Reflective Report	Work experience journal	1500	Pass/Fail
R/616/1790/UNIT3: Professional Identity and Practice (Mandatory)	4	15	-	Coursework: Report	Academic report	1000	Pass/Fail
			-	Coursework: Portfolio / e-Portfolio	Development plan	500	Pass/Fail
Y/616/1788 /UNIT1: The Contemporary Hospitality Industry (Mandatory)	4	15	-	Coursework: Report	academic report	2000	Pass/Fail
			-	Practical: Presentation	podcast .	10	Pass/Fail
Y/616/1791/UNIT4: The Hospitality Business Toolkit (Mandatory)	4	15	-	Coursework: Report	academic report	1500	Pass/Fail
			-	Practical: Presentation	presentation	20	Pass/Fail

Study Workload

This programme will be offered via blended provision. You will be expected to attend face to face sessions for one day a week (proposed as Tuesday, 9am - 4pm) and then complete a further three-hour session per week via Teams delivery (proposed as Monday 1pm – 4pm). The online session will be recorded for viewing at a later date. You will also need weekly time available to complete both reading and assessments, which is likely to require another day per week.

Programme Delivery: Learning and Teaching

This programme will have its roots embedded in the B&FC Inclusive Learning, Teaching and Assessment Strategy to ensure that it offers high quality technical education and clear connections to roles within the sector. This programme will be delivered across two days per week, one of which will be a remote online session to support those in employment.

You will be engaged in a dynamic, interactive and reflective learning experience. This experience will effectively prepare you to successfully engage in the assessments, which will measure depth, as well as breadth, of knowledge. Teaching will stimulate academic engagement, develop challenging yet constructive discourse and encourage you to reflect on your own performance in preparation for, or to develop a professional hospitality career.

The range of learning methods will include

Group discussions and debates to encourage the development of communication skills, analytical thinking and reasoning skills.

Flipped learning to prioritise active learning during class time

Case studies to illustrate how a range of concepts, theories and perspectives can be applied in the explanation and evaluation of real life examples.

Peer learning workshop sessions will be facilitated in order to foster collaborative active social learning, the co-creation of knowledge and the sharing of good practice, allowing you to explicate their ideas, arguments and perspectives.

Lectures will be used to provide current developments in hospitality practices and processes, theory, and the wider social-political context in which these are located. Lectures will aim to promote an understanding of a range of perspectives that influence the nature of the hospitality industry.

The embedding of guest speakers and educational visits will be an integral feature of the programme, as these serve to give you valuable insight and the development of relevant skills and behaviours.

Programme Delivery: Assessment

The Higher National Certificate is assessed using a combination of internally assessed Centre-devised internal assignments (which are set and marked by Centres) and an internally assessed Pearson-set assignment (which is set by Pearson and marked by Centres). The Pearson-set assignment is mandatory and targets particular relevant skills.

BTEC Higher Nationals recommend a variety of forms of assessment evidence to be used, provided they are suited to the type of learning outcomes being assessed. For many units, the practical demonstration of skills is necessary and, for others, you will need to carry out their own research and analysis, working independently or as part of a team. Pearson provide Example Assessment Briefs which identify what would be suitable forms of evidence to give you the opportunity to apply a range of employability or transferable skills.

Summative assessment will be used to ensure all outcomes have been met for each unit, in line with Pearson regulations. The forms of summative assessment across the programme consist of essays, reports, case studies, presentations, posters and are used to support the development of cognitive skills and abilities. The principal rationale for selecting these methods of assessment and feedback are that they are supporting your development to progress within and to their hospitality career with a range of skills.

Essays and reports will be used to enable you to analyse literature, formulate clear, cogent and logical arguments and judgements in order to develop critical thinking skills in their academic writing.

Case studies will be used to enable you to critically appraise and examine real life situations and link these to theory. The application of conceptual and theoretical knowledge and perspectives to real life industry situations will allow you to critically analyse and evaluate material, produce findings and make further recommendations.

Presentations are aimed to benefit you in significant ways as they will be required to prepare material for public speaking and learn how to speak in front of a group, which is a broadly applicable professional skill.

Programme Delivery: Work Based and Placement Learning

The programme will have a distinctive focus on entry to, and development within, work, delivering a curriculum that embeds employability, has a strong commitment to ethics and diversity, and introduces you to contemporary research. Students completing a Higher National Certificate in Hospitality Management will have the attributes, skills, principles and behaviours that will enable them to make a valuable contribution to local, national and international commerce.

You will be expected to be working in the hospitality sector for 80 hours in order to meet the requirements of the Work Experience unit and inform other assessments. You will be supported to find a placement if you are not already working in the industry.

Programme Delivery: Graduate Skill Development

Upon completion of your programme of study not only do we want to ensure that you have a great qualification but it's important to us that you are fully ready to embark on an exciting career and join our successful graduates. To ensure this, we've placed an enormous focus on developing and refining graduate attributes through teaching, learning, assessment and engagement with a wide range of peers, employers and other stakeholders. We call these graduate attributes and they're designed to help you prepare for employment and succeed throughout your career.

As a B&FC graduate you'll benefit from these graduate attributes:

A commitment to lifelong learning and career development

Collaborative teamwork and leadership skills

Personal and intellectual autonomy

Ethical, social and professional understanding

Communication, information and digital literacies

Global citizenship

Research, scholarship and enquiry skills

Enterprise and entrepreneurial awareness and capabilities

Study Costs: Equipment Requirements

You will need clothing and footwear suitable for working in the sector. If required, appropriate attire can be purchased at an estimated cost of £60.

Study Costs: Additional Costs

There will be a variety of trips and other activities that may incur a small fee.

Related Courses

The college offers a range of Higher Education programmes in complementary disciplines such as Business & Management. This ethos is at the heart of our Higher Education provision and is something that truly enhances your experience whilst you study, your ability to develop connections, internal and external to the college, and your prospects of landing the employment you seek. In addition, upon completing the programme can continue with further study in this field or a related discipline. This avenue allows a more focused approach to your learning and gives you the opportunity to continue your education.