



# Programme Specification

## HEM-2021: Hospitality and Events Management

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LU Foundation Degree in Arts awarded by Lancaster University (FHEQ Level 5)

LU Bachelor of Arts with Honours (Top-up) awarded by Lancaster University (FHEQ Level 6)

Programme Status: Approved | Version: 1

## Introduction

This programme specification provides a summary of the main features of the Hospitality and Events Management programme and the learning outcomes that you as a student might reasonably be expected to achieve and demonstrate 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 Student Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

## Key Programme Information

<b>Programme Code</b>	HEM-2021
<b>Programme Title</b>	Hospitality and Events Management
<b>Teaching Institution</b>	Blackpool and The Fylde College
<b>Professional, Statutory and Regulatory Body (PSRB) Accreditation</b>	None
<b>UCAS Code</b>	
<b>Language of Study</b>	English
<b>Version</b>	1
<b>Approval Status</b>	Approved
<b>Approval Date</b>	26 April 2021
<b>JACS Code</b>	Other: Other
<b>Programme Leader</b>	Ian Mills

## Programme Awards

<b>Award</b>	<b>Award Type</b>	<b>Level</b>	<b>Awarding Body</b>
LU Foundation Degree in Arts	Foundation Degree (240 credits)	Level 5	Lancaster University
LU Bachelor of Arts with Honours (Top-up)	Honours Top-up Degree (120 credits)	Level 6	Lancaster University

## Programme Overview

Blackpool and the Fylde College remains committed to providing an innovative, highly responsive curriculum that is employment and future-focused and will enable students to develop the essential knowledge and skills that will prepare them for future success in work and life.

The programme is a combination of general business management modules that have a hospitality and events theme and specialist industry sector modules.

The programmes meet the requirements of the sector for graduates with higher-level skills within these disciplines to support industry. Hospitality and events account for 35% of the UK visitor economy bringing in over £44 billion to the economy. Locally the tourism, hospitality and events sector supports over 56,000 jobs and contributes £3.7 billion to Lancashire's economy through

the 63 million visitors welcomed in the county each year.

Unique features include; employer involvement through the visiting speakers, industry visits and contextualised assessments; the opportunity to engage in cross cultural debates and to explore the management implications of cultural diversity; the opportunity to gain the experience of learning in a multidisciplinary and multicultural environment; and the flexibility to engage in social and industry networking.

## Admission Criteria

### Foundation Degree

The typical offer for the programme is 80 – 112 UCAS points. Blackpool & the Fylde College operate a flexible admissions policy and individuals are assessed on personal merit, so this means that we will take into consideration your educational achievements and where applicable any predicted grades. Along with the academic requirements we would also consider any relevant work experience, voluntary roles and a personal statement. Applications from individuals with non-traditional qualifications, relevant work or life experience and who can demonstrate the ability to cope with and benefit from a degree are welcome. If candidates have not studied recently they may be required to undertake an Access programme. Accredited Prior Learning /Accredited Prior Experiential Learning will be assessed through standard Blackpool & The Fylde College procedures.

**Typical A-Level Offer** - BCC - CDD to exclude General Studies (this is equivalent to 104-80 UCAS tariff points).

**Typical BTEC Offer** - BTEC Extended Diploma Distinction Merit Merit - Merit Merit Pass (this is equivalent to 112-80 UCAS tariff points).

**Typical IB Offer** - Pass the International Baccalaureate Diploma with a minimum score of 29 overall including 5 or above in English at standard level

**Typical Access to HE Offer** - Pass the Access to HE Diploma with a minimum of 80 UCAS tariff points

### BA (Hons) Top-up

You will need to have successfully completed a Foundation Degree in Hospitality & Events Management awarded by Lancaster University

## Career Options and Progression Opportunities

### Progression Opportunities

Once you have successfully completed the FdA in Hospitality and Events Management you will be eligible to progress to our top-up BA (Hons) degree in Hospitality and Events Management.

On successful completion of the BA (Hons) there are opportunities to further study tourism, hospitality and event management at postgraduate level. Alternatively, graduates may also choose to develop specialisms in other areas such as digital marketing, MBA, business strategy and politics through postgraduate study. Students who wish to pursue a career in teaching can also progress in to PGCE programme.

### Career Opportunities

There are a range of career opportunities available to graduates of the FdA and BA (Hons) programmes including:

## Hospitality Management

- Bar Management
- Hotel Assistant Management
- Visitor Attraction Departmental Management

## Events Management

- Conference management
- Entertainment and sporting events
- Exhibition management

In addition to self-employment and graduate schemes, companies in the hospitality sector also recruit graduates to a range of head office functions such as finance, IT, human resources (HR), customer service, sales and marketing, property and legal and general management.

## Programme Aims

### Foundation Degree

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 the opportunity to analyse the hospitality and events sectors in order to apply theoretical solutions to events and hospitality contexts

### BA (Hons)

1. To develop knowledge and understanding of the contemporary nature and characteristics of the events and hospitality sectors locally, nationally and internationally and the importance of consumer behaviour, organisational practices and strategies in managing those sectors.
2. To provide the opportunity to critically engage with theories, perspectives and concepts in order to sensitively apply these in the events and hospitality sectors
3. To promote knowledge and understanding of operational and strategic management theories and concepts, the business environment, consumer behaviours and to critically apply these to the events and hospitality sectors
4. To develop critical understanding of hospitality and events practices in order to generate enterprise and innovation in the sector.

## Programme Learning Outcomes

### Level 5

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

1. Explain how concepts in operations management, finance, digital marketing and people management can inform decision making within an organisation

2. Describe the legal, ethical and regulatory frameworks in operation and state how these are used to evaluate risk
3. Discuss the complex nature of the business environment which influences the hospitality and events sectors
4. Examine the challenges and opportunities of managing a culturally and socially diverse workforce and customer base.
5. Analyse systems, procedures, legislation and business practices in order to make recommendations to improve operational efficiency and effectiveness.
6. Analyse and evaluate the contemporary cultural, social and economic issues at the forefront of the hospitality and events sectors
7. Identify and evaluate the qualities and transferable skills necessary for employment and progression to other qualifications requiring the exercise of leadership, teamwork, personal responsibility and decision-making
8. Present information in a variety of formats which evidences both academic and digital literacy skills
9. Demonstrate proactive responsibility for own learning and continuing personal and professional development through self-appraisal and reflecting on practice in academic and professional contexts

#### **Level 6**

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

10. Critically evaluate and apply strategic management models and principles to the Hospitality and Events industry.
11. Critically evaluate the importance of a clear business strategy for hospitality and events organisations
12. Examine the concept of cultural diversity and the impact this has on operational and strategic management of the hospitality and events workforces nationally and internationally
13. Appraise the importance of events and hospitality practices to the success and sustainability of a destination
14. Critically analyse the theories and concepts of consumer behaviour, needs and expectations and the impact these have for hospitality and events providers
15. Research, analyse and evaluate theories, concepts and evidence and use appropriate methodologies to facilitate the production of evidence based conclusions and recommendations

## Programme Structure

Module	Level	Credits	%	Category	Description	Length/Word Count	Grading Method
<b>Stage 1</b>							
B4HUHEM: Introduction to Academic Study (Mandatory)	4	20	60%	Coursework: Other	Written piece and reflection	2000	Letter Grade
			40%	Practical: Other	Case study, analysis, interpretation (1500 words) and poster presentation (15 minutes)	15	Letter Grade
HEM404: Hospitality Operations (Mandatory)	4	20	60%	Coursework: Report	report	2400	Letter Grade
			40%	Practical: Presentation	presentation	15	Letter Grade
HEM405: Exploring the Events Industry (Mandatory)	4	20	60%	Coursework: Report	Report	2400	Letter Grade
			40%	Practical: Presentation	Presentation	20	Letter Grade
HEM406: Contemporary Issues in Food and Drink (Mandatory)	4	20	60%	Coursework: Report	report	2400	Letter Grade
			40%	Practical: Presentation	Presentation	15	Letter Grade
HTM407: Management Essentials (Mandatory)	4	20	60%	Coursework: Report	Report	2400	Letter Grade
			40%	Written Exam: Formal Written Examination	An open book exam	120	Letter Grade
HTM408: The Guest Experience (Mandatory)	4	20	60%	Coursework: Report	report	2400	Letter Grade
			40%	Practical: Presentation	presentation	15	Letter Grade
<b>Stage 2</b>							
B5HEM-16: Work Based Learning (Mandatory)	5	20	70%	Coursework: Report	Project	3000	Letter Grade
			30%	Practical: Presentation	Poster - Critical Reflection & Target Setting	2000	Letter Grade
HEM503: Imagineering Events, Themes and Experiences (Mandatory)	5	20	80%	Coursework: Comparative Study	Review	3000	Letter Grade
			20%	Practical: Film	Film	5	Letter Grade
HEM508: Delivering the Event Experience (Mandatory)	5	20	60%	Coursework: Live Project	Project	2400	Letter Grade
			40%	Coursework: Evaluative/ Reflective Report	Reflective log	1600	Letter Grade
HTM504: Marketing Innovation (Mandatory)	5	20	60%	Coursework: Report	Report	2400	Letter Grade
			40%	Practical: Presentation	Presentation	15	Letter Grade
HTM506: Financial Fundamentals (Mandatory)	5	20	50%	Coursework: Report	Report	2000	Letter Grade

HTM506: Financial Fundamentals (Mandatory)	5	20	50%	Written Exam: Formal Written Examination	Examination	120	Letter Grade
HTM509: Social and Business Enterprise (Mandatory)	5	20	70%	Coursework: Project	project	2800	Letter Grade
			30%	Practical: Presentation	Presentation	15	Letter Grade
<b>Stage 3</b>							
HEM606: Delivering Human Centered Design (Mandatory)	6	20	60%	Coursework: Report	Report	2400	Letter Grade
			40%	Practical: Presentation	n/a	20	Letter Grade
HEM608: Transformation, Innovation and Impact (Mandatory)	6	20	70%	Coursework: Report	report	2800	Letter Grade
			30%	Practical: Presentation	presentation	20	Letter Grade
HEM609: International Cultural Engagement (Mandatory)	6	20	60%	Coursework: Report	report	2400	Letter Grade
			40%	Practical: Presentation	20 minute	120	Letter Grade
HTM605: Major Research Project (Mandatory)	6	40	10%	Coursework: Plan	Major Research Project Proposal	1200	Letter Grade
			80%	Coursework: Dissertation	Major Research Project	10000	Letter Grade
			10%	Practical: Presentation	A poster presentation of the proposal	10	Letter Grade
HTM607: Strategic Management and the Rise of the Global Economy (Mandatory)	6	20	60%	Coursework: Report	report	2400	Letter Grade
			40%	Written Exam: Formal Written Examination	An open book examination	120	Letter Grade

## Study Workload

The programme is normally delivered over two days per week, to enable you to carry out research alongside developing theoretical knowledge. This will be a combination of on-site and on-line sessions. In addition, you will need to study independently to develop a broader understanding of the concept of hospitality and events management.

Time allocated for your career development will provide you with an opportunity to focus on applying your learning and experiences to the development of graduate attributes, your professional practice and career intentions. A range of self-paced digital resources to support work based and independent learning will also be made available to you on your VLE.

## Programme Delivery: Learning and Teaching

This programme combines inclusive learning, teaching and assessment methods with a blended mode of delivery to support students in becoming autonomous learners. Individualised learning techniques such as one to ones and subject focused activities utilising the virtual learning environment will promote independent thinking and learning, enabling students to study at their own pace, stretching and challenging student development.

Lectures will be used as a strategy to provide information, relevant to the underpinning theoretical knowledge of hospitality and events concepts and perspectives and models. Students will be encouraged to conduct wider reading around their subject area as part of their independent learning and study skills, influenced and supported by staff members' expertise

and specialisms. Guest speaker slots will supplement the curriculum content, providing a link for students between theory and contemporary practice and provide motivation and encouragement to source their work based placements for semester 2 Level 5. Discussions and group activities which facilitate critical thought, debate and further enquiry will be embedded alongside digital skills within the whole curriculum and will include; online forums, project design and research groups

Discussion groups and seminar activities will be used in order to support the development of your critical skills and the evaluation of research evidence in the sectors in order to stimulate, critical debate, and dialogue amongst the students. Practical formative assessment methods such as group discussions and student led seminars will create and stimulate critical debate and dialogue. Key themes and strands across the programme can be embedded within each other. Hospitality and Events terminology, professionalism and communication skills can be developed and encouraged, with focus on employability and devising innovative solutions to problems.

A unique feature of the programme is the Delivering the Event Experience Module. The module builds upon the knowledge and understanding developed in the imagineering events , management essentials, experience marketing and financial modules. You then apply this theoretical knowledge and understanding to a real-life environment. The students are tasked with planning, organising and then delivering an event. The event to be delivered will be the choice of the group and a reflective assignment will be completed post event.

Presentation panels and student committee groups can report on their investigations and findings, making recommendations for improvement. Students will conduct group work linked to lectures and assessments. Committee groups can be used to formulate and generate ideas, putting theory into practice. Reading groups will be formed in order to support reading and research skills, in a shared and informal environment.

Lectures are used to present key themes, ideas and contemporary issues. These are supported by seminars which allow key elements, journal articles and case study material to be examined and explored in detail, to promote further understanding. Workshops and student initiated discussions and debates are included to build responsibility and confidence, encourage a reflective approach, generate new ideas and enhance the learning experience. Furthermore, seminar activity allows contextualisation especially in those modules that are shared across a range of disciplines.

Essays and reports are used to enable the development of intellectual skills through the process of research and problem solving, providing the opportunity to test hypotheses in a variety of contexts. Portfolios enable students to reflect, recognise, record and make further recommendations for personal development, reflection and achievement. The use of the VLE will act as a database for assessment work and the assessment process is designed to support learning and place emphasis on the formative approach to coursework and achievement by providing feedback at every opportunity. Module tutors will provide constructive feedback to you allowing you to improve and develop your academic work while ensuring you reach your true potential. Progression reviews will take place regularly throughout the academic year to monitor and support student progress.

There is clear differentiation between the Teaching, Learning and Assessment strategies utilised at the different levels. They may use similar mediums but the emphasis will change as the students progress. Level four will focus on information giving, allowing students to develop their knowledge and understanding. Level five will focus on applying this knowledge and understanding allowing for analysis, Level six will be critical evaluation. One theme that will be common between the levels will be one of contextualisation. Even in the generic modules such as Introduction to Academic Studies contextualisation will be utilised.

The support structure, will be provided in a rigorous and structured Tutorial provision and through workshops to aid personal development and consider the holistic journey of the student. Employability skills are embedded throughout and specifically addressed in terms of



practice, application and/or assessment. This course will be managed by a Programme Leader who will ensure modules are time-tabled to meet student needs and flexibility, and would depend on the dynamics of the recruitment of students.

## **Scheduled Learning**

Scheduled time relates to the time you spend in directed study with the guidance and support of our academic tutors. Scheduled learning can take a variety of forms and will vary from one course to the next, but may include lectures, seminars, tutorials, project supervision, demonstrations, studio or workshop time, fieldwork and external visits.

## **Independent Study**

Higher education courses rely on students undertaking work outside of formal, scheduled sessions and this is generally categorised as independent study. Independent study might include preparation for scheduled sessions, follow-up work, wider reading or practice, completion of assessment tasks and revision.

## **Live Brief/Real-world case studies**

The team place great emphasis on ensuring that assessments replicate industry. For this purpose the use of live briefs and real word case studies should be expected.

## **Programme Delivery: Assessment**

### **Coursework**

Most courses are assessed via a combination of coursework and exams. Coursework might range from written tasks and assignments to the collation of a portfolio of evidence based around a work placement. Coursework differs from exams in that it is usually completed over an extended time period.

### **Practical Presentations**

Presenting is a practical method of assessment which is used to measure your ability to talk fluently about a topic, and to answer questions from an audience. They also measure your skills at preparing visual aids (overheads, handouts, PowerPoint presentations) to support your presentation. Your presentation skills will be developed formatively throughout your studies with the aim of building your confidence and developing your academic and professional presentational skills.

### **Exam**

Exams are formal, timed written assessments, carried out in a controlled environment and overseen by one or more invigilators. They assess your grasp of the theory and underpinning knowledge related to your chosen career area. The opposite of practicals, they require you to set out your practical understanding within an academic context.

## Programme Delivery: Work Based and Placement Learning

At level 5 there is an emphasis on the nature of contemporary work based learning opportunities that can occur in different contexts in terms of where you are in your professional career or learning journey. The practice of work based learning relates to your academic and professional development to prepare you for graduate employment and career development.

We recognise that for some students, work-based learning will be linked directly to their employment or a structured work placement, for others, it may relate to a specific live-brief or scenario which has been co-created with an employer. Your work-based learning experience may fall in to one of the following categories or it could be a combination of all three.

**Learning through work:** structured work placements or internships undertaken for a minimum of 30 hours (equivalent to a 5-day industry placement) as part of the module to provide you with an experience of an employment situation where the work you undertake will provide a key source for your learning, including remote working and work undertaken in non-employed settings i.e. volunteering

**Learning at work:** if you are employed in an appropriate setting and your subject discipline is embedded in the workplace.

**Learning for work:** live work-based project which involves employers in the commissioning of industry briefs, projects or research. Similar to learning through work, it provides you with a work-based experience of your industry, where the work you undertake will provide an opportunity to connect theory and practice to work-based learning.

### Work-based learning activities

There are a variety of work-based learning activities which you can engage, including (where required) work placements. In order for you to learn from your experiences it is recommended that you should engage in a minimum of 30 hours of work based learning activities. These activities can include:

- Researching a company or organisation a student may wish to join as an employee
- Attending a careers interview, job application and interview skills
- Understanding the job market, skills and attributes sought by employers.
- Developing a graduate employability profile e.g. LinkedIn
- Career planning, professional development and target setting
- Evaluating role and responsibilities in the workplace
- Incorporating formative and summative feedback in to professional and academic targets

You can discuss the range of activities available to you and these can be incorporated to your learning experience with your Work-based Learning Module Tutor and Progress Tutor.

## **Programme Delivery: Graduate Skill Development**

The Hospitality and Events programme will develop your technical and transferable skills that underpin the subject area. It supports you to be involved with theoretical principles and critically evaluate both your own, and others research, whilst gaining strong practical skills, to enable you to seek employment in the hospitality and events sector. The programme is enriched by work experience and introductory practical experiences related to live event management which will fully equip you for industry or for further study. The work you carry out has real, measurable impact on the local community through links with local employers, complementing the teaching and learning within your lectures and growing your employability and career option.

The Social and Business Enterprise in Hospitality module that you study at level 5 provides you with entrepreneurial skills whilst also providing an awareness of ethical practice. Throughout the programme you will develop your communication and research skills and the programme will also provide you with the ability to solve complex problems.

B&FC's graduate attributes are also integrated with your programme of study and progress tutorials to provide you with opportunities to develop a range of transferrable skills and to help you prepare for future employment and career progression.

1. A commitment to lifelong learning and career development
2. Collaborative teamwork and leadership skills
3. Personal and intellectual autonomy
4. Ethical, social and professional understanding
5. Communication, information and digital literacies
6. Global citizenship
7. Research, scholarship and enquiry skills
8. Enterprise and entrepreneurial awareness and capabilities
9. The ability to solve complex and unforeseen problems with creativity and imagination

## **Study Costs: Equipment Requirements**

All equipment required to successfully complete the programme is provided by the College

## **Study Costs: Additional Costs**

As part of the programme, you are strongly recommended to attend residential field trips, which provides an opportunity to develop practical skills and embed theoretical concepts. Costs involved with this trip cover food, transport and accommodation and typically comes to around £300, although this is calculated yearly and is subject to change. Travel for local field trips is paid for by the college. There may be additional costs to consider such as printing and photocopying

## **Related Courses**

Similar programmes include the Foundation degree in Tourism Management and the BA (Hons) Top-up in Tourism Management.

Further study is available in Masters degree programmes in Hospitality & Events Management, general management (MBA) or associated subjects such as marketing management.