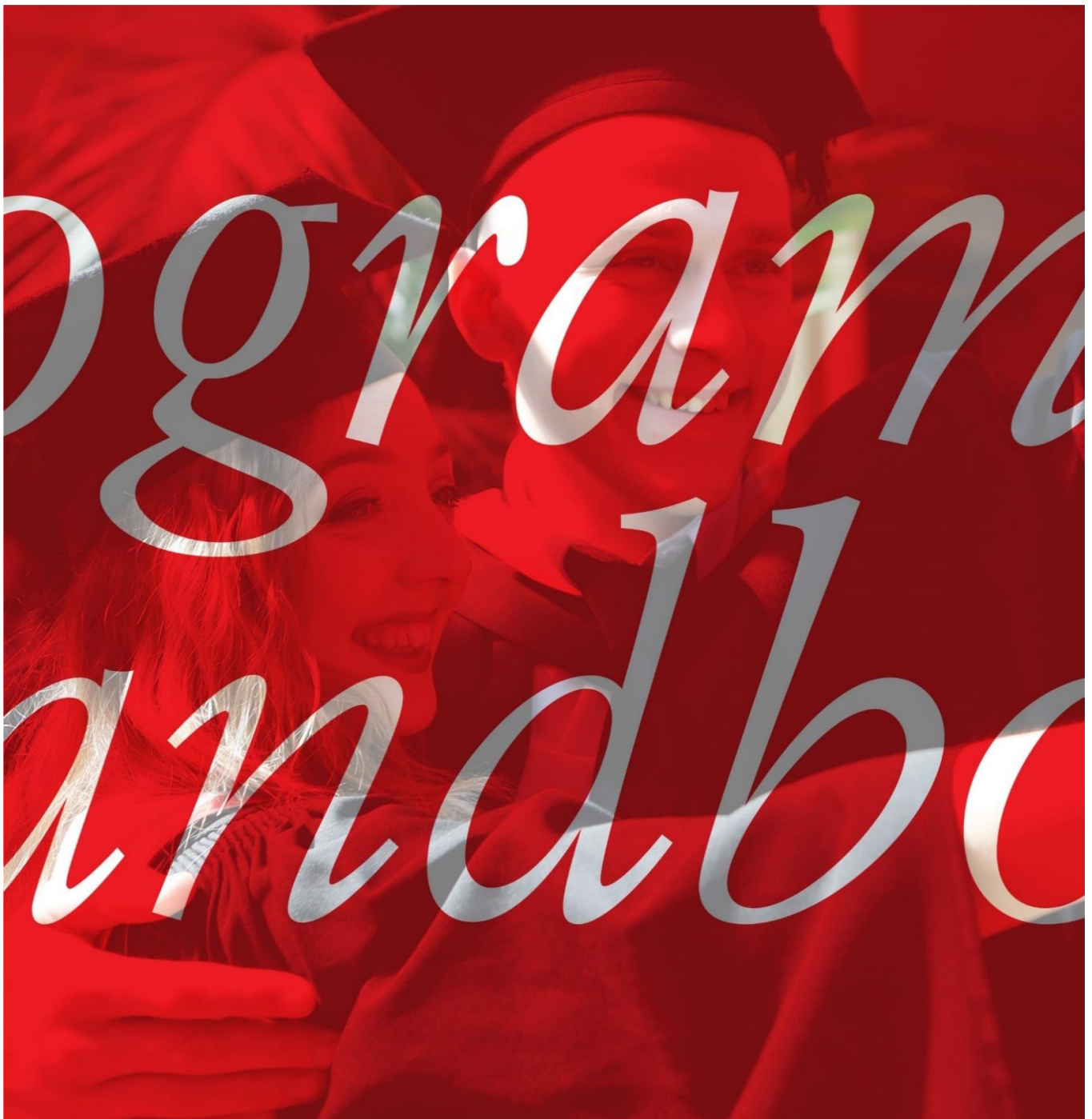


Programme Handbook 2020-21

Hospitality and Events Management

HEM-2016



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WELCOME

Welcome to Blackpool and The Fylde College and to the Hospitality and Events Management (HEM-2016) programme.

This **Programme Handbook** aims to provide you with the key information you will need to settle into and get the most out of your programme of study here at the College leading to successful completion of your programme. It will provide you with an overview of the programme content, how individual modules are organised and delivered, how and when you will be assessed and how overall grades final results are determined. In addition there is information on the help and general support available to you as well as making it clear what you need to do if you should encounter any specific difficulties in progressing as planned on the programme.

There is also further information available on the B&FC [Student SharePoint](#) site which includes an overview of the College partners and how they will support you on your journey, alongside key information on College facilities, student representation and events you can get involved in. Guidance on term times, Travel to College, Attendance Expectations can be accessed through the College website and Canvas, your virtual learning environment (VLE).

It is strongly recommended that you refer to your **Programme Handbook** and **Student SharePoint** to ensure that you get the most out of the time you will have invested in participating in your valuable and hopefully enjoyable learning experience.

We appreciate that as students in order for materials to be fully accessible you may have a preference for a specific font size or colour of text/paper. To ensure that your needs are considered this handbook is available electronically.

Studying with B&FC from September 2020

B&FC has implemented a series of wide-ranging measures ensuring you will enjoy the best possible learning experiences in the safest, healthiest way.

From September 2020, students will continue to be provided with a vibrant learning environment using a mixture of campus-based and online teaching in line with the latest Government advice. While many lectures and assessments will mostly take place online, there will be some socially-distanced small-group teaching sessions and limited risk assessed access to laboratories, arts studios, performance spaces and specialist teaching facilities.

More information can be found on the B&FC website through the following links:

- [Studying with B&FC from September 2020](#)
- [HE Student FAQs](#)

GENERAL INFORMATION ABOUT YOUR PROGRAMME

Programme Code	HEM-2016
Programme Title	Hospitality and Events Management
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	NN8F(Fd) NN8G(BA)
Language of Study	English
Version	1

Programme Awards			
Award	Award Type	Level	Awarding Body
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

THE FRAMEWORK FOR HIGHER EDUCATION QUALIFICATIONS (FHEQ)

The Framework for Higher Education Qualifications (FHEQ) ensures the comparability of Higher Education qualifications in England, Wales and Northern Ireland. The framework describes the achievement represented by qualifications and the various awards which may be granted by a Higher Education provider with degree awarding powers. All students pursuing Higher Education programmes at Blackpool and The Fylde College are awarded qualifications aligned to the FHEQ upon successful completion of their programme.

Level	4	5	6	7	8
FHEQ Level	Certificate (C)	Intermediate (I)	Honours (H)	Masters (M)	Doctoral (D)
About this level of qualification	<p>Level 4 These qualifications are work-related (vocational) higher education qualifications. While bachelors degrees tend to focus on gaining knowledge, HNCs are designed to give you the skills to put that knowledge to effective use in a particular job.</p>	<p>Level 5 These qualifications are designed to equip you for a particular area of work – as well as giving you the general skills that are useful in any type of job. They're university-level qualifications, but are designed with work in mind, with the help of employers from that sector.</p>	<p>Level 6 These qualifications are designed to give you a thorough understanding of a subject. They help you develop your analytical, intellectual and essay or dissertation writing skills. You'll also have much more of a say about the direction your learning takes than you've had previously.</p>	<p>Level 7 These qualifications are of academic study. They can be research based, a taught course, or a mixture of both, and will take at least 12 months of full-time study to complete. You may also have to submit a dissertation at the end of your course.</p>	<p>Level 8 This level gives you the opportunity to undertake an original piece of research. It will usually take at least three years of full-time study to complete. Many doctorate courses lead to a qualification such as a Doctor of Philosophy – a PhD or Dphil.</p>
Qualifications that are available at this level	<p>Higher National Certificates (HNC)</p> <p>Foundation Studies (FS)</p> <p>Diploma</p>	<p>Higher National Diplomas (HND)</p> <p>Foundation Degrees (FD)</p> <p>Diploma of Higher Education (DipHE)</p>	<p>Bachelor Degrees (BA, BSc)</p> <p>Bachelor Degrees with Honours (BA Hons.)</p> <p>Professional Graduate Certificates in Education (PGCE)</p>	<p>Masters Degrees (MA, MSc)</p> <p>Postgraduate Certificates and Diplomas</p> <p>Post Graduate Certificates in Education (PGCE)</p>	<p>Doctoral Degrees</p>

PROGRAMME OVERVIEW

Blackpool and the Fylde College remains committed to providing a 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 an industry worth £2.7m per year and that employs 7% of the working population.

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.

PROGRAMME AIMS

Foundation Degree

- To provide an academically challenging and vocationally relevant programme which develops knowledge, skills and attitudes relevant to careers in the hospitality and events industry.
- 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.
- To develop effective interpersonal, technical, entrepreneurial and communication skills which are readily transferable to employment.
- To provide the opportunity to analyse the hospitality and events sectors in order to apply theoretical solutions to events and hospitality contexts.

BA (Hons)

- To develop knowledge and understanding of the contemporary nature and characteristics of the events and hospitality sectors both nationally and internationally and the importance of consumer behaviour, organisational practices and strategies in managing those sectors.
- To provide the opportunity to critically engage with theories, perspectives and concepts in order to sensitively apply these in the events and hospitality sectors.
- 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.
- 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, 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. Identify the challenges and opportunities of managing a culturally and socially diverse workforce and customer base.
5. Analyse systems, procedures, and 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. Use management theories and concepts to plan, organise and deliver solutions to problems in the hospitality and events sectors.
8. Identify and evaluate the qualities and transferable skills necessary for employment and progression to other qualifications requiring the exercise of personal responsibility and decision-making.
9. Present information in a variety of formats which evidences both academic and digital literacy skills.

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. Critically 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. Critically 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 & ASSESSMENT OVERVIEW

Pathway	Module	Level	Credits	Coursework	Practical	Written Exam
Stage 1: Year 1						
Stage exit award: LU Certificate of Higher Education (Awarded by Lancaster University)						
All	HUHEM: Introduction to Academic Study (Mandatory)	4	20	60%	40%	
	HEM401: Hospitality Operations (Mandatory)	4	20	60%	40%	
	HEM402: Introduction to Events (Mandatory)	4	20	60%	40%	
	HEM403: Food and Beverage Management (Mandatory)	4	20	60%		40%
	HEM414: Introduction to Management (Mandatory)	4	20	60%		40%
	HEM415: Customer Care and Service Quality (Mandatory)	4	20	60%	40%	
Stage 2: Year 2						
Stage exit award: LU Foundation Degree in Arts (Awarded by Lancaster University)						
All	BFC501-T-16: Work Based and Placement Learning (Mandatory)	5	20	100%		
	HEM502: Hospitality and Events Planning (Mandatory)	5	20	60%	40%	
	HEM505: Live Event Project (Mandatory)	5	20	100%		
	HEM511: Marketing Management (Mandatory)	5	20	70%		30%
	HEM513: Business and Enterprise (Mandatory)	5	20	70%	30%	

	HEM514: Financial Management (Mandatory)	5	20	50%		50%
Stage 3: Year 3						
Stage exit award: LU Bachelor of Arts with Honours (Awarded by Lancaster University)						
All	HEM601: Consumer Behaviour (Mandatory)	6	20	50%		50%
	HEM603: Meetings, Incentives, Conventions and Exhibitions (Mandatory)	6	20	60%	40%	
	HEM604: International Cultural Perspectives (Mandatory)	6	20	60%		40%
	HEM612: Strategic Management (Mandatory)	6	20	50%		50%
	HEM615: Dissertation (Mandatory)	6	40	100%		

WHERE WILL I STUDY?

This programme may be studied at the following location:

B&FC University Centre

The majority of higher education courses are delivered at our University Centre in central Blackpool, within easy reach of student accommodation, shops, restaurants, bars and the promenade. This multi-million pound complex provides higher education students with a dedicated campus, with the major teaching and support facilities conveniently converging in an attractive central courtyard. The open-plan Central Hub houses a refectory, chill-out zones and the central learning resource centre. A unique and important addition to the Centre is our Gallery, housing works by both our own students and independent artists.

GETTING STARTED

At the start of your course, your tutors will guide you through an initial induction which is designed to ease you into university life and higher level studies. Activities generally focus on helping you to find your feet, make friends and plan your studies. It can also traditionally be the time when students get to let their hair down and familiarise themselves with both the College and the local area before getting down to the more serious business of studying.

Our annual Freshers' Fair is a fun, vibrant event and a great chance to find out more about what's on offer locally, with representatives from the B&FC Student Union, Higher Education Learning Mentors (HELMs), The Loop LRC, Careers Team and our Disability team who can provide information on Disabled Students' Allowances, access arrangements and reasonable adjustments. Representatives from local attractions, restaurants, health and fitness centres, clubs, bars and more will also be there. Support organisations and charities are represented too, along with B&FC's own clubs and societies and sports teams.

LEARNING AND TEACHING

Teaching and learning methods are aligned to the programme outcomes and support students in becoming independent enquirers and research investigators. The pedagogical approach is to move you from a reliant through to an independent learner.

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.

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. Discussions and group activities which facilitate critical thought, debate and further enquiry will be embedded 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 outlined in programme outcome 3.

A unique feature of the programme is the Live Event Project Module. The module builds upon the knowledge and understanding developed in the event planning, introduction to management, marketing management and financial management 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.

Independent Learning

All higher education programmes are designed so that you are able to progressively develop independent learning skills and aptitudes. Learning independently is a key skill of all graduates when they enter the work place and one which we aim to develop further during your time with us.

As you begin your programme you will be more intensively supported to develop the skills of learning and learning how to learn. As you progress you will be given the opportunity to apply these skills and to manage your own study time and activities with the goal of becoming a truly independent learner ready to get the most out of graduate employment opportunities.

Your Personal Development planning activities are a key component in developing these independent learning skills and your tutors, support mentors and peers can help you to organise and structure this aspect of your learning and development.

WORK BASED AND PLACEMENT LEARNING

Authentic and innovative work-based learning forms an integral part of the foundation degrees and is recognised throughout its design. The expectation of the programme team that you take on appropriate role(s) within the workplace, giving them the opportunity to learn and apply the skills and knowledge you have acquired.

The level 5 module 'work based learning' allows for the work-based element of the program to be clearly defined and assessed in relation to a number of clear learning outcomes. Undertaking a placement provides you with a safe and measured opportunity to engage with the diverse challenges inherent in working in an industry of their choosing. The assessment encourages reflective practices and industry based knowledge to be challenged. The placement is supported by a placement tutor however you are encouraged to take on responsibility for specific elements of their placement.

ASSESSMENT

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 Academic and Digital Literacies 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.

Assessment Methods

Some assessments may already be very familiar, such as essays, exams, and reports. However, in higher education there are a great many varieties of assessment depending on the subject, the level and the type of course. Our higher education courses often integrate academic and work-based learning so assessment may include aspects of personal reflection, portfolio building and case studies. Here's a bit more detail about some of the more common types of assessment:

Essay

An essay is an answer to a question in the form of continuous, connected prose, usually with a word limit. Often these are set by the tutors but you may also be asked to formulate your own question with the tutor's help. Essays test your ability to organise your thinking, discuss, evaluate, analyse, summarise and criticise. They also test your skills at making essay plans and reaching a robust conclusion or decision.

Assignment or brief

An assignment or brief is a learning task that allows you to cover a fixed section of the curriculum predominantly through independent study. Different methods of presenting the results can be used dependent on the nature of the task - a report (oral or written), a design solution, a newspaper or magazine article, a video, a poster, a research bid, a book review, a contribution to a debate, etc.

Group project or assignment

This is where either an assignment or project is undertaken by groups of students working collaboratively, helping to develop team working skills and other graduate attributes. In some cases,

particularly where the same thing happens in industry, there are particular assignments that can by definition only be achieved in a group. Such assessments will incorporate mechanisms which allow the tutor to assess the contribution of individual members of the group or team in order to allocate individuals with a personalised assessment grade.

Exams

Exams can take a variety of different forms, with the most common sort being done under timed and observed conditions to ensure it is the student's own work. Exams test your ability to think critically, to respond in a structured way to a question and to plan on the spot as well as your knowledge and understanding of the subject. Some of the most common types of exams are:

- 'Seen' where the questions to be answered are given at a pre-specified date beforehand. The intention is to reduce the need for 'question-spotting', to reduce the anxiety and to increase the emphasis on learning
- 'Open-book', where you will have access to specified texts and/or your notes. the intention is to reduce the emphasis on memorising facts, to reduce anxiety and allow more demanding questions to be set
- 'Unseen' where you don't know what the questions are until you sit the exam. Arguably these make you focus on the whole syllabus because anything may appear on the paper
- Multiple choice exams where you simply select from a bank of potential answers. These also assess your decision making skills

Logs and Portfolios

These are an increasingly popular kind of assessment, and involve a collection of all sorts of evidence of your work (often including others' testimony about your work, and feedback you've collected). Portfolios are intended to be a measure of the work of the 'whole candidate', rather than just particular aspects of the candidate's work. They also measure your ability to organise a collection of evidence, in a readable, navigable way. Not least, they test your ability to stick to deadlines with a big, multifaceted job.

Reports

There are many kinds of reports – laboratory ones, field-trip ones, business ones, and so on – each has its own conventions and preferred formats – your tutors will tell you more. Assessed reports measure your skills at finding out about, and adhering to, the expected report formats and conventions in your subject discipline. They also measure your ability to put forward an organised piece of writing, coming to conclusions, making suggestions for further work, and so on. They often test your skills at interpreting data, making sense of your findings, and so on.

Calculations and problem solving

Usually given in sets – with a deadline for tutor marking, or to bring along completed to a tutorial. These, unsurprisingly, tend to measure your ability to solve problems and do calculations.

Presentations

Lots of students worry about presentations – you normally build up to these as your course progresses and you'll be given lots of support and time to prepare. You may be involved in group or solo presentations, perhaps to some or all of your class, usually with the tutor present. Sometimes peer assessment is used. Presentations measure your ability to talk fluently about a topic, and to answer questions from the group. They also measure your skills at preparing visual aids (overheads, handouts, PowerPoint presentations) to support your presentation. On some courses there are very few presentations. However, in the workplace, more and more people have to be involved in them, so practising on your course is a very good way of developing your skills.

Self and peer assessment

There is strong evidence that involving students in the assessment process can have very definite educational benefits. Not so much a type of assessment like those already listed, this is something which can be done in conjunction with any type of assessment. The important aspect is that it involves the student in trying to apply the assessment criteria for themselves. This might include: a marking exercise on 'fictitious' or previous years' student work; the completion of a self-assessment sheet to be handed in with your work; 'marking' a peer's work and giving them feedback (which they can then possibly redraft before submission to the tutor); or really marking other students' work (i.e. allocating

marks which actually count in some way) - a seminar presentation, for example, or a written product using a model answer. The evidence is that through trying to apply criteria, or mark using a model answer, you will gain much greater insight in to what is actually being required and subsequently your own work improves in the light of this.

When will I be assessed?

In the majority of courses you will be assessed throughout your course and you will receive on-going feedback to help you develop academically. This is sometimes called formative assessment and is designed to help you learn as you go through your course. Some formative assessment is quite informal; it may be your tutor asking specific questions in class, for example. Other types of formative assessment can include written reports, essays, tasks for seminars etc., some of which are handed in so that written feedback can be provided. You will also be assessed summatively. This just means that in each module or unit, often at the end, you will complete work that is then graded, where the mark counts towards your final qualification.

At the start of your course you will be given an **assessment schedule** which details the deadlines for the assessments in all the modules you will be studying. This will help you to plan your work effectively. Your tutors understand that you have lots of commitments so will always try to spread the assessments out as much as they can, although inevitably many will come towards the end of each semester.

How will my work be marked and graded?

The majority of your assessments will be awarded a letter grade as outlined in the table below. Some of your assessments may however be assessed by percentages, which are converted into an aggregation score. Some assessments may also be identified as pass/fail assessments. Such assessments must be successfully passed in order to pass the module, however the aggregate score for the module will be derived from other assessments which are graded. Overall, you must achieve an aggregation score of 9 or above to pass a module.

Further information is available at: <http://www.blackpool.ac.uk/he-regulations>

Category	Grade	Aggregation Score	Grade Description
Excellent Pass	A+	24	Exemplary range and depth of attainment of intended learning outcomes, secured by discriminating command of a comprehensive range of relevant materials and analyses, and by deployment of considered judgement relating to key issues, concepts and procedures
	A	21	
	A-	18	
Good Pass	B+	17	Conclusive attainment of virtually all intended learning outcomes, clearly grounded on a close familiarity with a wide range of supporting evidence, constructively utilised to reveal appreciable depth of understanding
	B	16	
	B-	15	
Satisfactory Pass	C+	14	Clear attainment of most of the intended learning outcomes, some more securely grasped than others, resting on a circumscribed range of evidence and displaying a variable depth of understanding
	C	13	
	C-	12	
Weak Pass	D+	11	Acceptable attainment of intended learning outcomes, displaying a qualified familiarity with a minimally sufficient range of relevant materials, and a grasp of the analytical issues and concepts which is generally reasonable, albeit insecure
	D	10	
	D-	9	
Marginal Fail	F1	7	Attainment deficient in respect of specific intended learning outcomes, with mixed evidence as to the depth of knowledge and weak deployment of arguments or deficient manipulation
Fail	F2	4	Attainment of intended learning outcomes appreciably deficient in critical respects, lacking secure basis in relevant factual and analytical dimensions
Poor Fail	F3	2	Attainment of intended learning outcomes appreciably deficient in respect of nearly all intended learning outcomes, with irrelevant use of materials and incomplete and flawed explanation
Very poor Fail	F4	0	No convincing evidence of attainment of any intended learning outcomes, such treatment of the subject as is in evidence being directionless and fragmentary

What if I experience circumstances which mean I will not be able to complete an assessment?

The Personal Mitigating Circumstance (PMC) procedure gives you the opportunity to inform the College of serious medical or personal circumstances, which you believe, have affected your academic performance in an adverse way before the meeting of the Board of Examiners.

You may have had genuine and unavoidable circumstances that have affected your performance in coursework. These circumstances may have prevented you from being assessed or from submitting coursework on time. In all cases, it is important that you contact the HELM team at HELMinfo@blackpool.ac.uk to say that you are having difficulty completing work and are planning to apply for PMC.

A Personal Mitigating Circumstance Application Form must be completed by you and is available via the College website / Student Administration / Reception. It is your responsibility to complete and submit the form to the HE Student Administration Manager within 10 days of the assessment deadline.

You cannot request an extension to the assignment deadline date. Assignments must be handed in as soon as possible even if they are incomplete. If your PMC application is approved, you will be given an amended deadline and the opportunity to improve your work further.

For full details of this procedure please refer to: <http://www.blackpool.ac.uk/he-regulations>

What if I miss a deadline?

Managing your time effectively is a key graduate skill and you are therefore encouraged to plan your programme workload alongside your other commitments. If you fail to meet an assessment deadline, it will be penalised. Work submitted up to three days late will receive a penalty of one full grade and zero (non-submission) thereafter.

Deadlines are normally set on Mondays and Fridays to avoid the third day occurring at a weekend. Where the third day does fall on a weekend, students will have until 10 am on Monday to hand in without receiving further penalty. The penalties associated with the late submission of percentage coursework are outlined in the academic regulations for your programme.

For more information, please refer to: <http://www.blackpool.ac.uk/he-regulations>

What happens if I fail a module?

Most students pass their work, but if your mark for an individual module is less than the minimum pass grade you will be referred on that module. This means that you will have to be reassessed in the relevant work, however a second attempt will be subject to a penalty as specified within the academic regulations for your programme.

Where Personal Mitigating Circumstances are approved, this will typically prevent any penalties being applied and usually allow the work submitted to be marked as a first attempt.

Moderation

All work that you submit for assessment is marked by your module tutor. A suitable sample is then selected to be moderated by another tutor. This is to ensure that the mark awarded is reliable and not just the judgement of one marker. All of the work you submit is retained by the College to assist our external examiners in the quality assurance of your programme. This may mean that the results you receive during the year may change and should therefore be considered provisional.

External Examiners

Every higher education programme has its own External Examiner whose role is to support the academic staff team in ensuring that the standard of your programme of study is comparable to other programmes in that subject discipline. The External Examiner will confirm that the work that you have produced is of a standard that is expected and identifies any issues that the academic staff team needs to take into account to continually improve the programme. The External Examiner also feeds back on the key strengths that make your programme a really effective and valuable learning experience.

External Examiner reports for your programme can be requested by emailing highereducation@blackpool.ac.uk

Board of Examiners

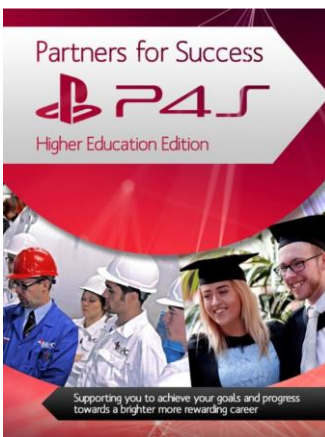
Once a module is complete, the marks for all assessments are compiled together to create an overall module mark.

The module board of examiners sits at the end of each semester to consider modules in scope. Your overall marks for the year are considered by a programme board of examiners that will make recommendations regarding your progression between levels, reassessment and eventually the award of your qualification. The majority of programmes within the college run an academic year between September and June. Reassessment work will therefore normally be completed during the summer months and submitted by the end of July (the precise date is set by the board).

The board of examiners sits again prior to the start of the next academic year in September where the results of any summer reassessment work will be considered.

Where programmes fall outside of the standard academic year, the timing of the board identified above may vary, however the general process remains the same.

PARTNERS FOR SUCCESS



The Partners for Success framework has been developed from our considerable achievements and successful review outcomes in supporting students and ensuring that they are provided with the best possible opportunities to engage fully with their learning experience and the full life of the college. It outlines how staff, students and the wider college community work to provide a seamless network of support to enable all students to achieve their potential.

Studying at University level can mean quite a life change, particularly if you have to move away from home, juggle study with work or have caring responsibilities while studying. You may also be returning to study after a period away and feel unsure exactly what to expect. Most students new to higher level study also comment on the fact that it can be quite different to their previous studies.

Our central aim is to enable all students to become confident and competent independent learners and achieve to the maximum of their potential through the development of their academic skills, personal well-being, literacies and professional employability attributes.

- We will work in partnership with all stakeholders, students, staff and others to ensure and assure personal change and development through mutual expectations, mutual agency and clear communications.
- We will provide students with a network of support to enable their development and achievement of their personal, academic and professional goals

Key partners in your success are:

- Your Progress Tutor and the programme delivery team
- Careers team
- Student Support and Wellbeing including HE Learning Mentors (HELMS)

- Learning Resource Centre teams
- Student Union
- You!

Your Progress Tutor and the programme delivery team

Here at Blackpool and the Fylde College every student is entitled to receive tutorial support on their programme of study. Tutorials are an important learning activity; they give you the opportunity to engage in dialogue with your tutor on matters of academic progress as well as personal and pastoral issues which may impact on your learning experience.

The benefits of tutorials are that they help you to individualise your learning on programme and to receive constructive feedback on your work specifically and progress generally. Tutorials are an essential component of the B&FC Partners for Success framework which aims to enable your personal and academic development, and maximize your opportunities for success, through coordinating the range of support services available to you through your progress tutor. Tutorials can help you to critically engage with your subject in a way that you may not be able to do in lectures and other forms of learning. Your tutors will encourage creativity and originality of thought that will help you to gain a better understanding of the subject discipline helping you to achieve your potential and experience high levels of success.

You can ensure that you get the most out of tutorials by:

- Proactively seeking out information before the tutorial to prepare yourself for the discussion and dialogue
- Actively engaging in discussion with your tutor.
- Using the tutorial opportunity to ask questions of your tutor and engage in critical discussion.
- Receiving feedback and using this to plan your next piece of work or setting personal and academic targets for future learning activities

The Careers Team

University Centre

Located in the Foyer, ground floor, South Building
Tel. 01253 504474

Bispham Campus

Located opposite the main Reception area in the Hub
Tel. 01253 504298

Student Advisors

Student Advisors provide you with confidential and impartial information on a range of areas, and work to matrix quality standard to ensure excellence of support, advice and guidance to all our Students and prospective Students. Quick-query interviews usually last approximately ten minutes. For example, you might want to ask about job vacancies, for help with preparing for an interview, or advice on financial assistance etc. If you have a more complex query the Student Adviser will make a mutually convenient appointment with you for a longer interview. Careers Information Advice and Guidance and financial Help Group sessions also take place throughout the academic year.

Student Advisors also provide a drop-in service at all Blackpool and The Fylde College Campuses, so you don't need to book an appointment to see an Adviser.

Financial Help and Support

Student Administration can provide you with information and advice on access to help with transport, childcare and HE bursaries.

The Careers Team can help you if you find yourself in financial difficulties and will also help with advice and guidance regarding student loans.

Accommodation

Our Student Advisers can help you find student accommodation and provide advice on costs, and other expenditure i.e. rent bond, gas, electric, TV, phone, travel etc.

Careers Information, Advice and Guidance

The Careers Team are all highly qualified in careers information, advice and guidance and can help you with UCAS applications for entry to Higher Education, with making decisions about progression to other courses, job application, CV preparation and interview techniques alongside career and further training pathways and opportunities. Our team of professional Student Advisers are available to help you with all aspects of your career planning and decision-making, such as:

- Making decisions about your future career
- Planning your job search strategy
- Curriculum Vitae (CV) writing
- Getting relevant work experience - including volunteering
- Making applications and preparing for interviews
- Researching postgraduate study options

At Blackpool and The Fylde, our careers service extends far beyond helping you to pinpoint your ideal career. The emphasis is on tailoring a 'careers package' to your particular aims and aspirations that gives you the skills and experience needed to make you highly employable from the moment you graduate.

That's why all our degrees have a strong employment focus, with opportunities to try out your chosen career area, learn skills that employers are specifically looking for and practice interview and assessment techniques with representatives from industry. We also run an online job shop, backed up by a highly trained team of staff dedicated to making your career goals a reality.

You may be starting your course already clear about what you want to do when you graduate or you may not be sure at this stage. Our experienced and professional team of careers student advisers offer careers and progression advice to guide you towards making the right decisions about your future. Choose from e-guidance, telephone and face-to-face interviews within a small and supportive environment. We also offer pre-course advice and guidance. Underpinning all of this is a vast range of careers library resources together with access to internet-based resources, video resources and computer-aided guidance packages.

Enhancing your Employability

The opportunity for you to develop your graduate skills and attributes is built into all our courses to ensure you graduate not just with subject knowledge but with the ability to embark on your chosen career and hit the ground running. Our programmes also provide an opportunity to discover more about your chosen career area through visits from external speakers and trips to local employers and industry. Some programmes even contain a workplace learning module, where you'll get to spend time with an employer, putting your knowledge into practice and gaining valuable employability skills at the same time.

Getting Ready to Graduate

About a year before you're due to graduate we will invite you to take part in our graduate employability workshops, covering topics such as making the right career move, effective applications and successful interviews. In addition, local employers run mock interviews and facilitate role-play scenarios for students, which replicate the assessment centre experience for newly qualified graduates. These experiences are vital for developing an awareness of your strengths (and playing to them) and gaining an understanding of what graduate recruiters are looking for. Some of our students have even been offered a permanent position on the strength of them.

Grad Intelligence

B&FC in partnership with **Grad Intelligence** provide you with a Higher Education Achievement Report (HEAR) which will be published when you finish your degree.

An account will be created for you as part of your enrolment and you will receive an email to your student email account from accountregistration@gradintel.com, which will give you instructions on how to activate your account.

There is a range of psychometric tests and other tools available that can help you develop your employability skills. You can also create your own e-CV on the platform and access opportunities to search and apply for graduate jobs and/or further study.

HEAR (Higher Education Achievement Report)

The HEAR provides verified information about your academic and college verified non-degree related achievements.

You will be issued with an updated 'interim HEAR' annually in the summer, and a 'Final HEAR' will be issued when you graduate.

Engage with '**DegreePlus**' to evidence your employability skills and attributes to enhance your future employment opportunities.

DegreePlus awards will give you a head start as you enter the highly competitive graduate job market. Each award captures the additional activities you have undertaken which improve and develop your employability.

Gaining additional qualifications can help you stand out as someone who is passionate about professional development.

Student Support and Wellbeing

The Student Support and Wellbeing team offer a range of support tailored to you to promote independence and maximise your potential through a range of enhanced study, mental health and wellbeing strategies.

- Higher Education Learning Mentors (HELMs) email: helminfo@blackpool.ac.uk telephone 01253504494
- Disability Support: email dsainfo@blackpool.ac.uk telephone 01253504494
- Wellbeing self-referral form online at <http://www.blackpool.ac.uk/getwellbeingsupport>
- Wellbeing Support: email general enquiries wellbeingsupport@blackpool.ac.uk
- Support for care leavers, carers and students who do not have contact with their family: succeed@blackpool.ac.uk
- Safeguarding College Hotline 01253 504444 (9am to 4.30pm)

HE Learning Mentors (HELM)

The HELM team can support with aspects of student academic life, from settling into higher education, helping you gain and enhance study and digital skills and creating wellbeing strategies to work as independent learners. Examples of some of the study skills development and enhancement that we offer include:

- Improving your academic writing style.
- Grammar, sentence structure and developing expression.
- Critical and reflective writing.
- Information skills development, such as research, applying theory to your practice / study and referencing.
- Effective study techniques, planning, structuring and polishing assignments, time management and organisation.
- Revision and examination techniques.
- Digital literacy
- Support with Personal Mitigating Circumstances and Interruption of Study to help you get back on track and complete
- Keeping in touch support for Care Leavers, Carers and students with no family support contact.
- Signposting to other Partner for Success services

In addition to individual support, HELMs deliver a range of study and wellbeing skills through workshops including the 'Flying Start' and 'Flying Further' programmes. These are designed to complement the knowledge and information gained from your course. If you wish for the HE Learning Mentors to deliver a workshop for you liaise with your tutor or direct with the HE Learning Mentors team.

For help, advice and information:

- Phone: 01253 504494
- Email: HELMinfo@blackpool.ac.uk
- Drop in: to the University Centre South Building Entrance

SUCCEED is Blackpool and The Fylde College's package for Higher Education care leavers, carers and students who do not have any contact with your family, we can support you.

We offer you help with:

- Finance including application for B&FC Access Scholarship. For further information of all B&FC financial support visit the following link <https://www.blackpool.ac.uk/support/funding/degrees>
- Assignments and exams
- Wellbeing
- Signposting to other services

In addition we offer regular contact, one-to-one support with a named HELM to help you stay on track. For more information on support and eligibility.

For help, advice and information:

- Phone: 01253 504494
- Email: Succeed@blackpool.ac.uk
- Drop in: to the University Centre South Building Entrance

Disability Support

We understand everyone has different needs and some students with disabilities, sensory loss, learning differences, medical and/or health conditions (including mental health) or Autistic Spectrum conditions may need additional support to get the most out of College life. Student Support and Wellbeing offer a range of support tailored to you to promote independence. We work closely with your curriculum teams, supporting accessibility and inclusion.

There is specialist support available to help you succeed at studying with your declared condition. If you are able to provide evidence from a suitably qualified professional (please see below for examples), Exam Access Arrangements and support via the Disabled Students' Allowances (DSA) can help reduce many potential barriers.

Conditions and evidence required

Disabilities or long-term health condition

A photocopy of a report or letter from your doctor or consultant - you can also fill in the [disability evidence form from your Funding Body \(PDF, 65KB\)](#)

Mental-health condition

A photocopy of a report or letter from your doctor or consultant - you can also fill in the [disability evidence form from your Funding Body \(PDF, 65KB\)](#)

Specific learning difficulty like dyslexia

A photocopy of a 'diagnostic assessment' from a practitioner psychologist or suitably qualified specialist teacher

Support with gaining diagnostic evidence

If you do not have medical evidence of your condition, or a report available, we can offer advice on how to obtain this and in most cases provide funding.

If you are moving locally to Blackpool for the purpose of your study, you may want to consider temporarily transferring your health support to ensure cover for medication/prescriptions and referrals to local support groups. To find a local GP you can use the national NHS link <https://www.nhs.uk/Service-Search/GP/LocationSearch/4>

Disabled Students' Allowance

DSAs are Student Finance grants that pay directly for extra Assistive Technology and Specialist Support (out of class) that may benefit you as a direct result of your medical/health condition. Visit the [DSA pages](#) on the UK Government website to learn more about the application process.

B&FC offer (subject to eligibility) the Advantage Bursary or hardship funding to cover the £200 contribution cost of a computer as part of the DSA.

Examination Arrangements

Exam Access Arrangements are pre-examination adjustments put in place for you based on your individual need, for example, readers, scribes, rest breaks. You will need to refer yourself to Student Support and Wellbeing for exam access arrangements for approval prior to your exams.

General Support

Campus Access:

Visit [AccessAble](#) website for access information for our campus sites. This includes details of B&FC facilities.

Wellbeing Support

The Wellbeing Service at Blackpool and The Fylde College offers a wide range of support, including wellbeing and short term counselling appointments, interactive workshops and support to access self-help resources.

To access support from the wellbeing team, please complete the [wellbeing referral form](#).

Responses to this form are monitored twice a day (9-4pm) from Monday to Friday during term time.

Please note that this is not an emergency service. If you are concerned about your safety or the safety of someone else call your **GP, NHS 111** or attend **Accident and Emergency** at Blackpool Victoria Hospital.

Visit the [Wellbeing area](#) on SharePoint for more information and guided self-help.

Visit the Contemplation rooms for quiet meditation, prayer or just 'time out'.

The Contemplation rooms can be found at:

- Bispham Campus - C307 - Third Floor Room - Cleveleys Building
- University Centre - SB130 - Second floor Room - South Building
- Fleetwood Campus- Room A33 Ground Floor- Halls of Residence

To use the contemplation rooms, visit the main campus reception and sign for the room key.

For help, advice and information:

- Phone: 01253 504494
- For general enquiries please email wellbeingsupport@blackpool.ac.uk
- Drop in: to the University Centre South Building Room 26c)

Need help now?

B&FC Safeguarding - If you feel unsafe or at risk at College contact your tutor or the Student Direct Safeguarding College Hotline: 01253 504444 (9am-4.30pm). If you require advice or assistance about disclosing a safeguarding concern you should discuss this with your Progress Tutor or any member of staff.

If you feel you are at risk of harm to yourself or others and need immediate help, contact the National Health Services (NHS) such as your GP or alternatively ring 111 as soon as possible, if you are in an emergency situation ring 999 or go to Accident and Emergency (24 hour) Victoria Hospital Whinney Heys Rd, Blackpool, FY3 8NR and request a mental health assessment.

Alternatively go to your nearest Walk in Medical Centre:

- Whitegate Health Centre, Blackpool, FY3 9ES
- Fleetwood Health & Wellbeing Centre, FY7 6HP

Need to Talk?

Support is also available externally from the following organisations:

Mental Health Helpline Freephone 0800 915 4640. <http://www.lancs-mentalhealthhelpline.nhs.uk>

Samaritans (24 hour) Freephone 116 123 <http://www.samaritans.org>

HOPELINE - Call: 0800 068 4141, Text: 07786209697 or Email: pat@papyrus-uk.org (10am – 10pm weekdays, 2pm – 10pm weekends and bank holidays)

LEARNING RESOURCE CENTRE TEAMS

Whichever campus you study on, the Learning Resource Centres (The Loops) will play an important part in your studies. Our flexible learning spaces can provide you with a mixture of computer, group work and quiet study areas. You should make maximum use of this facility to log-on to a PC, access printing and copying facilities or ask the Resource Advisers for help and advice.

You will have access to a wealth of information through a wide range of physical and online resources such as e-books and full text journal databases giving 24/7 support for your academic work. Our online search tool Discovery is available for you to search for high quality, relevant journal articles to support your studies. Our online catalogue - <https://libcat.blackpool.ac.uk> - is also available 24/7 allowing you to check reading lists, reserve titles, renew borrowed items and provide direct links to the titles in our extensive eBook library. We can also provide material from other libraries through our inter library lending scheme.

Our teams are always happy to offer help and advice. They have in-depth knowledge of your subject area and can support you in finding good quality research material, as well as developing your IT and research skills through one-to-one sessions. Interactive support materials are available through the Learning Resources area on the virtual learning environment, Canvas. More information about The Loops, including the opening hours for each centre, can also be found on the [college website](#)

Term time opening hours

The Loop at UC

Monday – Thursday 8.30 – 21.00

Friday 8.30 – 17.00

Saturday 10.00 – 15.45

Email: CentralLoopLRC@blackpool.ac.uk

Telephone: 01253 504414

The Loop at Fleetwood

Monday - Thursday 8.15 – 19.45

Friday 8.15 – 17.00

Saturday 10:00 – 15.50

Email: lrcfle@blackpool.ac.uk

Telephone: 01253 504714

The Loop at Bispham

Monday – Tuesday 8.30 – 17.00

Wednesday 8.30 – 20.00

Thursday - Friday 8.30 – 17.00

Email: lrcbis@blackpool.ac.uk

Telephone: 01253 504290

Self-issue / return facilities are available in the Bispham, Fleetwood and University Centre Loops. There are drop-in IT-based facilities with networked computers (including Macs in the Loop at UC) and wireless laptops, colour printing and scanning facilities. In addition, the Loop teams can help you get connected to the Wi-Fi and other college systems. Help with IT issues is available through an online HelpDesk.

You can access computing and copying facilities at any campus, if this is more convenient for you when engaged in independent study, but the majority of course specific materials will be located in the Loop on the campus where your course is based.

You will find the essential texts for your course available in the library stock and these are regularly updated. Relevant journals and online resources are purchased on an annual basis. For all Higher Education courses you will have access to online reading lists via the Keylinks software. These online reading lists directly link you to the core eBooks and print resources in the library catalogue, thus enhancing their accessibility.

Following an initial Welcome Tour of your local Loop, your tutor will arrange for us to work with you in follow-up in-depth sessions on key skills such as effective searching of online resources and referencing. Induction sessions are also provided at the start of your programme to help you find your way around technology in the college. Additional one-to-one tutorials are available to all students. LRC support is supplemented by a range of interactive resources on Canvas.

The services provided by the Learning Resources Centre will be an integral part of the Induction Programme for this course.

Information Technology Resources

Being able to access resources and materials to help you on your course when you need them is very important. Canvas is our virtual learning environment, and contains lots of key information about your course and is accessible 24:7. As part of your induction we will make sure you are able to make the most of this resource.

As a student at Blackpool & the Fylde College you will be provided with a web-based Microsoft Office 365 account. This account provides anytime, anywhere access to a suite of Microsoft programmes including Outlook email and web-based versions of Word, Excel and PowerPoint. You also get access to your own online storage area so you can download, edit and save your college work wherever you are.

Included in your Microsoft Office 365 account is access to our MyDay portal. The portal provides you with access to your calendar (including timetables), email and links to the VLE and eTrackr. Timetable data is updated every hour so you can see all room changes. It is accessible from a web browser and as a mobile device app on Apple and Android devices. MyDay will be launched automatically whenever you login into a College desktop computer.

To find your course materials, log-on to the VLE, the College's virtual learning environment. The VLE contains lesson notes, multimedia materials, quizzes, forums and lots of different tools to help you achieve your academic goals. You may submit your assignments through the VLE and receive online feedback from your tutors. The VLE also provides easy ways for you to communicate with your tutors and fellow students using messaging, chat rooms and forums. You can access your Office 365 and VLE accounts by logging into one simple webpage MyDay which also contains useful college information, news and links:

<https://blackpool.mydaycloud.com/dashboard/home>

Induction sessions are provided to all students at the start of their course to help you find your way around technology in the college. 'The Loop' LRC's are located on each campus. You can pop into The Loop and log-on to a PC, access printing and copying facilities or ask the Resource Advisers for help and advice.

STUDENT UNION

The Students' Union (SU) at B&FC is *your* union. It's made up of students that *you* elect each year, who listen to the student voice and respond to *your* wants and needs. The SU represents students on a range of issues, including equality and diversity, education and social activities, with the aim of ensuring your time here is as interesting and enjoyable as possible.

As a student at Blackpool and The Fylde College, you are automatically free members of the Students' Union and you are encouraged to play an active role. Our Students' Union is actively engaged in student affairs at local and regional levels so there are opportunities for you to become involved in various campaigns and fund-raising activities. Our aim is to work for the good of the student community and to take an active interest in the development of all students. As such the Union represents the students on a number of academic and College committees where student involvement and comment is welcomed.

The Union provides the framework and financial backing for students to organise trips and events, which can be a great way to broaden your interests and meet new people. With a wealth of information, our Students' Union can also advise you on places to go and things to see and do.

If you need to get in touch, you can contact your Student Union Sabbatical Officer by phone or email.

B&FC Student Union Sabbatical Officer

Tel: 01253 504 517

Email: studentsunion@blackpool.ac.uk

BEING A PARTNER IN YOUR OWN SUCCESS

Higher education is as much about personal change and development as it is about subject knowledge and skills development. By facilitating your development we enable you to take responsibility for your own learning. Students who are fully informed about the opportunities available to them, but who are also aware of their responsibility to engage with those opportunities, are more likely to make effective use of services and resources. It is important that you take advantage of every opportunity to facilitate your success, and to creatively engage with the knowledge you encounter, constructing and reconstructing your own understanding. We will support you to set clear goals, reflect on your progress and develop key graduate skills.

ABSENCE REPORTING

If for whatever reason, including ill health, you are going to be absent from College then you will need to ensure that you make contact with us to discuss how we can support you. This is particularly important if your absence could have a significant effect on your assessment requirements. Should this be the case then you will need to consider the College Personal Mitigating Circumstances procedure the full version of which is available at the link below.

<https://www.blackpool.ac.uk/he-regulations>

Any personal mitigating circumstances, such as ill health, which may have affected your studies or performance in assessments and examinations, would need to be submitted to the HE Student Administration Manager mitigating.circumstances@blackpool.ac.uk formally by you with supporting evidence, e.g. a medical certificate, following the procedures and in accordance with the deadlines laid down in the College's Personal Mitigating Circumstances Policy.

In the event that you are unable to attend an examination because of illness or other unforeseen circumstances, you must immediately inform your programme leader before the start of the examination. If you are absent from the whole or part of an examination because of illness, a Personal Mitigating Circumstances application form together with a valid medical certificate or other appropriate independent documentary evidence must be forwarded to the HE Student Administration Manager normally within ten working days of the examination.

STUDENT IDENTITY CARD

You must wear your ID badge at all times whilst on College premises. Access to College facilities is dependent on Students having their ID badge. You will also be asked to show your ID badge when sitting exams. You will be challenged if you are not wearing your badge when on College premises. This is to help students and staff feel safe in College.

FOOD ON CAMPUS

When you want to take a break for refreshments on campus, you're well catered for. At the University Centre's Central Hub refectory, **Café Grads**, you can sit down and tuck into a proper meal or just grab a bite and relax in one of the chill-out areas. A **Starbucks** outlet has also just opened in South Building.

A similar-style refectory, **Retreat**, is available at our Bispham Campus or if you fancy a little treat there is also a range of freshly made sandwiches and smoothies in the **Grab and Go** and a **Starbucks**. At the Fleetwood campus the **Refectory** offers traditional breakfast, a wide range of hot food, sandwiches, snacks and beverages. Visit <http://www.blackpool.ac.uk/facilities/shops> for more information. At all our campuses, there are also plenty of vending points providing snacks on the go.

Get off to a great start every morning! All Blackpool and The Fylde College students are entitled to a free healthy breakfast.

SPORTS FACILITIES AND COLLEGE TEAMS

Sports facilities are mainly based at the Bispham Campus where there is a sports hall, an all-weather floodlit sports pitch and a well-equipped gym. Our Fleetwood campus has sports facilities. We have numerous College teams, both men's and women's, with other available sports ranging from volleyball and five-a-side football to table tennis and canoeing. To find out more ask your progress tutor.

ENRICHMENT

Enrichment is about providing you with opportunities to bring your learning to life, developing your range of interests, meeting new friends and growing as a person. Some activities will be related to your area of study whilst others may not be directly linked. More information is available in your Partners for Success Guide; via the Students' Union and through your progress tutor.

Curriculum-based activities

Whilst studying your chosen subject at College, you will have the chance to see how your subject works in real life and apply that insight to your studies. We also aim, during your programme of study, to develop your employability skills and interview techniques. To provide this valuable enrichment, your programme may feature such activities as guest speakers, trips into industry and overseas visits, 'real life' assignments, competitions, work experience and work placements (some of which can lead to permanent positions).

Extra-curricular activities

College is also as much about the social side as it is about learning. At Blackpool and The Fylde College we offer a vast range of activities, from discounted theatre trips to lunchtime sports activities and book club. Activities are free to everyone enrolled on a course and in most cases, there's no need to book. For more information about what's on check your Partners for Success Guide; visit the Students' Union website or speak to your progress tutor.

Fee-based activities

For those of you who wish to engage in a further range of activities there are fee-based sports activities.

The Enrichment Team can also organise one-off fitness activities, such as trips to Manchester's Chill Factor for skiing or outings to Grizedale Forest for mountain biking. For more information please visit the Students' Union website or contact the Enrichment Team on 01253 504134.

GETTING INVOLVED IN THE QUALITY OF YOUR PROGRAMME

At Blackpool and the Fylde College we believe that you are a member of our higher education and College community and as such your views and experiences are extremely important to us. We want to work in partnership with you to ensure that your experience is the best that it can be both for you and others who study with you. To this end we work hard to engage all students in dialogue about the quality of their learning experiences. You can engage by providing useful feedback on your experiences of modules through Module Evaluation Questionnaires, through being an elected course representative attending student forums and college meetings and through surveys such as the Post-induction survey and the National Student Survey (NSS).

The MEQ (Module Evaluation Questionnaire) surveys give students a chance to put their views across relating to modules and progress meetings during the academic year. You will be asked to rate questions around various themes such as Teaching and Learning, Assessment and Feedback, Organisation, Resources and Facilities, Student Voice and Overall Satisfaction, as well as to make individual comments if you wish. We can use what the results tell us that you like, or don't like, to make changes and improvements to our HE programmes, as well as look at how we compare with other similar colleges.

ACADEMIC APPEALS

An academic appeal is a procedure which allows you in certain circumstances to ask for a review of a decision relating to your academic progress or award. You can ask for a review of a decision by one of the following:

- A Board of Examiners, both Module and Programme Boards.
- A Personal Mitigating Circumstances Panel
- An application to the College
- An Academic Malpractice Panel

It should be noted that students may only appeal against a decision if they can show that they satisfy one or more of the grounds detailed in the academic regulations. The appeal process cannot be used to challenge academic judgement or appeal simply because you disagree with the marks you have been given.

An academic appeal is different from a complaint so appeals and complaints are looked at under different procedures. A complaint is dissatisfaction about the provision of a programme or academic service or facility or any other service provided by the College.

Students studying either a:

- **Blackpool & The Fylde College Programme**
- **Lancaster University Validated Programme**
- **Liverpool John Moores Validated Programme**
- **Scottish Qualifications Authority Programme (SQA Higher National)**
- **BTECHigher National Programme**

To lodge an academic appeal, you must do so by submitting your appeal within 10 working days of the publication of your results or decision of a panel either by writing to the HE Academic Registrar, Bennett Avenue, Blackpool, Lancashire, United Kingdom, FY1 4ES or by email to:

appeals@blackpool.ac.uk

The Academic Appeals regulations and application pro-forma can be found on The Blackpool & The Fylde College website <https://www.blackpool.ac.uk/he-regulations>

COMPLIMENTS, COMPLAINTS AND FEEDBACK

Blackpool and the Fylde College welcomes feedback from all its students and is committed to improving the quality of the services it provides; we are committed to openness and transparency by providing well publicised and accessible information on how to give feedback or make a complaint.

Compliments, complaints and feedback will be dealt with courteously, fairly and objectively.

We hope that you will never have cause to do so but if you wish to raise a complaint (or you wish to compliment us or provide feedback) please take a look at our Compliments, Complaints and Feedback Procedure which is located on our website here: <https://www.blackpool.ac.uk/college-policies>

GRADUATION

Our annual higher education awards event is a spectacular occasion, representing the culmination of masses of dedication and hard work, and the gateway to an exciting and rewarding future. The graduation ceremonies will take place at the Winter Gardens and Opera House, 97 Church Street, Blackpool, Lancashire, England FY1 1HL.

Your graduation day may seem a long way off now, but you will be there quicker than you think! Blackpool and the Fylde College's Awards Ceremonies are a part of the celebration of your achievement and we hope you will be able to attend. You will need to budget for the cost of guest tickets, academic dress and photography. Awards Ceremonies are held each year at the Winter Gardens. If you attend the Awards Ceremonies we publish the names and awards of all graduates in the Awards Ceremony booklet and in a graduation supplement in the local press. If you do not wish your name to appear, you must contact Student Administration to inform us. We will print the name we have recorded for you on your degree certificate, so it's important that you tell us in advance of any spelling or other changes. After we have printed the certificate we will not be able to change it for you.

This is a very special day for all our graduates and their friends and families and is a marvellous opportunity to share and celebrate your academic achievement and accomplishments.

MODULE OUTLINES

The following module outlines provide you with a brief overview of the modules and their contents, together with the intended learning outcomes.

B4HUEM: Introduction to Academic Study Level 4 - Mandatory

Module Abstract

This module aims to give you specific knowledge, skills and understanding required for successful higher education study and engagement with industry. It will draw explicit attention to the introduction and / or development of such skills; encourage you to consider your approaches to learning and enable opportunities for discussing multiple perspectives of your subject and wider related issues.

You will become familiar with identifying your own values and experiences and applying these to case studies and examples of practice. You will develop the strategies and understanding needed to find,

interpret and evaluate academic sources, theories and models in order to compare approaches to your subject and form new ideas.

The module will provide opportunities to communicate your developing knowledge and awareness of own values in terms of academic research both formally and informally, requiring you to express your ideas verbally, in writing and digitally. Reflection on such communications will involve identifying personal attitudes and skills levels and establishing potential ways to enhance skills needed for the remainder of the course and beyond.

A key focus of the module is the importance of academic practice when communicating your interpretations of subject specific material. Formative and summative activities will provide you with a sound basis for expressing ideas, solving problems and analysing perspectives related to industry in a style and format appropriate for higher education. This will include structuring a written piece of coursework, adhering to standards such as word count, evaluating secondary sources and referencing accurately.

Learning Outcomes

- 1 Find, interpret and evaluate a range of digital and traditional sources to produce written communication that meets academic expectations of higher education.
- 2 Reflect on personal attitudes and skill levels and identify further learning needs to support future studies and enhance transferable skills for employment.
- 3 Analyse data sets to produce graphical representations of data OR analyse a case study to identify and discuss theoretical perspectives, models and research.
- 4 Produce verbal presentations appropriate to audience and level of complexity.

Indicative Content

Academic Writing

- Conventions
- Terminology
- Paraphrasing
- Summarising
- Reports / Essays
- Referencing
- Academic integrity

Ethical Research and Practice

- Confidentiality, anonymity, secure storage, vulnerable participants, netiquette

Secondary Research

- Use of digital and traditional tools for discovery; open access journals
- Referencing and in text citation, plagiarism, reliability and validity of sources
- Comparison, contrast and critical evaluation
- Critical reading and note making

Data Collection

- Interviews
- Focus groups
- Observation
- Questionnaires / Surveys

Data Analysis

- Statistical analysis Mean, median, mode, standard deviation, correlation
- Accuracy, precision, error and uncertainty
- Reporting data (graphical methods, tabular grouped vs ungrouped etc.)

- Interpreting data (confidence intervals and p values)

Reflective Practice and Writing

- Models of reflection

Critical Reflections

- Academic formality voice / academic, personal and professional

Presentations

- Selection of relevant points
- Communication of ideas verbally / visually

HEM401: Hospitality Operations Level 4 - Mandatory

Module Abstract

This module aims to develop both knowledge and understanding of the hospitality industry and related sectors and an appreciation of the legislative and quality frameworks which the hospitality industry is subject to. The content of this module will introduce you to key concepts around operational, managerial and legislative practices. You will be provided with opportunities to explore the range and diversity of the sector both nationally and internationally and to research and apply legislative frameworks and standards. The module is linked to industry and employment and the inclusion of a practical visit to a hospitality venue to apply your knowledge is a central feature of the module. The hospitality industry is vast and multifaceted and this module will provide an overview of the sector to aid your understanding and help to support your achievement in future modules on the programme.

Learning Outcomes

- 1 Identify and discuss the sectors that make up the hospitality industry
- 2 Describe key operational issues that are relevant to the hospitality industry
- 3 Explain the importance of standardisation and quality management to the hospitality industry
- 4 Apply key legislation relevant to hospitality industry practices

Indicative Content

Context and significance

Key operational issues

Growth and changes in demand

Standardisation and quality management

Specialist nature of the industry

Key legislation

Trends and future developments

HEM402: Introduction to Events

Level 4 - Mandatory

Module Abstract

This module is a broad introduction to the events industry. The module aims to provide a broad introduction to the study of events management and develop an understanding of key concepts in events management. The role of events alongside their range and scale will be discussed, which will then progress to explore the significance of events for destinations and organisations. A key focus of the module will be recognising the responsibilities of an event manager including legal and ethical responsibilities. In addition to this the skills and attributes that an event manager requires will be discussed.

Learning Outcomes

- 1 Define different types of events and comment on their related characteristics
- 2 Discuss the role and significance of events for destinations and organisations
- 3 Identify the areas of responsibility, skills and attributes of an event manager
- 4 Describe the legal, ethical and regulatory frameworks in operation and how these are used to evaluate risk

Indicative Content

The significance of events

Historical developments

The role, scale and range of events

The significance of events for destinations and organisations

The impacts of events (economic, social and environmental)

Event organisations and associations

Responsibilities, knowledge and skills of a manager

Legal, ethical and regulatory frameworks

HEM403: Food and Beverage Management

Level 4 - Mandatory

Module Abstract

This module deals with the food and beverage sector of the hospitality and events industries. The module aims to develop an understanding of the factors which affect operations management within the food and beverage sector. You will investigate various types of production and service systems and assess these in relation to their efficiency and effectiveness in meeting consumer demand. Consumer needs and the supply and demand of food and beverages is a feature of this module and the teaching and learning activities will enhance your understanding of this vital element of the hospitality and events sectors. You will study Production and service systems, control processes and waste, loss and fraud, along with both quality and resource management. Menu design will be considered which is related to the concept of meeting consumer demands.

Learning Outcomes

- 1 Identify the factors that affect operations management within a variety of food and beverage contexts
- 2 Describe the benefits of control processes, procedures and documentation, for successful food and beverage business operations
- 3 Discuss consumer needs, wants and expectations in relation to planning, providing and evaluating food and beverage operations
- 4 Identify factors affecting product development and menu design including quality, cost and resource requirements

Indicative Content

Production systems

Service systems

Control Process

Managing waste, loss and fraud

Meeting and managing consumer needs

Menu Design

Quality management

Resource Management

HEM414: Introduction to Management Level 4 - Mandatory

Module Abstract

This module will give you the knowledge and understanding of contemporary key theoretical concepts of management within a variety of service oriented organisations. You will develop an understanding of talent management - the most effective ways to recruit, train, develop and retain staff within service organisations. This includes an appreciation of relevant UK employment legislation. You will also develop an awareness of individual and group behaviour within enterprises and how these factors can be managed for the benefit of the organisation. In particular, the importance of teams within the service sector will be studied and the ways in which effective teams are built and managed will be examined. Models and qualities of leadership will be appraised together with the effects different styles of leadership have on organisational culture and how both of these concepts can affect employee performance, engagement and retention. Throughout the module you will study the interpersonal skills required by managers in the tourism industry.

Learning Outcomes

- 1 Identify and analyse managerial practices in the sector making recommendations for improved operational efficiency.
- 2 Explain individual and group behaviours and organisational structures and their impact on effective management practices.

- 3 Assess and evaluate the significance of recruitment, training, development and retention practices to business success.
- 4 Analyse the importance of teams and teamwork for business efficacy and evaluate the ways in which teams are formed, maintained and sustained.
- 5 Explain the implications for compliance and non-compliance with UK and EU legislation relevant to the sector.

Indicative Content

Change, communication, diversity and conflict within organisations

Concepts of leadership, team building and group dynamics

Organisational culture

Job design and legal aspects of advertising and recruitment

Recruitment, selection and appointment processes

Induction, training, development and retention of staff

Managing employee performance

Dealing with grievance, disciplinary procedures and termination of the employment contract

HEM415: Customer Care and Service Quality Level 4 - Mandatory

Module Abstract

This module will provide a broad introduction to customer care and service quality within a service industry. The module will introduce you to the relationship between a tourism business and its customers and the ways in which we can maximise customer satisfaction and loyalty to ensure financial success. You will be able to look at the importance of social media in managing an organisation's reputation and will look at the ways of turning challenging customers into brand ambassadors. The module also provides the opportunity to explore financial aspects and legal frameworks which apply directly to the tourism industry. You will develop your understanding of the inter-relationship between health and safety issues and customer care, and the relevance of legislative frameworks in operation with respect to food, sale of goods and supply of goods and services. In addition, you will develop an appreciation of how service quality can be monitored and managed whilst evaluating costs and benefits to the organisation. The documentation, which is relevant to the tourism sector, will be examined to enable you to work with the tools and techniques used to identify and solve problems in service quality. Throughout the module you will study the interpersonal skills required in the tourism industry to ensure a quality service for the customer.

Learning Outcomes

- 1 Identify the factors that contribute to providing a quality service in the service sectors and explain the difference between product and service
- 2 Examine the importance of setting standards in the delivery of quality service to improve operational efficiency and effectiveness and assess the role that training plays in supporting the delivery of a quality service
- 3 Outline the tools and techniques used to identify and solve problems in service quality

4 Identify and evaluate legislation relevant to the provision of a quality service

Indicative Content

Customer care and service quality

Customer needs in service industries

Customer sensitivity and loyalty

Financial and legal aspects of customer care and service quality

Measuring customer satisfaction and setting standards for delivery of a quality service

Documentation to track quality service / standards

Food Regulations; safety and performance standards

Interpersonal skills; staff / customer relationships

Rewarding customer service

Role of social media and reputation management in customer care

BFC501-T-16: Work Based and Placement Learning Level 5 - Mandatory

Module Abstract

This module will provide you with the opportunity to undertake a period of work based learning under the direction of an employer and an academic supervisor enabling you to learn and develop in a working environment. The module will provide you with opportunities to develop an understanding of the key factors associated with working in industry and provide a framework for you to evidence key transferable skills gained in the work setting.

During your work based learning experience you will be expected to undertake a task or project negotiated between you, your tutor and the employer and set in the context of work and industry. Throughout your work based learning experience you will be expected to actively and critically reflect on the range of different processes engaged in for both productive work tasks and the completion of your project/task. It is also vitally important for you to work on integrating your knowledge from a theoretical perspective into a pragmatic work based context, this will support your critical analysis and reflections and help you to review, evaluate and make decisions based on the integration of theory and practice.

Critical reflection is essential for the achievement of the outcomes in this module and a substantial part of the assessment requires you to critically reflect, evaluate and make recommendations for action, a key skill in graduate employment.

To conclude this module you will be expected to design and deliver a presentation which reflects the processes and outcomes of your work based project and will be delivered to a selected audience. This presentation activity will help you develop and evidence your research, communication and organization skills and provides an interactive and fitting conclusion to your work in this module.

This module aims to draw together both your academic and practical development and prepares you for the nature and scope of the demands future graduate employment will make of you. It is an

opportunity to combine practical experience with theory and has the potential to support your learning in all other modules on your programme.

Learning Outcomes

- 1 Negotiate and undertake a work based project/task
- 2 Critically evaluate the process and work undertaken
- 3 Integrate theory and practice when proposing solutions and evaluating outcomes in work based settings.
- 4 Present the outcomes of the project to selected audiences.
- 5 Critically reflect and make recommendations to improve both personal and professional practice.

Indicative Content

Principles of Work Based Learning and negotiated projects

Identification of appropriate work based task/project and agreement from employer and tutor

The work based learning contract – roles and responsibilities

Project methodologies and tasks

Project management

Work based competencies

Reflective Practice

Integrating theory and practice

Subject specific sessions will be provided to contextualise the generic WBL content

HEM502: Hospitality and Events Planning Level 5 - Mandatory

Module Abstract

This module deals with the planning and organisation of an event. The module aims to develop an understanding of the key principles and practices in events planning. You will explore the process required for event concept development and the development of a feasibility study. There will be a focus on the relevant legislation that applies to events and undertake venue assessment. This will develop your ability to identify and assess risks associated with events and utilise project management tools and techniques. The assessments will focus on the development of an event idea/concept and then how you will deliver the event.

Learning Outcomes

- 1 Research and design an initial event concept, theme and programme
- 2 Identify relevant legislation that would apply to the planning and operation of specified events
- 3 Assess venue requirements for specific events
- 4 Identify and assess the risks associated with specific events

5 Use tools and techniques to project plan an event

Indicative Content

Key concepts of Events Planning and Procedures

Event market research and concept development

Event design, themes and programming

Event ideas screening and feasibility studies

Legislation and insurance requirements for events

Venue selection and assessment

Risk identification and assessment

Event project planning tools and techniques

HEM505: Live Event Project Level 5 - Mandatory

Module Abstract

This module follows on from the module Events Planning, the focus being on the delivery of an event. The module aims to give you the opportunity to design, plan and manage a live event. You will further your knowledge in all aspects of risk management, enabling theory to be put into practice. You will produce key documents e.g. event operations manual, promotional plan, team briefings, that are relevant to the event and develop the skills that are required to work as part of an effective group. This module will also allow you to develop an awareness of the importance of effective communications, event evaluation and self-reflection.

Learning Outcomes

- 1 Research, develop and plan for a live event
- 2 Prepare a feasibility study and project plan for the event, incorporating venue and risk assessment
- 3 Design an event operations manual and produce a risk management plan
- 4 Review, evaluate and reflect on the event management experience

Indicative Content

Event idea testing/ feasibility studies

Project planning

Budget planning

Networking and effective communication

Management of event risks

Venue and location assessment, management and design

Operational plans

Crisis Planning

Reflection and Evaluation

HEM511: Marketing Management Level 5 - Mandatory

Module Abstract

This module aims to provide you with an understanding of the principles of marketing and research, and how they may be applied to your service sector. You will examine concepts such as The Marketing Mix and discuss how they may be applied to your sector, and you will analyse and discuss how digital and social media are used as a marketing platform. Using case study materials to examine how these platforms are used within the service sector, you will examine contemporary marketing practices. You will explore marketing research and sampling methods as a means of selecting the correct approach to marketing for a given business.

Learning Outcomes

- 1 Define, discuss and appraise the nature and scope of marketing and research
- 2 Analyse the components of the marketing mix in relation to the tourism, hospitality and events sectors
- 3 Apply a traditional and digital/social media strategy to promotions within the tourism, hospitality and events sectors
- 4 Examine market research techniques and sampling methodologies and their appropriate usage in the sector

Indicative Content

Concept of marketing and market research

The Marketing Mix

Digital and social media marketing

Market Research techniques and sampling methods

HEM513: Business and Enterprise Level 5 - Mandatory

Module Abstract

This module aims to provide an introduction to the study of entrepreneurial activities and the study of business improvement. It will focus upon the importance of entrepreneurial and business activities in meeting, assessing and satisfying new market and marketing opportunities. It will provide the opportunity to evaluate the need for business planning from both an academic and conceptualised viewpoints and highlight the significance and range of influencing factors which affect business activities, developments and behaviour.

Learning Outcomes

- 1 Evaluate the content of a business or product proposal document to highlight areas for improvement
- 2 Create an innovative product, service or practice which meets the needs of business and conforms to the legislative frameworks and ethical practices
- 3 Analyse systems, procedures, legislation and business practices in order to make recommendations to improve efficiency and effectiveness
- 4 Use sales techniques to present business ideas

Indicative Content

Theories of Entrepreneurship Classical Theories and Typologies

The Product Process / Business Planning -Project Evaluation/ Strengths and Weaknesses

Identification and Analysis - Opportunity, effect, PESTEL, SWOT

Business Improvement and development

Marketing and Entrepreneurship Markets

Business Planning

Legislation and ethical practices

Managing Resources

Marketing Intelligence Importance

HEM514: Financial Management Level 5 - Mandatory

Module Abstract

The focus of this module is for the students to develop their knowledge and understanding of key theoretical conceptions and the practical application of accounting principles. The module supports your ability to apply the fundamentals of basic accounting and will build awareness of the production of financial statements for decision makers. The focus of the module is your ability to interpret and analyse financial accounts and recognise how this analysis can lead to business improvement. It will further explore the major problems associated with presenting and interpreting accounting information adhering to the Financial Reporting Standards (FRS).

Learning Outcomes

- 1 Specify the components of financial statements and prepare and present non-complex accounts in line with Financial Reporting Standards (FRS)
- 2 Analyse and interpret financial statements
- 3 Evaluate simple short-term and long-term financial decision making
- 4 Discuss the importance of effective financial management to an operational manager

Indicative Content

Key concepts of Accounting and users of financial statements

Financial statements - statement of financial position, income statements, cash flow statements

The valuation of assets

Analysis and interpretation of accounts

Budgets and control systems

Payroll

Short-term decisions and break-even analysis

Investment and long-term financial decisions

Performance evaluation

HEM601: Consumer Behaviour Level 6 - Mandatory

Module Abstract

This module aims to develop a critical awareness of the dynamic nature of consumer behaviour and to encourage students to critically evaluate and apply principles and theories from psychology, sociology and consumer theory. A major focus will be the ability to analyse and critically evaluate the behaviour of consumers in the marketplace. The importance of quality and marketing concepts within the hospitality and events sectors will also be evaluated. The role of new and emerging technology and how these impact on consumer behaviour will also be investigated.

Learning Outcomes

- 1 Critically analyse the buying process and the factors which influence consumer decision making
- 2 Critically assess the complexities involved in predicting consumer behaviour
- 3 Critically appraise the concept of Relationship Marketing
- 4 Evaluate the role of technology and the impact it has on consumer behaviour

Indicative Content

The nature and characteristics of Consumer decision making

Psychological influences on Consumer Behaviour

Learning Theory / Memory / Perception/ Personality / Attitudes

Sociological influences on Consumer behaviour

Status / Role / Norms / Group influences

Models of Consumer Behaviour

Internal marketing

Customer orientation and Quality performance

Relationship Marketing

The impact of technology

HEM603: Meetings, Incentives, Conventions and Exhibitions Level 6 - Mandatory

Module Abstract

This module will enable you to develop a critical awareness of the Meetings, Incentives, Conventions and Exhibitions sector and its significance for destination marketing/management and development. You will evaluate current destination provision for the Business Tourism sector in terms of venues, partner organisations, accommodation and social programmes against the changing business expectations of business consumers including the fast growing 'bleisure' trend.

As part of the assessment for this module, you will have the opportunity to research, develop and present a promotional bid document for a destination of your choice in response to a specified business tourism requirement. You will also be required to put together and deliver a dynamic, multi-media 'pitch' for an event within the MICE sector for your destination.

Learning Outcomes

- 1 Research and critically assess MICE provision in a given destination in line with consumer requirements.
- 2 Create and present an effective promotional bid proposal and document to an event organiser/buyer.
- 3 Critically evaluate the impact of MICE for the host community, economy and environment.
- 4 Investigate and critically examine impacts on the sector of the sharing economy.
- 5 Analyse the changing role of the Destination Management organisation.

Indicative Content

Key concepts, principles and practices in MICE development and management

Significance of MICE in terms of urban renewal, destination development and resort regeneration

Business tourism consumer

Competitive bidding process, research, format, information and presentation

Maximising funding and sponsorship opportunities

Stakeholder involvement and partnerships

Social programme design

HEM604: International Cultural Perspectives

Level 6 - Mandatory

Module Abstract

This module will encourage you to critically evaluate the cultural environment that an international hospitality business operates in. It will give you an international context for contemporary hotel management through the study of people, standards and products and how they transfer across borders and the degree of strategic fit or stretch involved. You will look at how a hospitality brand decides where to expand by completing extensive screening and give careful consideration to a company's corporate culture and how this might differ from that of the host country. A thorough understanding of the elements of national culture will help you to manage a multi-diverse workforce by adapting the management functions such as feedback, performance, leadership, conflict and change. In one assignment, you will have the opportunity to investigate a country of your choice in order to brief an expatriate manager for a period of work there in relation to the elements of culture s/he may encounter and how to adapt in order to make the posting a success.

Learning Outcomes

- 1 Critically analyse and predict the potential impact/implications of socio-economic and cultural diversity on an organisation.
- 2 Evaluate and summarise the needs, wants and expectations of an international hospitality workforce.
- 3 Critically examine the implementation of standards of performance to ensure consistency across cultures and nations.
- 4 Analyse and interpret critical success factors for the international hotel industry.
- 5 Critically evaluate the tensions between different home and host cultures in international hospitality development.

Indicative Content

International expansion in the hotel sector

Cultural diversity within international hospitality services

Selecting and preparing people for the delivery of international hospitality services

International classifications and standards of international service operation

Key concepts in International hospitality marketing

Defining international corporate social responsibility

HEM612: Strategic Management

Level 6 - Mandatory

Module Abstract

This module will provide a broad introduction to strategic management as practised by the hospitality, events and tourism industry today. You will already be familiar with operations management, but will now look at a different perspective that involves assessing where an organisation is currently, where it wishes to be, given its internal and external environments, and how it is going to get there. You will explore all the elements of strategy – analysis, choice and development and implementation and learn how the use of intellectual frameworks can assist in bringing strategic plans to fruition. Much of this module is applied, meaning that you can see the strategic management process in action in relation to businesses in the hospitality, events and tourism industry, from major players such as tour operators, hotels and airlines to restaurant start-ups and budget companies covering a range of different business models. This case analysis approach is designed to develop your analytical and evaluative skills. You will also look at the most current issues in strategy management today, using journals and the internet to explore how and why an organisation might pursue a strategy of for example, engagement with social media, a strategy of employee engagement for the millennial generation or of corporate social responsibility.

Learning Outcomes

- 1 Critically analyse and evaluate conceptual frameworks, models and theories of strategic management
- 2 Evaluate strategic problems and issues facing the hospitality and events industries.
- 3 Justify and apply models of change to aid strategic analysis
- 4 Generate and critically evaluate strategic solutions for large, medium and small, national and international, hospitality and events businesses

Indicative Content

Strategic analysis – using frameworks to establish positioning current and desired

Strategic methods – competitor intelligence, portfolio analysis

Strategic choice – expansion options, Porters' generic strategies

Strategic implementation – change and leadership

HEM615: Dissertation Level 6 - Mandatory

Module Abstract

This module will provide you with the opportunity to pursue an in-depth, ethically sound study of your own choice with limited supervision from a member of staff whose specialisms are best suited to your subject. It will enable the further development of your primary and/or secondary research skills and their application and will also further develop your critical analysis, reflection and evaluation skills to assist with the formulation of ideas and development of valid conclusions and recommendations. During the module, you will have an opportunity to communicate your ideas in verbal, visual and written formats to selected and/or target audiences. It is recommended that you discuss your research with peers and give them feedback. This exchange ideas promotes the sense of an academic community and a reinforcement of study skills. The module will also enhance your personal skills of self-management and independent learning through the planning, operation and completion of this extended piece of work.

Learning Outcomes

- 1 Propose a relevant area of investigation and formulate a research proposal appropriate for the subject discipline
- 2 Provide a critical review of relevant literature and related concepts to form an effective framework for the study
- 3 Plan and carry out an ethically sound programme of work with limited supervision within which appropriate methodologies and analytical techniques are applied to the investigation
- 4 Clearly communicate the nature, rationale and outcomes of the work drawing valid conclusions and /or making logical recommendations appropriate to the objectives of the dissertation.

Indicative Content

Dissertation aims, planning and management

Research proposal formulation

Critical literature review and effective framework

Ethically sound primary research

Presentation, analysis and evaluation of findings

Valid conclusions and recommendations

ADDITIONAL COSTS

As an enhancement to the programme there may be optional educational visits which will incur costs dependent on the location.

EQUIPMENT REQUIREMENTS

Resources required to achieve the learning outcomes of the programme are provided by the College. You should be aware that there may be additional minor costs to consider such as photocopying/printing.

STUDENT PROTECTION PLAN

The B&FC [Student Protection Plan](https://www.blackpool.ac.uk/info-for-he-students) sets out the measures that we have put in place to protect you as a student in the unlikely situation where a risk to the continuation of your studies arises. Our plan has been approved by the Office for Students and is available on our website <https://www.blackpool.ac.uk/info-for-he-students>