



Programme Specification

HEM-2016: Hospitality and Events Management

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

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

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Hospitality and Events Management programme and the learning outcomes that you as a student might reasonably be expected to achieve and demonstrate on successful completion of the programme.

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

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

Key Programme Information

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
Approval Status	Approved
Approval Date	27 April 2017
JACS Code	
Programme Leader	Ian Mills

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

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.

Admission Criteria

Acceptance for Level 4 entry to the programme would normally be on the basis of either:

120 UCAS points or 48 UCAS points (2017 tariff)

or

Discretionary entry for non-standard applicants based on current/previous employment and experience.

Acceptance for Level 6 entry would be on the basis of:

Completion of a Lancaster University Foundation Degree in a hospitality or events related topic.

Career Options and Progression Opportunities

It is expected that as a graduate from this foundation degree you will progress onto further study at level 6 or obtain junior managerial appointments in luxury hotels, bars and restaurants. The programme will enable you to develop the essential knowledge and skills that will prepare them for future success in work and life whether it being in the hospitality and events industry or due to the transferable nature of the skills and knowledge obtained, other business related industries.

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, 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

Pathway	Module	Level	Credits	Coursework	Practical	Written Exam
Stage 1						
Stage exit award: LU Certificate of Higher Education (Awarded by Lancaster University)						
All	B4HUEM: 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						
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						
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%		

Programme Delivery: 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.

Programme Delivery: 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.

Programme Delivery: 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 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.

Study Costs: 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.

Study Costs: Additional Costs

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