UNIVERSITY OF EAST LONDON
PROGRAMME SPECIFICATION

Programme Aim and Title	BA (Hons) Hospitality Management
Intermediate Awards Available	BA, DipHe, CertHe Hospitality Management
Teaching Institution(s)	University of East London – on campus
Alternative Teaching Institutions (for local arrangements see final section of this specification)	London College of Contemporary Arts (level 6) OLC Europe
UEL Academic School	Royal Docks School of Business and Law
UCAS Code	
Professional Body Accreditation	Institute of Hospitality
Relevant QAA Benchmark Statements	Subject Benchmark Statement : Business and Management February 2015 Subject Benchmark Statement: Events, Hospitality, Leisure, Sport and Tourism November 2016
Additional Versions of this Programme	BA (Hons) International Hospitality Management BA (Hons) Hospitality Entrepreneur
Date Specification Last Updated	October 2018

Programme Aims and Learning Outcomes

This programme is designed to give you the opportunity to:

- Demonstrate a clear understanding of the dynamics and complexity of the hospitality industry and its sub-sectors.
- Evaluate the tasks, roles and practical problems of those in management / decision-making positions within the industry / sector;
- Develop critical thinking skills that utilises knowledge of hospitality management principles and practices to hospitality-based operations and facilities.
- Demonstrate a range of personal transferable and sector-specific skills and knowledge and make informed choices about future career direction or proceed to further study.

What you will learn:

Knowledge
- Appreciate and reflect on the impacts of the hospitality industry on the environmental, economic, social and cultural fabric of society.
- Recognise and consider the management disciplines which underpin the management of the hospitality industry and their individual operations.

- Understand the markets, customers' needs and behaviour, and other drivers of change that affect the development of the hospitality industry and their products.

Thinking skills
- Apply models and frameworks to desk, field and work-based research problems.
- Analyse and evaluate theories and models related to hospitality management and operations.
- Synthesise, evaluate and interpret primary and secondary data.

Subject-Based Practical skills
- Develop effective management strategies for hospitality organisations.
- Apply financial planning and budgeting skills that will assist managers in their decision making processes.
- Prepare practical business related studies (business plans, destination plans, marketing plans etc.).

Skills for life and work (general skills)
- Communicate effectively in written and oral form.
- Work as a member of, or to lead a team.
- Apply quantitative and qualitative research skills and make practical recommendations based on an evaluation of the different data sources.

Learning and Teaching

The Learning and Teaching Strategy follows the following pattern:

Level 4: introduction of academic and research skills; formative assessment to identify study skills issues; coursework to test understanding of key concepts and theories; understanding of sectoral structures, issues; and management and market issues. Employability and work based skills are developed and assessed through all modules at Level 4. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, specialist inputs from support services. Moodle is used to support students by posting lecture notes, academic and popular articles, seminar case studies, wikis, blogs, discussion forums to monitor formative assessment, details of course work and other announcements.

Level 5: continues to develop academic and research skills, especially in report writing, logical thinking, evidence gathering and interpretation; exams seek students to be apply to apply theories to case studies; employability and work based skills and knowledge are developed and assessed through the modules at this level. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars, specialist inputs from support services. Moodle is used to support students by posting lecture notes, academic and popular articles, seminar case studies, details of course work and other announcements.

Level 6: seeks to encourage more self-managed learning through the research / management report/primary research report and links may be made to the students' work experience in these. The modules are typically more class based in that they require students to use theory to critically

to examine certain issues and topics. A combination of teaching approaches are employed including lectures, guest lectures, residential and day field trips, group and individual project work, student led seminars. Moodle will be used to provide supportive material and to communicate with students via announcements.

Knowledge is developed through
- The lecture programme and students' self-managed study. (Core knowledge and understanding).
- Evaluative work in seminars and workshop sessions, and residential and day field study visits. (Deeper understanding).
- Guided reading.
- Knowledge-based activities with feedback.
- Online discussions and activities.
- Case study analysis, guest speakers, residential and day field trips, and applying theory to real-life examples and situations (help to ensure that the degree is both up to date and vocational).
- The guest speaker programme (brings students in contact with contemporary industry managers).

Thinking skills are developed through
- Reflective activities with feedback.
- Online discussions and activities.
- Preparation for major assignments; Research Project.
- Case study, seminar and workshop sessions encourage the student to analyse and evaluate data and development and management scenarios.

Practical skills are developed through
- IT activities with feedback.
- Research skills-based activities with feedback.
- Preparation of presentations.
- Completion of group based or individual assignments.

Skills for life and work (general skills) are developed through
- Planning activities with feedback.
- Project work.
- Managing time so assignment deadlines are met.
- Presenting ideas or arguments in a clearly structured manner.

Assessment

The assessment instruments in all cases will be contextualised to enable students to engage in both formative and summative developments in relation to hospitality and related management theories and to practical settings. The assessment of vocational knowledge and skills is central to the assessment strategy for the programme but the assessment process also focuses on the development of the academic skills of research, critical analysis, evaluation and synthesis. There are different forms of assessment appropriate to the learning outcomes of the module and facilitate students making links between theory and practice, with a focus on developing practice, where applicable.

Knowledge is assessed by
- Coursework.
- Essays.
- Examinations.
- Industry-related practice.
- Poster presentations.

Thinking skills are assessed by
- Coursework.
- Examinations.
- Project work.
- Reflective studies.

Practical skills are assessed by
- Practical reports.
- Portfolio completion.
- Industry-related practice.

Skills for life and work (general skills) are assessed by
- Project work.
- Group work.
- Written, visual and verbal presentations.
- Coursework.

Students with disabilities and/or particular learning needs should discuss assessments with the Programme Leader to ensure they are able to fully engage with all assessment within the programme.

Work or Study Placements

We encourage full time students to seek work experience during their academic course, either during the summer vacations, or to take a 'sandwich year' out between level 5 and level 6 of their studies (for those students studying the international pathway). Those students who successfully opt for the BA (Hons) International Hospitality Management will be enrolled on an Industrial

Placement module which will appear in the final transcript as evidence of the sandwich placement year. An employment liaison officer oversees the administration of the year out placements and assists in helping students secure a placement. This placement can be either based in the UK in an international based hospitality organisation or outside of the UK in a number of destinations including, the USA, South America and Asia.

There is also an optional 'Student Internship' module which students can take during their Level 5 study.

The placement provides the opportunity for the student to contextualise their modules and to develop an overall perspective of how their placement organisation specifically and the sector more generally operates from a 'real' rather than an 'academic' perspective. During the placement, students will be given the opportunity to apply their knowledge and skills to a business setting and through a process of self-reflection and critical analysis, will integrate their academic-based knowledge with their work experience and in consequence extend and contextualise their professional knowledge. The placement is intended to encourage greater exit velocity in students at honours level, by fostering the personal development and, in most cases, the technical knowledge and skills which will allow them to make a dynamic contribution to their programme during their final year. It should also provide students with a basis upon which to make informed career choices and should consolidate the enthusiastic demand shown by employers for graduates from UEL programmes. As well as equipping our students with work experience it is not unusual for many students to be invited back to their placement organisation, after graduation, as a first career destination.

Programme Structure

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

3   Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme.
4   Equivalent in standard to the first year of a full-time undergraduate degree programme.
5   Equivalent in standard to the second year of a full-time undergraduate degree programme.
6   Equivalent in standard to the third year of a full-time undergraduate degree programme.
7   Equivalent in standard to a Masters degree.

Programmes are made up of modules that are each credit weighted.

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The module structure of this programme:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	TM4002	Tourism and Hospitality: Concepts and Approaches (Keystone)	30	Core	N
4	TM4000	People, Organisations and Management	30	Core	N
4	TM4006	Service Sector Marketing: Principles and Practices	30	Core	N
4	TM4008	The Business Environment for Hospitality, Tourism and Events	30	Core	N
5	TM5107	Hospitality Management and Service Delivery	15	Core	N
5	TM5100	Finance for Tourism, Hospitality and Events	15	Core	N
5	TM5109	Food and Beverage Management	15	Core	N
5	TM5102	Leadership and Entrepreneurship in the Service Sector	15	Core	N
5	TM5101	Research Methods	15	Core	N
5	TM5105	Understanding Tourism, Hospitality and Event Experiences	15	Core	N
5	TM5108	E-Business and Web Design	15	Option	N

5	TM5106	Managing the Impacts and Implications of Events	15	Option	N
5	TM5011	Destination Marketing	15	Option	N
5	TM5104	Social Media Communications in the Service Sector	15	Option	N
5	TM5003	Celebration, Ritual and Culture in the Events Industry	15	Option	N
5	TM5012	Work based project via student internship	15	Option	N
P		Placement Year	120P	Only available to International Hospitality Management pathway where it is Core	N
6	TM6105	Research Project (Capstone)	30	Optional – Management and International Pathways must choose this or Consultancy Project	N
6	TM6106	Consultancy Project (Capstone)	30	Optional – Management and International Pathways must choose this or Research Project	N
6	TM6107	Enterprise Project (Capstone)	30	Only available to Hospitality	N

				Entrepreneur pathway where it is Core	
6	TM6104	Innovation and Enterprise in the Service Sector	15	Core	N
6	TM6111	Meetings, Incentives, Conferences and Events (MICE)	30	Core	N
6	TM6013	Sport and Event Tourism	15	Core	N
6	TM6101	Food, Society and Culture	15	Core	N
6	TM6102	Visual Merchandising and Psychology	15	Option	N
6	TM6103	Gastronomy	15	Option	N
6	TM6100	Financial and Revenue Management	15	Option	N

Please note: Optional modules might not run every year, the programme team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the programme module structure:

A core module for a programme is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a programme is a module selected from a range of modules available on the programme.

The overall credit-rating of this programme is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Programme Specific Regulations

Not applicable

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of the BA (Hons) Hospitality Management and BA (Hons) Hospitality Entrepreneur programme is 3 years full-time or 6 years part-time. The expected duration of the BA (Hons) International Hospitality Management programme is 4 years full-time or 7 years part-time.

A student cannot normally continue study on a programme after 4 years of study in full time mode unless their course includes a placement year or exceptional circumstances apply and extenuation has been granted. The limit for completion of a programme in part time mode is 8 years from first enrolment.

Further Information

More information about this programme is available from:

- The UEL web site (www.uel.ac.uk)
- The programme handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- London College of Contemporary Arts website (www.lcca.org.uk)
- OLC Europe website (www.olceurope.com)

All UEL programmes are subject to thorough programme approval procedures before we allow them to commence. We also constantly monitor, review and enhance our programmes by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

UEL, London College of Contemporary Arts and OLC Europe

Some modules also incorporate field trips which may involve students in activities taking place for periods of between several hours to several days. Students are given detailed information at the beginning of each module and these field trips are optional but will enhance the student's curriculum and studies. These field trips will range from being free of charge to approximately £300 (depending on nature of field trip and the length). The more expensive field trips will be subsidised.

Students at OLC Europe must also pay for their own printing, which costs 5p per page.

Alternative Locations of Delivery

The Institute of Hospitality accreditation applies to delivery on UEL campus only, however students taught at collaborative partners would still be granted access to the membership benefits via their UEL email address.

London College of Contemporary Arts (level 6).

Level 6 of this programme is also taught in English at London College of Contemporary Arts. No options are offered. The following modules are offered as core: TM6105, TM6104, TM6111, TM6101, TM6013, TM6102.

OLC Europe

The programme is taught at both the Bolton and Manchester campuses full-time mode of delivery only.

The following modules are offered as optional at level 5: TM5108, TM5106, TM5104 and TM5012

TM6105 is offered as core at level 6. (TM6106 is not offered at OLC level 6). The following modules are offered as optional at level 6: TM6102 and TM6100.