

University of Plymouth

Faculty of Arts, Humanities and Business

Plymouth Business School

Programme Specification

BSc (Hons) Hospitality Management
Programme Code 0473

September 2020

1. **BSc (Hons) Hospitality Management**

Final award title

BSc (Hons) Hospitality Management

Level 4 - Certificate of Higher Education

Level 5 – Diploma of Higher Education

UCAS code N220

HECOS code 100084 / Hospitality Management

2. **Awarding Institution:** University of Plymouth

Teaching institution(s): University of Plymouth

3. **Accrediting body(ies).** Institute of Hospitality

Summary of specific conditions/regulations: none

Date of re-accreditation: August 2024

4. **Distinctive Features of the Programme and the Student Experience**

The BSc (Hons) Hospitality Management is a qualification designed to provide a strongly vocational theme relevant for a wide range of employment sectors in the hospitality industry. Hospitality continues to be one of the largest growth industries. Its successful management depends on high quality business skills and the ability to provide consumer satisfaction. Hospitality embraces a wide range of sectors including: contract catering (including event catering), hotels, leisure (such as theatres and casinos), licensed retail (pubs and clubs), restaurants and welfare catering. The course aims to equip students with appropriate knowledge and understanding of hospitality and to develop skills needed for employment or further study.

3 years full time or 4 years sandwich course including optional industrial placement. This particular degree is intended to prepare graduates for employment in management with some of the world's largest hospitality companies. Management positions are available in hotels, restaurants, conference centres, licensed premises, the welfare sector, resort complexes, sports clubs, visitor attractions, cruise liners and the travel sector. British management expertise is universally respected and, with the globalisation of the industry, new job opportunities are appearing in a host of countries, providing graduates with the option of travel.

Students will commence their study in the first year (level 4) with an immersive 4 week module that is designed to introduce students to their programme and create the best conditions for students to start their Undergraduate programme.

5. Relevant QAA Subject Benchmark Group(s)

Students will have a comprehensive knowledge of hospitality (in line with the national benchmark for **hospitality**, contained within the 'hospitality, leisure, sport and tourism' benchmark) with areas of specialisation, determined by choice of project work. See the Programme Specification Mapping (Appendix 1).

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-events-leisure-sport-tourism.pdf?sfvrsn=c339c881_11

6. Programme Structure

You will study over three years, at three levels, one for each year of study. All modules are 20 credits except the Honours Project which is 40 credits.

	Level 4	Level 5	Level 6
Core modules Semester 1	An Introduction to Sustainable Tourism, Hospitality, Events and Cruise Management (HTM151) 4 weeks	Hospitality Business Development and Performance (HTM249)	Business Strategy and Consultancy for the Tourism, Hospitality and Events Sectors (HTM342)
	Event Production (HTM147)	Contemporary Food Concerns (HTM233)	Honours Project (40 credits) (HTM314) AY
	Cruise and Hospitality Operations (HTM153)	Contemporary Business Management for Hospitality Organisations (HTM234)	Managing Service Innovation (HTM322)
	Management and Employability Skills (HTM156) (AY)		
Core modules Semester 2	Principles of Design and Themes (HTM109)	Food and Drink Management (HTM232)	Hospitality Dynamics (HTM333)
	Spa and Resort Management (HTM144)	Research Methods (HTM251)	Honours Project (40 credits) (HTM314) AY
	Management and Employability Skills (HTM156) (AY)		
You will choose ONE further module		Languages (AY)	Languages (AY)
		Event Planning and Strategy (HTM250) (sem. 1)	Professional and Academic Communication (ELC315) (sem. 1) #
		Cruise Operations and Passenger Services (HTM245) (sem. 2)	Leadership (HTM339) (sem. 1)
		English for Academic Purposes (ELC203) (sem. 2) #	Current Event Issues (HTM341) (sem. 2)
			Cruise Operations Continuity Planning (HTM311) (sem. 2)
			International Business Communication (ELC314) (sem. 2) #
Zero Credit Modules		Career Investment Programme 2 (HTMP202)	Career Investment Programme 3 (HTMP301)

		Academic Skills for International Direct Entry Second Year Students DEAS200 (for those that didn't do ELC016) #	Academic Skills for International Direct Entry Final Year Students DEAS300 (for those that didn't do ELC016) #
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only available to students whose native language is not English

7. Programme Aims

All tourism and hospitality programmes provide students with the opportunity to:

- demonstrate knowledge and understanding of those disciplines relevant to their programme of study;
- develop capabilities of analysis, synthesis and evaluation appropriate to their level of study;
- work effectively both as individuals and team members;
- plan and manage learning;
- apply knowledge, understanding and skills to the solution of problems relevant to their discipline(s);
- communicate effectively;
- apply appropriate practical and IT skills.

In addition, for BSc (Hons) Hospitality Management students, the programme provides them with the opportunity to:

- use technical and interpersonal skills and knowledge to propose and evaluate practical and theoretical solutions to complex problems in the core areas of hospitality;
- recognise and value the centrality of the hospitality consumer and meet and respond to their needs;
- identify and respond appropriately to the diversity that prevails within the hospitality industry in relation to stakeholders such as: hospitality consumers, hospitality employees, hospitality organizations, government and external agencies;
- evaluate and apply, within the hospitality context, appropriate theories and concepts from the generic management areas of: operations management, finance and management accounting, human resources and organisational behaviour, services marketing, information systems and technology, strategic management;

- analyse and evaluate the defining characteristics of hospitality as a phenomenon;
- analyse and evaluate the business environment and its impact on the hospitality industry.

8. Programme Intended Learning Outcomes

8.1. Knowledge and understanding

On successful completion graduates should be able to:

- 1) evaluate critically, from a strategic perspective, the interaction of hospitality systems within the business environment;
- 2) evaluate critically the complex interaction of the hospitality customer, the hospitality employee, and the hospitality resource;
- 3) demonstrate an understanding of the underpinning principles of business and the ability to apply them creatively;
- 4) apply learning and understanding of food operations to meet the needs of society, industry and consumers for high quality, safe and innovative food products;
- 5) integrate subject specific knowledge and transferable skills to develop a specialism in depth, conduct a research investigation, and effectively report the findings.

8.2. Cognitive and intellectual skills

On successful completion graduates should be able to:

- 1) analyse new and/or abstract information and situations without guidance, using a range of appropriate techniques;
- 2) transform abstract information and concepts towards a given purpose;
- 3) critically evaluate evidence to support conclusions and/or recommendations, reviewing its reliability, validity and significance;
- 4) deal with contradictory information and identify reasons for contradictions;
- 5) be confident and flexible in defining complex problems and apply appropriate knowledge and skills to their solutions

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to evidence:

- 1) transferable communication skills
- 2) Interpersonal and team working skills

- 3) Self management and professional development skills
- 4) ICT skills
- 5) Numeracy skills

8.4. Employment related skills

On successful completion graduates should have developed:

- 1) Problem solving and research methods skills
- 2) Understand a variety of common responses to gather relevant information
- 3) Learning skills (reflection/evaluation synthesis)

8.5. Practical skills

On successful completion graduates should have developed:

- 1) Presentation and oral communication skills
- 2) Written Communication skills
- 3) Computer and Information Management Technology Skills

9. Admissions Criteria, including APCL, APEL and Disability Service arrangements

All applicants must have GCSE (or equivalent) Maths and English at Grade C or above.

Entry Requirements for BSc (Hons) Hospitality Management	
A-level/AS-level	Normal minimum entry requirements are 96 at A-level. Including a minimum of two A-levels. Excluding general studies.
BTEC National Diploma/QCF Extended Diploma	Overall merit/distinction profile to equate to 96 points
Access to Higher Education at level 3	Access to HE Diploma at Level 3 - pass required.
Welsh Baccalaureate	96 points
Scottish Qualifications Authority	96 points
Irish Leaving Certificate	Passed at Higher Level - acceptable only when combined with other qualifications
International Baccalaureate	24 IB Diploma points If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all other elements.

10. Progression routes/criteria for progression to Final and Intermediate Awards

As per University regulations

11. Non Standard Regulations

None

12. Transitional Arrangements for existing students looking to progress onto the programme

NA

Appendices

Programme Specification Mapping (UG) – core/elective modules

Programme Specification Mapping (PGT)

Appendix 1: Programme Specification Mapping (UG): module contribution to the meeting of Award Learning Outcomes

CORE MODULES: tick those Award Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.

Core Modules		Award Learning Outcomes contributed to (for more information see Section 8)																					Compen sation Y/N	Assessment Element(s) and weightings [use KIS definition] E1- exam E2 – clinical exam T1- test C1- coursework A1 – generic assessment P1 - practical
		Knowledge & understanding (8.1)					Cognitive & intellectual skills (8.2)					Key & transferable skills (8.3)					Employment related skills (8.4)			Practical skills (8.5)				
		1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	1	2	3		
Level 4	HTM151	x	x	x			x	x				x	x	x	x			x	x	x	x	x	Y	C1 100%
	HTM153			x								x		x	x					x	x		Y	C1 100%
	HTM156			x								x		x	x					x	x		Y	C1 60% P1 40%x
	HTM109			x			x	x				x	x	x	x	x	x	x	x	x	x	x	Y	C1 60% P1 40%
	HTM144	x	x	x			x	x	x				x	x				x	x		x		Y	C1 100%
	HTM147		x	x	x		x	x				x	x	x										C1 100%
Level 4 LOs		x	x	x	x		x	x	x			x	x	x	x	x	x	x	x	x	x	x		
Level 5	HTM249	x		x			x	x				x	x			x			x			Y	C1 50% E1 50%	
	HTM233	x	x	x	x	x	x		x		x	x	x	x		x	x	x	x	x		Y	C1 80% P1 20%	
	HTM234		x	x			x		x	x	x	x	x	x		x	x	x		x		Y	C1 70% T1 30%	
	HTM232	x	x	x	x				x					x				x		x		Y	C1 100%	
	HTM251					x	x	x	x		x	x			x		x			x	x	Y	C1 100%	
Level 5 LOs		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			
Level 6	HTM333	x	x	x			x					x	x		x				x		x	Y	C1 100%	
	HTM314					x	x	x	x	x	x	x		x	x	x	x		x	x	x	N	C1 100%	
	HTM322	x	x	x				x	x			x		x					x			Y	C1 50% P1 50%	
	HTM342	x	x	x	x		x					x	x	x		x	x	x	x	x		Y	C1 100%	
Level 6 LOs		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			

Confirmed Award LOs	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
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ELECTIVE MODULES: tick those Award Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.

Elective Modules		Award Learning Outcomes contributed to (for more information see Section 8)																				Compensation Y/N	Assessment Element(s) and weightings [use KIS definition] E1 - exam E2 - clinical exam T1 - test C1 - coursework A1 - generic assessment P1 - practical	
		Knowledge & understanding (8.1)					Cognitive & intellectual skills (8.2)					Key & transferable skills (8.3)					Employment related skills (8.4)			Practical skills (8.5)				
		1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	1	2			3
Level 5	HTM245	X	X			X	X	X	X		X	X		X			X			X	X	X	Y	C1 100%
	HTM250	X	X	X			X	X	X			X				X			X		X		Y	C1 100%
	Languages											X	X	X					X	X	X		Y	P1 100%
	ELC203											X							X	X	X		Y	C1 100%
Level 5 LOs		X	X	X		X	X	X	X		X	X	X		X	X		X	X	X	X			
Level 6	HTM311	X	X	X	X		X	X	X	X	X	X	X			X	X	X	X	X	X	Y	C1 100%	
	HTM339	X		X							X	X	X					X	X	X		Y	C1 70% P1 30%	
	HTM341			X			X	X	X		X	X							X			Y	C1 100%	
	Languages											X	X	X					X	X	X		Y	P1 100%
	ELC314			X								X							X				Y	C1 60% P1 40%
	ELC315								X			X		X					X	X			Y	C1 80% P1 20%
Level 6 LOs		X	X	X	X		X	X	X	X	X	X	X		X	X	X	X	X	X	X			
Confirmed Award LOs		X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	X			