PEARSON BTEC LEVEL 5 HND DIPLOMA IN HOSPITALITY MANAGEMENT
MODULE SYNOPSIS

1. The Contemporary Hospitality Industry

This unit will enable learners to gain understanding of the nature and diversity of hospitality and its constituent industries, including the range of job roles and employment possibilities.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand the current structure of the hospitality industry

. 2 Understand staffing in the hospitality industry

. 3 Understand recent developments affecting hospitality

. 4 Be able to recognise potential trends and developments in hospitality.

2. Finance in the Hospitality Industry

This unit will enable learners to develop practical understanding of the accounting techniques used to control costs and profits, and to support managers in making effective short-term decisions.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand sources of funding and income generation for business and services industries

. 2 Understand business in terms of the elements of cost

. 3 Be able to evaluate business accounts

. 4 Be able to analyse business performance by the application of ratios

. 5 Be able to apply the concept of marginal costing.

3. Customer Service

This unit enables learners to gain understanding of customer service policies and the purpose of promoting a customer-focused culture and to gain skills to provide customer service.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand customer service policies within business and services contexts

. 2 Understand the purpose of promoting a customer-focused culture

. 3 Be able to investigate customer requirements and expectations

. 4 Be able to provide customer service within business and services contexts to meet required standards.

4. Research Project

To develop learners' skills of independent enquiry and critical analysis by undertaking a sustained research investigation of direct relevance to their Higher Education programme and professional development.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand how to formulate a research specification

. 2 Be able to implement the research project within agreed procedures and to specification

. 3 Be able to evaluate the research outcomes

. 4 Be able to present the research outcomes.

5. Food and Beverage Operations Management

This unit will enable learners to gain understanding of the day-to-day activities and procedures involved in food and beverage operations, whilst also developing a range of practical operational skills.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand different food and beverage production and service systems

. 2 Understand the financial controls used in food and beverage operations

. 3 Be able to devise menus for hospitality events

. 4 Be able to provide food and beverage services for hospitality events.

6. Rooms Division Operations Management

This unit will provide learners with a comprehensive understanding of contemporary rooms' division operations management and the importance of revenue management to operations.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand services provided by the rooms division in diverse contexts

. 2 Understand the impact of contemporary management issues on the effective management and business performance in the front of house area

. 3 Understand factors that contribute to effective management and business performance in the accommodation service function

. 4 Be able to apply techniques to maximise and measure occupancy and rooms revenue.

7. The Developing Manager

This unit enables learners to gain understanding of behaviour management principles and gain skills to review their managerial potential, show managerial roles and responsibilities and create a career development plan.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand principles and practices of management behaviour

. 2 Be able to review own potential as a prospective manager

. 3 Be able to show managerial skills within a business and services context

. 4 Be able to create a career development plan for employment within a business and services context.

8. Marketing in Hospitality

This unit enables learners to understand the concepts of marketing, the role of the marketing mix, the marketing cycle, and gain skills in using the promotional mix.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand the concepts of marketing in a services industry context

. 2 Understand the role of the marketing mix

. 3 Be able to use the promotional mix

. 4 Understand the marketing cycle in a services industry environment.

9. Human Resource Management for Service Industries

This unit enables learners to gain understanding of human resource management, employee relations and employment law, recruitment and selection, and training and development in service industries.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand human resource management

. 2 Understand the effect of employee relations and employment law on service industries businesses

. 3 Understand the recruitment and selection process

. 4 Understand training and development in service industries businesses.

10. Conference and Banqueting Management

This unit will enable learners to gain an understanding of the operational issues that affect the success of the conference and banqueting sector and the factors influencing its development.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand the nature of the conference and banqueting sector and the factors influencing its development

. 2 Understand the key strategic and operational issues involved in the effective management of conference and banqueting events

. 3 Understand food production and service systems

. 4 Understand the ergonomic considerations in the organisation of conference and banqueting event.

11. Hospitality Contract and Event Management

This unit will enable learners to gain understanding of contract and event management in the hospitality industry, including the diversity of the services and products, and factors that optimise business performance.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand external factors that affect planning and management in the event and contract sectors

. 2 Understand the operational issues which affect the success of event management

. 3 Understand the client and contractor relationship

. 4 Understand the financial processes involved in tendering for and implementation of events.

12. The Travel and Tourism Sector

This unit enables learners to gain understanding of the travel and tourism sector, the influence of government, the effects of supply and demand, and the impacts of tourism.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand the history and structure of the travel and tourism sector

. 2 Understand the influence of local and national governments and international agencies on the travel and tourism sector

. 3 Understand the effects of supply and demand on the travel and tourism sector

. 4 Understand the impacts of tourism.

13. Sustainable Tourism Development

The aim of this unit is for learners to gain understanding of the rationale and different approaches to tourism planning and development, sustainable tourism, current issues and impacts of tourism.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand the rationale for planning in the travel and tourism industry

. 2 Understand different approaches to tourism planning and development

. 3 Understand the need for planning for sustainable tourism

. 4 Understand current issues related to tourism development planning

. 5 Understand the socio-cultural, environmental and economic impacts of tourism in developing countries and emerging destinations.

14. Tourist Destinations

The aim of this unit is to enable learners to gain understanding of UK and worldwide destinations, their cultural, social and physical features, their characteristics and issues affecting their popularity.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand the scope of key UK and worldwide tourist destinations

. 2 Understand the cultural, social and physical features of tourist destinations

. 3 Understand how the characteristics of destinations affect their appeal to tourists

. 4 Understand issues likely to affect the popularity of tourist destinations.

15. Personal and Professional Development

This unit aims to help the learner become an effective and confident self-directed employee. This helps the learner become confident in managing own personal and professional skills to achieve personal and career goals.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Understand how self-managed learning can enhance lifelong development

. 2 Be able to take responsibility for own personal and professional development

. 3 Be able to implement and continually review own personal and professional development plan

4 Be able to demonstrate acquired interpersonal and transferable skills.

16. Employability Skills

This unit provides learners with the opportunity to acquire honed employability skills required for effective employment.

- **Learning outcomes**

On successful completion of this unit a learner will:

. 1 Be able to determine own responsibilities and performance

. 2 Be able to develop interpersonal and transferable skills

. 3 Understand the dynamics of working with others

. 4 Be able to develop strategies for problem solving.