MODULE DESCRIPTOR

MODULE TITLE	Hospitality Concepts and Innovations		
Module Code	19-7H02-00S		
Level	7		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	Coursework 40% Coursework 60%		
Pre-Requisite Modules *(if applicable)*	None		
Delivered according to Standard Academic Calendar YES	**Long:** 2 semesters NO	**Short:** 1 semester YES	**Other delivery pattern:**

1   MODULE AIMS

The aims of the module are to:

1. develop understanding of hospitality concepts through in depth analysis of the key sectors of the industry;

2. identify and critically appraise through research, discussion and use of relevant literature new innovations occurring within the industry; and

3. evaluate strategies used in the achievement of operational excellence within the hospitality industry.

2   MODULE LEARNING OUTCOMES
BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. evaluate examples of continuous and step change innovation within hospitality firms and the key business processes that drive them

2. consider the main drivers towards internationalisation of major hospitality brands and evaluate factors that impact on successful internationalisation

3. consider corporate social responsibility (CSR) and analyse its application within the hospitality industry

4. analyse consumer trends and their potential impact on the hospitality industry

5. evaluate current developments in hotels, restaurants and other sectors of the food service and accommodation and relate these to theses studied with the module

3   INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Students will engage in lectures, analysis of academic papers and case studies. They will receive presentations from visiting industry specialists and undertake study visits to hospitality businesses.

Learning will be assessed through two individual assessments, one an essay and one a report.

ASSESSMENT STRATEGY AND METHODS

Task No.	TASK DESCRIPTION	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	40%	1500 words	Yes
2	Coursework	CW	60%	2500 words equivalent	No

4   INDICATIVE MODULE CONTENTS / TOPICS

- Nature of Innovation and Change Management
- Structure of the UK and International Hospitality Industry
- Trends and developments in Hospitality Industry
- Drivers for Internationalisation and impact on Chain Operation
- Characteristics of and contemporary developments in particular Hospitality Sectors
- Corporate Social Responsibility and its Hospitality Industry Application

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**

- **THIS INFORMATION CAN BE FOUND IN:**

  - Module Handbook
  - Module Blackboard site

- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review