

## MODULE DESCRIPTOR

<b>TITLE</b>	Hospitality Management Applications
<b>SI MODULE CODE</b>	44-6913-00L
<b>CREDITS</b>	20
<b>LEVEL</b>	6
<b>JACS CODE</b>	N862
<b>SUBJECT GROUP</b>	Hospitality
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	Jenny Cockill

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
36		164	200

### **MODULE AIM**

- integrate the knowledge and skills that students have acquired throughout their course and placement (if undertaken) and apply it to a sector focused business opportunity;
- develop and extend students' range of competencies associated with the management of a hospitality business in a complex environment.

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

1. Recognise, formulate and appraise decisions as a member of a management team;
2. Formulate a business or development plan to operate a business within a specific sector;
3. Design and present a business proposal;
4. Evaluate alternative solutions to complex problems associated with hospitality management;
5. Evaluate the success of the development plan in respect to the business scenarios.

### **INDICATIVE CONTENT**

The content is structured around the formulation of a business / development plan for a hypothetical hospitality organisation and will include:-

- The local and national tourism policy and its impact on management;
- Liaison between public and private organisations;
- Financial strategy and the feasibility of managing a successful sector specific project;
- Managing change in the business environment;

- Solving specific management problems in light of the current operating environment.

### **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways

This module is presented through the medium of a simulation 'business game'. Students will work in groups, of which attendance and contribution is peer moderated, taking on the role of a business partnership bidding to be able to manage and develop a hospitality opportunity. Students will be provided with detailed information about the background and operating parameters of a hospitality management business but will be required to research additional management information.

The assessment is based around the preparation of regular problem solving reports on which formative feedback is given.

### **ASSESSMENT TASK INFORMATION**

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Group Presentation	PR	50%	2000 equivalent	N
2	Individual Report	CW	50%	2500	N

### **FEEDBACK**

Students will receive feedback on their performance in the following ways

Students will build their knowledge over semester one by completing a series of tasks on which they will receive formative feedback. The students will use these tasks and the feedback on these to deliver their presentation. Feedback from this presentation will inform their final individual report.

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

### **Recommended Texts**

Core texts used in accounts, sales and marketing, facilities management and food and beverage management in the Second Year.

Other useful texts

Chen et al (2007) *Strategic Analysis and Management :Industry Sector Text and Cases*. Pearson Education Ltd. Dorset, England.

Cunhill, O.M. (2006) *The Growth Strategis of Hotel Chains: Best Practises by leading Companies*. Haworth Hospitality Press.

Knowles, K., Diamantis, D. & El-Mourhabi, J.B. (2001) *the Globalization of Tourism and Hospitality: A Strategic Perspective*. Continuum.

Lashley, C. & Morrison, A. (2000) *In search of Hospitality* Butterworth-Heinemann Chapters 8 & 9

Gillespie, C. (2001) *European Gastronomy into the 21<sup>st</sup> Century* Butterworth-Heinemann Chapter 5

Hill C. W. L. & Jones G.R. (2004) *Strategic Management, an integrated approach*. Houghton Mifflin. 6th Edition

Morritt, R (2007) *Segmentation Strategies for Hospitality Managers: Target Marketing for Comptetitive Advantage*. The Howard Press, Inc. New York

Slattery,P. (2009) *The Economic Assent of the Hotel Business*. Goodfellow, London

**Periodicals** – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

Hospitality Review

International Journal of Contemporary Hospitality Management

Cornell Hotel and restaurant Administration Quarterly

Lodging

**Internet sources** – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

[www.wttc.org](http://www.wttc.org) , World Travel and Tourism Council

[www.hospitalitynet.org](http://www.hospitalitynet.org) , a general website for the industry

[www.catereronline.com](http://www.catereronline.com) , website of the trade journal with an archive facility

[www.uktourismaction.com](http://www.uktourismaction.com) , offers assistance to UK tourism enterprises

[www.EnglandNet](http://www.EnglandNet) , allows tourism destinations and product information to be shared among visitors and destination managers

[www.locum-destination.com](http://www.locum-destination.com) , destination consultants that publish papers on tourism trends

[www.whatsonwhen.com](http://www.whatsonwhen.com) ,

[www.staruk.org.uk](http://www.staruk.org.uk) , for tourism information

[www.visitscotland.com](http://www.visitscotland.com)

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	09/2013

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	September 2013	May 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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#### MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

#### SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

#### FINAL TASK

According to the Assessment Information 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 Information Grid in Section 1 of the Descriptor)	Task No. 2
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#### NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	