

MODULE DESCRIPTOR

TITLE	Hospitality Service and Facilities Management
SI MODULE CODE	44-6914-00L
CREDITS	20
LEVEL	6
JACS CODE	N800
SUBJECT GROUP	Hospitality
DEPARTMENT	Service Sector Management
MODULE LEADER	Jane Eastham

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

MODULE AIM

- to promote the students ability to apply operational / managerial theories and personal experiential learning to the development of an integrated hospitality concept;
- to develop the students understanding of the inter-determinacy of elements such as concept, menu, service environment, operating procedures in the total hospitality product and experience;
- to develop a critical understanding of the issues of efficiency and effectiveness of diverse operating procedures in the delivery of a hospitality product to the consumer within the context of a specific concept, location and market;
- Critically analyse and synthesis issues facing organisations such legislation, social and economic trends and environmental factors and relate these to the specific concept, location and market and their impact on decisions and rationality of decisions

MODULE LEARNING OUTCOMES

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

1. Work as part of a team in the development of a hospitality concept;
2. Critically analyse how the wider business environment will influence the development and management of a specific hospitality operation;
3. Creatively apply management principles and practical understanding gained throughout your programme of study to the resolution of a complex problem
4. Develop effective arguments to convince specific identifiable audiences as to the appropriateness of your evaluation
5. Critically evaluate the inter-determinacy of elements of the problem e.g. menu, operating procedures etc.

INDICATIVE CONTENT

Underpinning knowledge in the application of design principles such as ergonomics, efficiency, productivity and project management will be applied to a case study so students can develop a holistic approach to the evaluation of hospitality facilities. Students will also be given the opportunity to assess how contemporary issues may affect the management of services and products within hospitality facilities, this could include issues around sustainable management, design trends, changes in customer expectations, technology and legislation.

Students will be expected to use a wide range of sources and these will include web based information, trade and academic journals and specialist textbooks.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

Core one hour lectures in the first semester of this long thin module will be used to facilitate the development of the underpinning knowledge to support the development of a case study and to provide a basis for the investigation of issues that will influence the operational management of hospitality facilities. Students will work in groups in the development of their concept. The activities will be supported by seminars.

In the second semester students will on the development of critical thinking and rational argument skills and will be supported.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Poster presentation	CW	20%	1000	Y
2	Essay	CW	80%	3500	N

FEEDBACK

Students will receive feedback on their performance in the following ways

1. Continual feedback and feed forward as part of the tutorial programme,
2. Small group seminars designed to promote their development, where their progress will be constantly monitored
3. Written feedback

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
Richard L Daft, (2004) <i>Organisational Theory & Design</i>
Eastham J.F. Sharples L. & Ball S.D. (2001) Food supply chain management, Issues for the hospitality and Retail sectors
Coltman M.(1990) Hospitality industry purchasing, Van Nostrand Reinhold.
Ford Robert C., Heaton Cherrill P. (2000) Managing the guest experience in hospitality , Delmar/Thomson Learning, Albany NY.
Katsigis, C. and Thomas, C. (1999) <i>Design and Equipment for Restaurants and Food Service - A Management View</i> , John Wiley.
Guilding Chris (2002) Financial management for hospitality decision makers, Butterworth- Heinemann, Oxford.
Lashley C.,& Lincoln G.,(2002) Business development in licensed retailing, butterworth-heinemann, Oxford.
Lashley, C., & Morrison A. (2000)Franchising hospitality services : Butterworth-Heinemann Oxford.
Lockwood, A. Baker M., et al (1996). Quality management in hospitality : best practice (eds), Cassell.
Feinstein A.H. (2004) Purchasing : selection and procurement for the hospitality industry, 6 th Ed. Chichester : Wiley.
Williams J, et al (2003) Current issues and development in hospitality and tourism satisfaction , Haworth Hospitality, New York.
Yeoman I. & Ingold A. (1997)Yield management : strategies for the service industries, Cassel
Olsen M., Teare, R., Gummesson, E., (1996) (eds.) Service quality in hospitality organizations, Cassell. I.
Kandampully J. (2002) Services management : the new paradigm in hospitality Pearson Education Australia, 2002.
William M. B (2003) Providing quality service : what every hospitality service provider needs to know, Prentice Hall.
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Riley, M (2005) Food and beverage management: A review of change, International Journal of Contemporary Hospitality Management, Volume: 17 Issue: 1 Page: 88 - 93
Hemmington, N and King, C (2000) Key dimensions of outsourcing hotel food and beverage services, International Journal of Contemporary Hospitality Management, 2000. Volume 12, Issue 4, pages 256 - 261
Supplementary and Alternative Texts
Additional reading will be delivered via blackboard according the research focus of students
Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Contemporary hospitality Journal
British Food Journal
Cornell quarterly
Supply Chain Management, MCB University Press
European Journal of Purchasing and Supply Management, Elsevier Science Publishers Ltd, Oxford
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.
this will depend on research area of students

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	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	Y
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	June 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
--	---

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?	
--	--

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
---	---

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
--	---------------

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.	