Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	
	Understanding Hospitality Resources
SI MODULE CODE	44-4519-00L
CREDITS	20
LEVEL	4
JACS CODE	N860
SUBJECT GROUP	Hospitality
DEPARTMENT	Service Sector Management
MODULE LEADER	Jenny Cockill

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**
24		176	200

MODULE AIM

• introduce the student to the scope, variety and nature of the hospitality industry;

• provide the initial underpinning professional and technical knowledge for students, in the management of hospitality facilities.

MODULE LEARNING OUTCOMES

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

1. Describe the structure of the UK hospitality industry and the factors that drive change;

2. Recognise and understand the centrality of the customer in the hospitality experience;

3. Discuss the influence of the internal and external stakeholders in the management of the lodging process;

4. Explain the operations that support the delivery of lodging, conference/ meetings and housekeeping services;

5. Explain the skills needed to facilitate effective teamwork and guest relations.

INDICATIVE CONTENT

Indicative content includes the hospitality industry structure and competitive environment, an awareness of current business environmental factors, skills needed by managers and staff, the centrality of the customer, the lodging process, stakeholders in the lodging process, hospitality as a phenomenon, lodging operations, measuring performance.

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS
Students will be supported in their learning, to achieve the above outcomes, in the following ways

The module will be delivered through core lectures and activity based seminars with formative feedback to encourage reflection and self-appraisal. The activities will be a mix of individual and group based activities offering the students the opportunity to link theory and practice and to develop solutions to simple subject specific problems. Activities will include short group based presentations, reports on industry interviews and observation, operational exercises based on industry applications. These are designed to develop interpersonal communication (oral and written).

Resources used will include DVDs, short case studies, and problem-solving exercises based around industry specific scenarios. Students will receive directed and supplementary reading to support and extend classroom based delivery.

The assessment will assess knowledge developed through both classroom based activities and directed reading. There will be an end of module examination and the coursework will consist of a report based on primary research conducted in an industry context

The examination will be used for summative assessment at the end of the year.

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	Report	CW	50%	1500	Y
2	Examination	EX	50%	2 Hours	N

FEEDBACK
Students will receive feedback on their performance in the following ways

Task One

Students are offered one to one consultations prior to hand in. Students will receive formal feedback on their assignment in their seminar three weeks after the hand in date.

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Recommended Texts
• Davidson, R. and Cope, B. (2003) *Business Travel*, Prentice Hall
• Jones, P. (2002) *Introduction to Hospitality Operations*, Thomson
• Jones, P. and Lockwood, A. (2004) *The Management of Hotel Operations* ,Thomson,
• Stutts and Wortman (2006) *Hotel and Lodging Management,* John Wiley
• Verginis, C.S. and Wood, R.C. (1999) Accommodation Management, Thomson,
• Wood, R.C. and Brotherton, B. (2008) *The Sage Handbook of Hospitality Management*, Sage

Supplementary and Alternative Texts
• Connor, P. (2004) *Using Computers in Hospitality,* Thomson
• Hayes and Niemeyer (2006) *Foundation of Lodging Management,* Pearson, Prentice Hall
• Rutherford, D, O Fallon, M.J.(ed) (2007) *Hotel Management and Operations,* this is an e book you can read on line, it is American but has some interesting chapters on operations and on the roles of different types of managers. It is possible to print individual pages.
• Walker, J. (2006) *Introduction to Hospitality*, Pearson Prentice Hall
• second edition 2007
• Mintel (2010). Hotel Technology – International- June 2010. London: Mintel.

Periodicals – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.
Caterer and Hotelkeeper
Hospitality (the official Institute of Hospitality Journal)
International Journal of Contemporary Hospitality Management
International Journal of Hospitality Management
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.
http://www.caterersearch.com/Home/Default.aspx UK trade press website, has up to date statistics and information, very useful
www.e-hotelier.com **,** international hotel industry site, you can sign up for a daily email which tells you what is going on throughout the worldwide hospitality industry
www.instituteofhospitality , the Institute of Hospitality, the UK professional body site, you can be a student member which entitles you to even more rights to the site
www.hospitalitynet.org , a general international but American centred website for the industry, has a search facility
www.ih-ra.com- International Hotel Association website
http://www.visitbritain.com/corporate/ this is the main overall tourist board for the UK and this link is to the corporate or business section which has a wealth of useful information, such as tourism statistics under ' 'Tourism facts and figures'
http://www.tourismtrade.org.uk/ This site offers information on many topics including opportunities to work in partnership with VisitBritain, Quality, and EnglandNet., also has free publications
http://www.springboarduk.org.uk/ the industry source of hospitality education and courses etc
http://www.hse.gov.uk/catering/index.htm , site on health and safety in the UK hospitality industry.
http://www.bha.org.uk/ As the national trade association for hotels, restaurants and caterers, our primary role is to lobby government across the UK and in Europe, representing the views of the industry.
http://www.hlst.heacademy.ac.uk/ The Hospitality, Leisure, Sport & Tourism Network aims to encourage and broker the sharing of good learning and teaching practice across our subject areas of UK higher education.

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	N
Date the changes (or new module) will be implemented	**Sept 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

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.**	