

MODULE DESCRIPTOR

TITLE	Hospitality Business Solutions
SI MODULE CODE	44-6914-00L/S
CREDITS	20
LEVEL	6
JACS CODE	N800
SUBJECT GROUP	Hospitality
DEPARTMENT	Service Sector Management
MODULE LEADER	Robert Hayward

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

- This module aims to consolidate the learning students have experienced throughout their higher education career to date and develop sustainable business solutions for the contemporary hospitality and tourism industry.

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. To demonstrate up to date knowledge of your industry and business acumen.

INDICATIVE CONTENT

The underpinning knowledge developed throughout this module will be organised in a thematic programme, focusing on the following themes; Operations & strategy; Finance; People; Marketing & communications; Culture & business; Technology; and Contemporary international business issues. Students will apply this knowledge in a holistic way to develop sustainable business solutions to identified commercial dilemmas within the commercial business community

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

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

The thematic programme will enable students to focus upon both the functional areas of a business and also integrate the softer social / cultural / environmental issues into their cognitive development. Focused, interactive and developmental seminars will be utilised, followed up with an opportunity to consider how the theme impacts upon the business dilemma the students are researching.

This is not meant to be a linear framework of development, but a holistic, live and dynamic environment that will immerse the students in shifts in business and social trends, government policy, international development, commercial and industry awareness and simultaneously enhance a range of key employability skills.

Note, lectures will not be used in the delivery of this module

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	Business solution proposal	CW	20%	1000	Y
2	Business solution exhibition	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 learning programme,
2. Small group seminars designed to promote the students cognitive development and business acumen and challenging their ideas / monitoring progress
3. Verbal and written feedback (electronic format),

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

Texts

Ashley, B., Hollows, J. Jones, S. and Taylor, B. (2004) Food and Cultural Studies. London, Sage
Ball, S., Jones, P., Kirk, D. and Lockwood, A. (2003) Hospitality Operations: a Systems Approach. London, Continuum
Bardi, J.A. (2010) Hotel Front Office Management 5 th Edition. New York, Wiley
Barrows, C. and Powers, T. (2008) Introduction to Management in the Hospitality Industry, 9 th Edition. New York, Wiley
Barrows, C. and Powers, T. (2008) Introduction to the Hospitality Industry, 7 th Edition. New York Wiley
Baum, T. (2006) Human Resource Management for Tourism, Hospitality and Leisure. London, Thomson
Brotherton, B. (2003) The International Hospitality Industry: Structures, Characteristics and Issues. Oxford, Butterworth-Heinemann
Brotherton, B. and Wood, R.C. (2008) The Sage Handbook of Hospitality Management. London, Sage
Brown, T. (2009) Change by Design: How Design Thinking Transforms Organisations and Inspires Innovation. New York, Harper Collins
Cahill, D.J. (2006) Lifestyle Market Segmentation. New York, Haworth Press
Chen, J., Sloan, P. and Legrand, W. (2009) Sustainability in the Hospitality Industry: Principles of Sustainable Operations. Oxford, Butterworth-Heinemann
Chessbrough, H. (2006) Open Innovation: The New Imperative for Creating and Profiting from Technology. Boston, Harvard, Business School Press
Davis, B., Lockwood, A., Alcott, P. and Panteldis, I. (2012) Food and Beverage Management, 5 th Edition. Abingdon, Routledge
Enz, C. (2010) Hospitality Strategic Management: Concepts and Cases, 2 nd Edition. Chichester, Wiley
Feinstein, A.H. and Stefanelli, J.M. (2008) Purchasing, Selection and Procurement for the Hospitality Industry, 7 th Edition. Chichester, Wiley
Fenich, G.G. (2011) Meetings, Expositions, Events and Conventions: An Introduction to the Industry, 3 rd Edition. Harlow, Pearson
Gronroos, C. (2007) Service Management and Marketing: Customer Management in Service, 3 rd Edition. Chichester, Wiley
Hales, J.A. (2010) Accounting and Financial Analysis in the Hospitality Industry. Harlow, Prentice Hall
Harris, P. and Mongiello, M. (2006) Accounting and Financial management: Developments in the International Hospitality Industry. Oxford, Butterworth-Heinemann
Jones, P. (Ed) (2008) Handbook of Hospitality Operations and IT. Oxford, Butterworth-Heinemann
Katsigris, C. and Thomas, C. (2001) The Bar and Beverage Book. Chichester, Wiley
Keller, K.L., Aperia, T. and Georgson, M. (2008) Strategic Brand Management: A European Perspective. Harlow, Pearson Education
Kotler, P., Bowen, J.T. and Makens, J.C. (2006) Marketing for Hospitality and Tourism, 4 th Edition. New Jersey, Pearson
Lashley C., and Lincoln G. (2002) Business Development in Licensed Retailing. Oxford, Butterworth-Heinemann
Lashley, C. and Morrison, A. (eds) (2000) In Search of Hospitality: Theoretical Perspectives and Debates. Oxford, Butterworth-Heinemann
Lashley, C., and Morrison A. (2000) Franchising Hospitality Services. Oxford, Butterworth-Heinemann
Nickson, D. (2007) Human Resource Management for the Hospitality and Tourism Industries. Oxford,

Butterworth-Heinemann
Ninemeier, J.D. (2010) Managing Food and Beverage Operations. East Lansing, IEAHLA
Ojugo, C. (2009) Practical Food and Beverage Cost Control. New York, Delmar
Palmer, A. (2007) Principles of Services Marketing, 5 th Edition. London, McGraw-Hill
Payne, A. (2005) Handbook of CRM: Achieving Excellence Through Customer Management. Oxford, Butterworth-Heinemann
Pine, B.J. and Gilmore, J.H. (1999) The Experience Economy. Boston, Harvard Business School Press
Pizam, A. (Ed) (2005) International Encyclopaedia of Hospitality Management. Oxford, Butterworth-Heinemann
Plotkin, R. (2011) Successful Beverage Management. Tucson, Barmedia
Raghubalan, G. and Raghubalan, S. (2007) Hotel Housekeeping Operations and Management. New Delhi, Oxford University Press
Ransley, J. and Ingram, H (2004) Developing Hospitality Properties and Facilities, 2 nd Edition. Oxford, Butterworth-Heinemann
Schmidgall, R.S. (2011) Hospitality Industry Managerial Accounting. East Lansing, IEAHLA
Sharples, L., Eastham J.F. and Ball S.D. (2001) Food Supply Chain Management: Issues for the Hospitality and Retail Sectors. Oxford, Butterworth-Heinemann
Solomon, M.R., Bamossy, G., Askegaard, S. and Hogg, M.K. (2006) Consumer Behaviour: A European Perspective, 3 rd Edition. Harlow, Prentice Hall
Stipanuk, D.M. (2006) Hospitality Facilities Management and Design. East Lansing, IEAHLA
Verginis, C.S. and Wood, R.C. (Eds) (1999) Accommodation Management: Perspectives for the International Hotel Industry. London, Thomson
Wood, R.C. (Ed) (2000) Strategic Questions in Food and Beverage Management. Oxford, Butterworth-Heinemann

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	Y
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
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Are any staff teaching on this module non-SHU employees?	N
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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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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.	