



**UNIVERSITY
CENTRE**
SOUTH DEVON

**IN
PARTNERSHIP
WITH
PLYMOUTH
UNIVERSITY**

PROGRAMME QUALITY HANDBOOK 2017-18

FdA Tourism, Hospitality & Events Management

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1. Welcome and Introduction to FdA Tourism, Hospitality & Events Management.

Welcome to the Foundation Degree in Tourism, Hospitality & Events Management delivered by University Centre South Devon. The College is delighted that you have chosen to study with us. We are sure you are going to have a great time here and will get a great deal from the programme. The FdA in Tourism, Hospitality and Events Management was designed in response to local and national industry demand for higher level qualifications in this field of study. The course replicates industry norms has numerous opportunities for work based learning throughout the two year programme. The Tourism, Hospitality and Events Management Foundation Degree is foremost a management qualification providing students a sound grounding in areas of management in the service sector. This programme will enable students to have a rounded view of the industries. The programme will develop learner's employability through working closely with the events, tourism and hospitality sectors.

This programme has been designed to equip you with the skills and knowledge base required to work in your chosen specialism or other graduate opportunities. It is also a platform from which you can undertake additional vocational and academic qualifications.

This Programme Quality handbook contains important information including:
The approved programme specification
Module records

Note: The information in this handbook should be read in conjunction with the current edition of:

- Your Institution & University Student Handbook which contains student support based information on issues such as finance and studying at HE
 - o Available in University News & Information on Moodle.
- Plymouth University's Student Handbook
 - o available at:
<https://www.plymouth.ac.uk/your-university/governance/student-handbook>

2. Programme Specification

PS1. Programme Details

Awarding Institution:	University of Plymouth
Teaching Institution:	South Devon College
Accrediting Body:	University of Plymouth
Language of Study:	English ¹
Mode of Study:	Full Time/ Part Time ²
Final Award:	FdA
Intermediate Award:	
Programme Title:	Tourism, Hospitality and Events Management
UCAS Code:	N801
JACS Code:	N801
Benchmarks:	QAA FDQB Foundation Degree Qualification Benchmark (2010) QAA Subject Benchmark: Hospitality, Leisure, Sport and Tourism (2008) ³
Date of Programme Approval:	2013-2014

PS2. Brief Description of the Programme

The Foundation Degree in Tourism, Hospitality and Events Management is designed to complement the current higher education provision by providing an additional full time programme available to a broader range of students wishing to develop their careers in this dynamic and expanding sector. The College is firmly committed to increasing its Higher Education portfolio so that the curriculum offer meets current and future needs of individuals, employers and the wider community. A strong partnership and suitable progression routes to Plymouth University contributes to a more prominent local higher education provision.

The Foundation Degree in Tourism, Hospitality and Events Management will blend management modules with industry theoretical studies and practical operational and management components. The Foundation Degree will have a strong work based focus integrating both traditional academic forms of assessment with practical assessments that prepare students for employment in these industries, further enhancing the employability skills

¹ Unless otherwise approved through Plymouth University's Academic Developments Committee

² Full time/part time/distance learning etc.

³ All award types should refer to QAA Subject Benchmark(s), but for Fd level or below this should be preceded by "*informed by ...*". Fd level qualifications should also cite Foundation Degree Qualification Benchmark (FDQB)

of learners. Students will be required to complete a short work placement in a research and practice module. Employer engagement and projects are also crucial to the success of this combined degree. Guest lectures, trips and visits, consultation projects and operational and management projects are negotiated with local employers input. The current qualification provision is supported by a variety of industry employers and stakeholders to include event venues, destination marketing organisations, visitor attractions, hotels, restaurants, bars, members of parliament, tourism organisations and professionals. This will also be applied to the proposed programme of study.

The Foundation Degree is a unique innovative programme designed with a strong emphasis on the local area and industry which will prepare students for employment both locally and nationally. Career opportunities will be continually outlined for students throughout the programme. The Foundation Degree will also be relevant to the local population giving them the opportunity to up skill through work related and some work based learning and move forward in a career of their choosing whilst studying locally. Opportunities to provide part time routes and stand-alone modules will be available, widening the potential market and increasing participation.

The course will follow an inter-disciplinary approach in its teaching. Lecturers from different disciplines, with different research experiences and industry experience will contribute to the delivery of the programme using a variety of different teaching methods and approaches. The Foundation Degree will deliver both summative and formative assessment which will be innovative in approach and will seek to embrace new technologies such as social media and digital technologies thus equipping the student with skills that will benefit them in industry as well as preparing them for a potential third year at Plymouth University or other institution.

PS3. Details of Accreditation by a Professional/Statutory Body (if appropriate)

N/A

PS4. Exceptions to Plymouth University Regulations

(Note: Plymouth University's Academic Regulations are available internally on the intranet: <https://staff.plymouth.ac.uk/extexam/academicregs/intranet.htm>)

N/A

PS5. Programme Aims

The programme aims are:

1. To produce students who can critically, systematically and reflectively analyse issues within tourism, hospitality and events sectors of industry.
2. To develop students who are able to design, finance, administer and evaluate tourism, hospitality and event related management strategies at a variety of levels.
3. To produce students who can demonstrate a range of academic, vocational and academic skills to a level that will enable them to support progression to a Level 6 Honours degree in appropriately specified discipline

4. To develop students who can demonstrate a wide range of personal, practical, vocational and transferable skills that will enable them to be effective in seeking employment or developing their role in the tourism and or associated sectors of industry.

PS6. Programme Intended Learning Outcomes (ILO)

By the end of this programme the student will be able to:

1. Discuss the principal philosophies, values and theories of tourism, hospitality and events
2. Discuss the historical development of tourism, hospitality and events sectors towards new and future sustainability and corporate social responsibility issues
3. Demonstrate the meaning of the theory and practice of management through practical applied projects
4. Describe the process by which the sectors formulates, finances, implements and evaluates operations
5. Develop transferable skills for further study in higher education or the world of work
6. Demonstrate practical and management skills within tourism, hospitality and events.

And an ability to:

7. Conceptualise existing and future issues relating to tourism, hospitality, and events management and to understand their implications on stakeholders, economic planning policies, host populations and the environment
8. Conduct industry research utilising quantitative and qualitative methodologies embracing the appropriate information technology
9. Evaluate the impact of tourism, hospitality and events related policies and directives
10. Communicate coherently and concisely in a variety of formats.

PS7. Distinctive Features

The following provides a definitive and approved list of elements that may be used to both conceptualise and promote the market position of this programme:

- The Degree offers a broad range of study in tourism, hospitality and events management; with the opportunity for students to specialise in specific sectors of interest.
- This Degree offers a unique opportunity for an integrated study of tourism, hospitality and events management.
- The Degree will embed management, business and industry studies at both levels four and five.
- The Degree will include practical operational assessments and tasks at level four and the management of these at level five.
- The Degree will feature and highlight local industry issues relevant to what is being taught and outline career opportunities for learners.
- The degree will follow an inter-disciplinary approach to teaching. Lecturers from different disciplines and experiences will contribute to the delivery of the programme using a variety of different teaching methods and approaches.
- The Degree is a unique innovative programme designed with a strong emphasis on work based learning, assessment and local industry which will broaden the student's career prospects.

- The Degree will deliver both summative and formative assessment which will be innovative in approach and will seek to embrace new technologies such as social media and E-Learning thus equipping the student with skills that will benefit them in industry.
- The Degree will be relevant to the local population giving them opportunity to up skill through work based learning and move forward in a career of their choosing whilst staying local.

Students will benefit from:

- The rare opportunity to study an integrated programme of tourism, hospitality and events management whilst being able to specialise in sectors that are of more interest to them.
- Students will learn alongside other learners with different entry qualifications, from diverse backgrounds and varied experience. This diverse environment is an enrichment of the learning process for all learners.
- Partnership with Plymouth University provides access to a broad range of additional learning resources and academic and professional integration and validation.
- Work placement opportunities with supportive employers.
- Established employer links and numerous trips and visits.
- Excellent tutorial support.
- The Degree is flexible in both its mode of delivery and its progression routes providing greater access for students and employers.

PS8. Student Numbers

The following provides information that should be considered nominal, and therefore not absolutely rigid, but is of value to guide assurance of the quality of the student experience, functional issues around enabling progression opportunities to occur, and staffing and resource planning:

Approximate minimum student numbers per stage = 16

Target student numbers per stage = 18

Approximate maximum student numbers per stage = 25

PS9. Progression Route(s)

Approved 'progression route(s)' are those where successful achievement in this programme enables direct alignment to join a stage of another programme. This is an approach employed primarily for Foundation Degree students to 'top-up' to complete a Bachelor degree, but may be employed for other award types. This is in part an automated admissions criterion and therefore progression may be impacted on by availability of a position on the progression award; however progression opportunity, if not available in the first year of application, is guaranteed within 3-years.

Progression arrangements with institutions other than Plymouth University carry an increased element of risk. It is necessary for the delivering partner institution to obtain formal agreement from that institution to guarantee progression for existing students on the programme. For progression to Plymouth University, should there be the need to withdraw the progression route programme(s) then either this will be delayed to provide progression or appropriate solutions will be found. This arrangement is guaranteed for existing students that complete their

programme of study with no suspensions or repeat years and who wish to progress immediately to the University.

Students who successfully pass the Foundation Degree may progress on to the BA Hospitality, Tourism and Events Management at Plymouth University. The contribution of marks from prior levels of study to the progression award is governed by University regulations.

PS10. Admissions Criteria

Qualification(s) Required for Entry to this Programme:	Details:
Level 2: - Key Skills requirement / Higher Level Diploma: and/or - GCSEs required at Grade C or above:	Numeracy and literacy Maths and English
Level 3: at least one of the following: - A Levels required to meet AS/A2/UCAS Points Tariff: - Advanced Level Diploma: - BTEC National Certificate/Diploma: - HNC/D: - VDA: AGNVQ, AVCE, AVS: - Access to HE or Year 0 provision: - International Baccalaureate: - Irish / Scottish Highers / Advanced Highers:	Minimum 140 points Considered on entry Merit profile Considered on entry Considered on entry Minimum 60 credits at level 3 Minimum 24 diploma points Considered on entry
Work Experience:	Industry specific work experience preferred.
Other non-standard awards or experiences:	These cases will be considered on individual merit.
APEL / APCL⁴ possibilities:	Opportunities available in consultation with admissions tutor
Interview / Portfolio requirements:	Interviews may be required by the admissions tutor ⁵
Independent Safeguarding Agency (ISA) / Criminal Record Bureau (CRB) clearance required:	No ⁶

⁴ Accredited Prior Experiential Learning and Accredited Prior Certificated Learning

⁵ Enter: "interviews MAY be required by the admissions tutor" or "ALL applicants are to be interviewed"

⁶ Enter: Y or N. If Y then enter who is responsible for paying the fees?

PS11. Academic Standards and Quality Enhancement

The Programme Manager and their Programme Committee will follow Plymouth University's current annual monitoring process for partnership programmes to complete evaluation of and planning for maintaining and improving quality and standards. This process may be refined over time, yet is constant in its focus on the production, maintenance and use of a programme level Action Plan, which is an auditable document for Plymouth University's standards and quality assurance responsibilities. Elements of this process include engaging with stakeholders. For this definitive document it is important to define:

Subject External Examiner(s): all modules are parented by this programme and therefore covered by this programme's external examiner.⁷

Additional stakeholders specific to this programme: Students, graduates, PU and employers.⁸

⁷ Enter: "all modules are parented by this programme and therefore covered by this programme's external examiner" or "the following modules are parented by other programmes, as detailed, and therefore covered by the respective external examiners [then add details]"

⁸ i.e. students, graduates, employers, academic communities etc

PS12. Programme Structure

South Devon College reserves the right to decide what option modules will be operational within the programme. This may be subject to student numbers and operational factors.

FHEQ Level: 4 For: Tourism, Hospitality and Events Management				
F/T Route Year ⁹	P/T Route Year	Core or Option Module ¹⁰	Credits ¹¹	Module ¹²
1	1	Core	20 AY	SOUD1311. Marketing and Business Environment
1	2	Core	20 AY	SOUD1312 Resource Management
1	1	Core	20 AY	SOUD1313 Tourism, Hospitality and Event Industries
1	1	Option any mix	20 AY	SOUD1314 Developing Research and Practice
1A	1A	Option any mix	20 AY	SOUD1315 Hospitality and Event Operations
1	1	Option any mix	20 AY	SOUD1316 Tourism Operations
1	2	Option any mix	20 AY	SOUD1317 Dimensions of Tourism
1	2	Option any mix	20 AY	SOUD1318 Event Design and Production
1A	2A	Option any mix	20 AY	SOUD1319 Front Office and Facilities Design
1A	1A	Option any mix	20 AY	SOUD1386 Operational Skills for Hospitality Practice

A indicates the module can be delivered at an alternative venue such as a hotel.

⁹ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

¹⁰ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

¹¹ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

¹² Enter: the module code and its title

FHEQ Level: 5 For: Tourism, Hospitality and Events Management				
F/T Route Year ¹³	P/T Route Year	Core or Option Module ¹⁴	Credits ¹⁵	Module ¹⁶
2	3	Core	20 AY	SOUND2263 Special Project
2	3	Core	20 AY	SOUND2264. Digital Communication and Strategy
2	2	Option any mix	20 AY	SOUND2265 Consumer Experience
2	3	Option any mix	20 AY	SOUND2266 Project Management for Tourism, Hospitality and Events
2	2	Option any mix	20 AY	SOUND2267 Contemporary Issues in Tourism, Hospitality and Events Management
2	3	Option any mix	20 AY	SOUND2268 Food, Beverage and Licensed Management
2	3	Option any mix	20 AY	SOUND2269 Events Management
2	3	Option any mix	20 AY	SOUND2270 Destination Management
2	3A	Option any mix	20 AY	SOUND2337 Management Skills for Hospitality Practice
2	3	Option any mix	20 AY	SOUND2338 Managing Operational Performance
2	2A	Option any mix	20 AY	SOUND2339 Rooms Division Management
2	2A	Option any mix	20 AY	SOUND2340 Food, Beverage, Licensing and Events Management

A indicates the module can be delivered at an alternative venue such as a hotel.

¹³ Enter: "1, 2, 3, 4 or No F/T (or P/T) Route"

¹⁴ Enter: "Core, Option Any Mix, Option Choice A, Option Choice B, Option Choice C, Option Choice D or Option Choice E (please ensure options are identified in a linked fashion)"

¹⁵ Enter: "10 Autumn, 10 Spring, 20, 30 or 40 (10 credit modules are an exception to Plymouth University regulations)"

¹⁶ Enter: the module code and its title

PS13. Exposition and Mapping of Learning Outcomes, Teaching & Learning and Assessment

Developing graduate attributes and skills, at any level of HE, is dependent on the clarity of strategies and methods for identifying the attributes and skills relevant to the programme and the where and how these are operationalized. The interrelated factors of Teaching, Learning and Assessment and how these are inclusive in nature are fundamentally significant to these strategies and methods, as are where and how these are specifically distributed within the programme.

Ordered by graduate attributes and skills, the following table provides a map of the above plus an exposition to describe and explain the ideas and strategy of each. Therefore, subsequent to the initial completion for approval, maintenance of this table as and when programme structure changes occur is also important:

For programmes containing more than one FHEQ level of study: copy and paste the table below as required (hover the mouse over the table then left-click on the box in the top left corner to highlight the table → right-click → copy → select a line at least one further than the bottom of this table → right-click and select 'paste – keep formatting')

For users employing pre-2010 versions of MS Word the text entry box guidance will not be visible. Please see footnotes for guidance.

Level: 4.					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related Core Modules
Knowledge / Understanding: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass <ul style="list-style-type: none"> a critical understanding of the development of knowledge in their particular subject domain an understanding of the need for both a multi-disciplinary and inter-disciplinary approach to study, drawing, as appropriate, from services, research and professional contexts their understanding of the subject through both academic and 					

professional reflective practice	Primary: Lectures, Seminars and guided independent study Secondary/Supplementary: Visits and guest lectures	1,2	1,2,4	Essays, reports, tests	SOUD 1311 SOUD 1312 SOUD 1313 SOUD 1314
An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.					
Cognitive and Intellectual Skills: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Students will be able to demonstrate an ability to present, evaluate, and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study. They will also be able to demonstrate the ability to evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work. In particular to: <ul style="list-style-type: none"> an ability to present, evaluate, and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study critically assess and evaluate evidence 	Primary: Lectures, Seminars and guided independent study Secondary/Supplementary: Visits and guest lectures	1,2	3,9	Case study, essays, tests	SOUD 1312 SOUD 1313

<ul style="list-style-type: none"> describe and analyse information apply knowledge to the solution of familiar and unfamiliar problems 					
An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.					
<p>Key Transferable Skills: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Students will be able to demonstrate an ability to communicate accurately and reliably, and with structured and coherent arguments. Students will also be able to demonstrate an ability to take different approaches to solving problems. In particular to:</p> <ul style="list-style-type: none"> evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work communicate the results of their study/work accurately and reliably, and with structured and coherent arguments communication and presentation skills numeracy and C & IT skills interactive and group skills problem solving skills evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work communicate the results of their study/work accurately and reliably, and with structured and coherent arguments communication and presentation skills numeracy and C & IT skills 	<p>Primary: Seminars and tutorials, and guided independent study Secondary/Supplementary: Practical teaching and demonstration</p>	3,4	5,6,8,10	Presentations, reports, portfolios, live projects	SOUD 1311 SOUD 1312 SOUD 1313 SOUD 1314

<ul style="list-style-type: none"> • interactive and group skills • problem solving skills 					
An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.					
Employment Related Skills: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Students will be able to demonstrate an ability to undertake further training and develop new skills within a structured and managed environment and the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility. In particular to: <ul style="list-style-type: none"> • undertake further training and develop new skills within a structured and managed environment • qualities and transferable skills necessary for employment requiring the exercise of personal responsibility 	Primary: Live projects and practical delivery Secondary/Supplementary: Seminars trips and visits	4	5,6	Practical assessments , presentations	SOUD 1313 SOUD 1314
An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.					
Practical Skills: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: <ul style="list-style-type: none"> • plan, design and execute practical activities using appropriate techniques and procedures • undertake fieldwork with due regard for safety and risk assessment • develop an understanding and appreciation of the integrated and holistic nature sustainability and social 	Primary: Seminars and guided independent study, WBL Secondary/Supplementary: Visits and guest lectures	3,4	6,8	Live projects, Presentations, practical assessments	SOUD 1314

and corporate responsibility <ul style="list-style-type: none"> • develop an understanding of the practical skills required to operate in service sector contexts 					
An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.					

Level: 5					
Definitions of Graduate Attributes and Skills Relevant to this Programme	Teaching and Learning Strategy / Methods	Prog Aims	Prog intended Learning Outcomes	Range of Assessments	Related Core Modules
<p>Knowledge / Understanding: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass</p> <p>Knowledge and critical understanding of the well-established principles of their area(s) of study, and the way in which those principles have developed; knowledge of the main methods of enquiry in their subject(s) and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study. They will also be able to demonstrate an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge. In particular:</p> <ul style="list-style-type: none"> • knowledge and critical understanding of the well-established principles of their area(s) of study, and the way in which those principles have developed • knowledge of the main methods of enquiry in their subject(s) • an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge • their understanding of the subject 					

<p>through both academic and professional reflective practice</p> <ul style="list-style-type: none"> • their research and problem-solving abilities by critically understanding methods of acquiring, • interpreting and analysing information appropriate to their context of study <p>an understanding and critical awareness of, the moral, ethical, environmental and legal issues which underpin best practice</p>	<p>Primary: Lectures, Seminars and guided independent study Secondary/Supplementary: Visits and guest lectures</p>	1,2	1,2,4	<p>Essays, reports, presentations</p>	<p>SOUND 2263 SOUND 2264 SOUND 2265 SOUND 2266 SOUND 2267</p>
<p>An exposition for embedding Knowledge and Understanding through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.</p>					
<p>Cognitive and Intellectual Skills: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Students will be able to demonstrate an ability to apply underlying concepts and principles outside the context in which they were first studied. In particular:</p> <ul style="list-style-type: none"> • ability to apply underlying concepts and principles outside the context in which they were first studied • research and assess subject specific 	<p>Primary: Lectures, Seminars and guided independent study Secondary/Supplementary: Visits and guest lectures</p>	1,2	3,9	<p>Research project, industry projects, essays</p>	<p>SOUND 2263 SOUND 2265 SOUND 2266 SOUND 2267</p>

<p>facts, theories, paradigms, principles and concepts</p> <ul style="list-style-type: none"> critically assess and evaluate evidence critically interpret data and text <p>develop a reasoned argument and challenge assumptions</p>					
<p>An exposition for embedding Cognitive and Intellectual Skills through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.</p>					
<p>Key Transferable Skills: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Students will be able to demonstrate an ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study; use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis and effectively communicate information, arguments, and analysis, in a variety of forms, to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively. In particular:</p> <ul style="list-style-type: none"> ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study; use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis effectively communicate information, arguments, and analysis, in a variety of 	<p>Primary: Tutorials, Seminars and guided independent study Secondary/Supplementary: Visits and guest lectures</p>	3,4	5,6,8,10	Podcasting, poster presentations, oral presentations	SOUD 2263 SOUD 2266 SOUD 2267

<p>forms, to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively</p> <ul style="list-style-type: none"> ability to self-appraise and reflect on practice <p>ability to plan and manage learning</p>					
<p>An exposition for embedding Key Transferable Skills through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.</p>					
<p>Employment Related Skills: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: Students will be able to demonstrate an ability to apply subject principles in an employment context possibly different from that in which they were first studied; undertake further training, develop existing skills and acquire new competencies that will enable them to assume significant responsibilities within organisations and demonstrate the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision making. In particular:</p> <ul style="list-style-type: none"> the application of subject principles in an employment context undertake further training, develop existing skills and acquire new competencies that will enable them to assume significant responsibilities within organisations qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision making 	<p>Primary: Practical demonstration, WBL, Seminars and guided independent study Secondary/Supplementary: Visits and guest lectures</p>	4	5,6	Live projects, reports	SOUD 2263 SOUD 2266
<p>An exposition for embedding Employment Related Skills through Teaching & Learning and Assessment at this level of the programme:</p>					

Click here to enter text.					
Practical Skills: By the end of this level of this programme the students will be able to demonstrate for: A threshold pass: <ul style="list-style-type: none"> plan, design, execute and communicate a sustained piece of independent intellectual work using appropriate media recognise and respond to moral, ethical and safety issues which directly pertain to the subject domain including relevant legislation and professional codes of conduct basic ability to interpret practical results ability to plan, conduct and present an independent project without reliance on guidance ability to apply a range of methods to solve problems basic ability to present results of investigations in a number of formats 	Primary: WBL, Seminars and guided independent study Secondary/Supplementary: Visits and guest lectures	3,4	6,8	Pitches, presentations, industry projects	SOUD 2263 SOUD 2264 SOUD 2266 SOUD 2267
An exposition for embedding Practical Skills through Teaching & Learning and Assessment at this level of the programme: Click here to enter text.					

PS14. Work Based/Related Learning

Level: 4					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Investigating best practice in marketing	Site visits and guest speakers from tourism, hospitality and	2,4	3,8,10	Portfolio of best practice	SOUD 1311

	event organisations				
Investigating HRM practices within service sector	Organisational review of HRM procedures and policies	1,3	3,8,9,10	Report	SOUD 1312
Report on industry trends	To research industry trends. ¹⁷	1,3	1,7,10	Report. ¹⁸	SOUD 1313
Presentation on event planning scenario	Research venues	2,3	2,4,7,8,10	Presentation	SOUD 1313
Work Placement	Take part and reflect on work placement activity	2,3,4	1,3,5,6,10	Portfolio	SOUD 1314
<p>An exposition to explain this map: It is important that WBL or WRL is embedded into this degree due to the nature of the industries students are being prepared to enter. Each module has at least one if not more elements of either work based or related learning embedded within it. The Programme requires students to undertake voluntary employment during the duration of the course. This employment could take place within Torbay and surrounding area or further afield if they so require. There are numerous opportunities for employment in various sectors locally. All modules will certainly incorporate WBL or WRL whereby students will be taught a variety of academic and transferable skills for the work place. Assessments both formative and summative will also include a variety of tasks, using a variety of different methods which will benefit students when they enter the work place.</p>					
Level: 5					
WBL/WRL Activity:	Logistics	Prog Aim	Prog Intended LO	Range of Assessments	Related Core Module(s)
Independent research project	Carry out primary research regarding an industry specific topic	1,2,3,4	1,2,3,5,7,8,9,10	Research Project	SOUD 2263
Topical digital communications investigation	Guest speakers and industry events, investigating the latest best practice in this field	2,4	3,5,6,10	Digital Portfolio	SOUD 2264
Engaging with employers to investigate management of service quality	Site visits and guest speakers	2,3,4	3,4,10	Report	SOUD 2265
Live project and evaluative essay	Use management tools to identify, justify and implement an industry specific project	1,2,3,4	3,5,6,9,10	Live project, essay	SOUD 2266
Current issues facing the	To research current different	1,3	2,7,8,10	Log book	SOUD

¹⁷ i.e. where, how, when

¹⁸ List the range of assessments most relevant

sector	issues				2267
Case Studies on best practice	To research different businesses	1,3,4	1,2,3,8,10	Digital Portfolio	SOUD 2267
<p>An exposition to explain this map:</p> <p>It is important that WBL or WRL is embedded into this degree due to the nature of the industries students are being prepared to enter. Each module has at least one if nor more elements of either work based or related learning embedded within it. The Programme requires students to undertake voluntary employment during the duration of the course. This employment could take place within Torbay and surrounding area or further afield if they so require. There are numerous opportunities for employment in various sectors locally. All modules will certainly incorporate WBL or WRL whereby students will be taught a variety of academic and transferable skills for the work place. Assessments both formative and summative will also include a variety of tasks, using a variety of different methods which will benefit students when they enter the work place.</p>					

3. Module Records

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1311	MODULE TITLE: Marketing and Business Environment
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CREDITS: 20	FHEQ Level: 4.	JACS Code: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

Analysing the business environment and its trends and challenges. Understanding the principles of marketing and using business environment analysis as a foundation for successful marketing planning.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module will enable candidates to perform detailed analysis of the factors in the business environment affecting organisation in the tourism, hospitality and events sectors. It will enable them to develop an understanding of marketing principles and an ability to implement a marketing plan in context.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Demonstrate an awareness of the factors within the business environment
2. Using appropriate analysis tools, evaluate their impact on a range of organisations
3. Describe the key principles of marketing
4. Evaluate a range of market research tools
5. Analyse the stages of the marketing planning process
6. Prepare an outline marketing plan

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY

Additional notes (for office use only):Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Deirdre Makepeace	OTHER MODULE STAFF: Alastair Wilson
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SUMMARY of MODULE CONTENT

The macro and micro environments
Economic and organisational growth
Globalisation
Factors influencing demand and supply in the tourism, hospitality and events sectors
Basic principles of marketing
The marketing planning process
Strategies and tactics for successful marketing
Marketing mix
Market research methods
Evaluating marketing plans and tactics

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled lectures/seminars/formative tutorial/student directed sessions	60	2 Hours per week for 30 weeks
Related enrichment activities	10	Assorted visits and trips subject to student demand
Guided independent study	130	Directed weekly reading, revision and assessment development
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Essay	40%	1,2 & 3 Principles of marketing and the business environment. 4,6,& 6 Digital portfolio on marketing best practice in sectoral contexts.
		Digital Portfolio	60%	
			Total = 100%	

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Adcock, D., Halborg, A. and Ross, C. (2001) *Marketing: principles and practice*. 4th ed. London: Pitman Publishing.
Armstrong, G. et al. (2012) *Marketing: an introduction*. 2nd ed. Harlow, Pearson
Baines, P., Fill, C. and Page, K. (2011) *Marketing*. 2nd ed. Oxford, Oxford University Press.

Blythe, J. (2012) *Essentials of marketing*. 5th ed. Harlow, Prentice-Hall

Bradley, N. (2013) *Marketing Research, Tools and Techniques*. 3rd ed. Oxford: Oxford University Press

Brassington, F. & Pettitt, S. (2003) *Principles of Marketing*. 4th ed. Essex : Prentice Hall

Campbell, D. and Craig, T. (2005) *Organisations and the business environment*. 2nd ed. Oxford, Butterworth Heinemann.

Capon, C. (2009) *Understanding the business environment*. 3rd ed, Harlow, FT Prentice

Cottrell, S. (2008) *The study skills handbook*. 3rd ed. Hampshire: Palgrave

Fill, C. (2013) *Marketing communications: brands, experiences and participation*. 6th ed. Harlow, Pearson

Hague, P. (2004) *Market Research in Practice; a guide to the basics*. E-BOOK

Hall Chaffey, D & Ellis-Chadwick, F. (2012) *Digital marketing: strategy, implementation and practice*. 5th ed. Harlow, Pearson

Horner, S. and Swarbrooke, J. (2005) *Leisure Marketing a global perspective*, Oxford: Elsevier.

Hudson, S. (2008) *Tourism and Hospitality Marketing: A Global Perspective*. London: Sage Publications Ltd.

Jobber, D. and Ellis-Chadwick, F. (2012) *Principles and practice of marketing*. 7th ed. Maidenhead: McGraw-Hill

Kew, J. and Stredwick, J. (2008) *Business environment: managing in a strategic context*. 2nd ed, London: CIPD.

Kotler, P. and Armstrong, G (2011) *Principles of Marketing*. 15th ed. International edition, NJ, Pearson

Kotler, P and Keller, K.L. (2012) *Marketing Management*. 14th ed. Harlow: Pearson Morrison, J. (2011) *The global business environment*. 3rd ed. Basingstoke, Palgrave Macmillan

Kotler, P. and Lee, N. (2011) *Social marketing: influencing behaviours for good*. 4th edn. Thousand Oaks, Calif.: SAGE Publications.

Palmer, A. (2011) *Principles of Services Marketing*. Maidenhead : McGraw Hill

Palmer, A. and Hartley, B. (2011) *The business environment*. 7th ed. Maidenhead, McGraw-Hill

Wilson, A. (2006) *Marketing Research, an integrated approach*. 2nd ed. Harlow: Pearson E-BOOK

Wright, R. (2006) *Consumer behaviour*. London: Thomson.

Worthington, I. and Britton, C. (2009) *Business environment*. 6th ed. Harlow: FT Prentice Hall

. Periodicals/Journals

- Journal of Hospitality and Leisure Marketing
- Journal of Leisure Research
- Tourism & Hospitality Research
- Tourism Management
- Marketing Week

Market Intelligence Report

Keynote

Mintel

Travel and Tourism Intelligence (TTI)

Internet Learning Resources

www.brandrepublic.com

www.campaignlive.co.uk

www.thedrum.com

www.iccaworld.com

www.itravelnews.com

www.marketingweek.co.uk

www.travelmole.com

www.travelweekly.co.uk

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1312	MODULE TITLE: Resource Management
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CREDITS: 20	FHEQ Level: 4	JACS CODE: N801
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PRE-REQUISITES: NA	CO-REQUISITES: NA	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

This module explores the role of Human and Financial resources and management of these resources within the context of service sector organisations. The concepts and practice of basic financial accounting will be explored. Along with principles and practice of managing human resources.

ELEMENTS OF ASSESSMENT *Use HESA KIS definitions*

COURSEWORK	
C1	100 %

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: NA

MODULE AIMS:

To provide a broad perspective financial principles and interpretation of financial accounts
To provide an understanding of the need for the effective management of human resources, recognising that this must be applied to the wider service sector contexts. It will explore personnel management skills, techniques and practices.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Discuss the impact of employment law to service sector companies
2. Demonstrate procedures for recruiting and dismissing personnel
3. Evaluate procedures for managing staff performance and development
4. Identify and analyse the sources of funding for business
5. Analyse and interpret financial statements

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
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Additional notes (for office use only): Click here to enter text.			

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Alastair Wilson	OTHER MODULE STAFF:
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SUMMARY of MODULE CONTENT

Impact of HRM to business success
 Human resource planning
 Employment law; equal opportunities
 Recruitment and selection, Discipline, termination and grievance policies
 Training and development strategies
 Motivation, empowerment, pay and remuneration methods
 Individual and group behaviour at work; performance management; appraisal systems
 Understanding basic accounting concepts
 Construction of financial statements; cash flow, profit and loss, balance sheet
 Interpretation of accounts

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lectures/Seminars/formative tutorial/student directed sessions	60	2 Hours per week for 30 weeks
Scheduled related visits	10	Assorted trips and visits subject to student demand
Guided independent study	130	Directed weekly reading, Moodle based tasks and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	HR Report	60%	An investigation of various personnel practices within the service sector LO1,2,3 Evaluation of business accounts LO4, 5
		Case study	40%	
			Total = 100%	

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Armstrong, M. (2012) *A Handbook of Human Resource Management Practice*. 12th ed. Kogan Page.
 Atrill, P. and McLaney, E. (2009) *Accounting and Finance for Non-Specialists*. 6th ed. London: Financial Times Prentice Hall
 Boella, M & Goss-Turner, S. (2013) *Human Resource Management in the Hospitality Industry*.

9th ed. Oxford: Elsevier Butterworth-Heinemann
 CIPD (2013) *CIPD* Available at: <http://www.cipd.co.uk> (Accessed : 20 November 2013).
 Lee-Ross, D. (2010) *Human Resources and Tourism: Skills, Culture and Industry*. Channel View Publications.
 Mullins, L.J. & Dossor, P. (2013) *Hospitality Management and Organisational Behaviour*. 5th ed. Pearson Education Ltd.
 Nickson, D. (2013) *Human Resource Management for the Hospitality and Tourism Industries* 2nd Ed. Oxford: Elsevier Butterworth-Heinemann
 Annals of Tourism Research
 Caterer & Hotelkeeper
 Cornell Hotel and Restaurant Administration Quarterly
 HR Focus
 HRM Review
 Human Resource Management Journal
 Insights
 International Journal of Contemporary Hospitality Management
 International Journal of Event Management Research
 International Journal of Hospitality Management
 International Journal of Human Resource Management
 IRS Employment Review: Policy, Practice and Law in the Workplace
 People Management
 Personnel Journal
 Personnel Review
 Personnel Today
 Research and practice in HRM
 Restaurant Hospitality
 Tourism and Hospitality Research
 Tourism Management

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1313	MODULE TITLE: Tourism, Hospitality and Event Industries
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CREDITS: 20	FHEQ Level: 4	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

This module will enable the learner to demonstrate a detailed understanding of the development of the event, tourism and hospitality industries, their sub-sectors, trends and current issues.

COURSEWORK		PRACTICE	
C1	50 %	P1	50%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

The module aims to introduce and develop an understanding of the history, structure, characteristics trends, motivations and future directions of tourism, hospitality and events industries both nationally and internationally.

ASSESSED LEARNING OUTCOMES: (additional guidance below)

At the end of the module the learner will be expected to be able to:

1. Discuss the impact of the internal and external environment on the tourism, hospitality and event industries
2. Demonstrate a detailed understanding of the volume and value of the UK tourism, hospitality and event industries and the interrelation between the sectors
3. Analyse key market and industry trends.
4. Compare the facilities and attributes of a range of resources and venues
5. Explain elements of the history of tourism, hospitality and events

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
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Additional notes (for office use only):[Click here to enter text.](#)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Deirdre Makepeace	OTHER MODULE STAFF:
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SUMMARY of MODULE CONTENT

A general introduction to the course to build knowledge and understanding of the current industry:

- Market size and structure and the importance of the sectors to the UK economy
- The internal and external environment
- Types and sizes of events
- Market trends and forecasts
- The global context
- Event tourism
- Development of Tourism and Hospitality and events. The structure and organisation of tourism hospitality and events industries.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	60	2 hours per week for 30 weeks
Scheduled Related visits	10	Assorted trips and visits subject to student demand
Guided independent study	130	Directed weekly reading, moodle based tasks, and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Report	100% Total = 100%	Report: A report on the current trends within the industry and its sub-sectors. LO1, LO2, LO3
Practice	P1	Presentation	100% Total = 100%	Individual Presentation: A presentation on an event planning scenario including venue selection, event objectives and the implication for the tourism and hospitality industries LO4, LO5

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Ball, S., Jones, P., Kirk, D. & Lockwood, A. (2003) *Hospitality Operations A Systems Approach*. Continuum, London.

Berghoff, H. (2002) *The Making of Modern Tourism: The Cultural History of The British Experience, 1600-2000*. Basingstoke: Palgrave

Bowdin, G.A.J et al (2011) *Events management*. 3rd ed. Oxford: Elsevier Butterworth-Heinemann.

Brotherton, B. (ed.) (2003) *The International Hospitality Industry: Structure, Characteristics and Issues*. Oxford: Butterworth Heinemann

Cetron, M.J. and Demicco, F. (2010) *The Future of Hospitality and Travel*. Upper Saddle River, USA: Pearson Education

Cooper, C. and others (2013) *Tourism: Principles & Practice*. 5th ed. Harlow: Financial Times Prentice Hall

Getz, D (2012) *Event Studies: Theory, research and policy for planned events*. Oxford: Elsevier Butterworth–Heinemann.

Getz, D. (2005) *Event Management and Event Tourism*. 2nd ed. New York: Cognizant Communication Corporation.

Holloway, J. and Taylor, N. (2012) *The Business of Tourism*. 9th ed. Harlow: Financial Times Prentice Hall

Page, S (2012) *Tourism A Modern Synthesis 4th Ed* Thomson

Rogers, T. (2003), *Conferences and Conventions, A Global Industry*. Oxford: Butterworth-Heinemann

Tassiopoulos, D. (2005) *Event Management: A Professional and Developmental Approach*. 2nd ed. South Africa: Paarl Print

Walker, J R (2012) *An Introduction to Hospitality 6th Ed* Pearson

Watt, D. (2007) *Event Management*. 2nd ed. Harlow: Financial Times Prentice Hall

Westerbeek, H et al (2006) *Managing sport facilities and major events*. London: Routledge.

Van Der Wagen, L (2007) *Event Management: For tourism, cultural, business and sporting events*. Australia: Pearsons Hospitality Press.

Event
 Event Management
 Insights
 International Journal of Contemporary Hospitality Management
 International Journal of Hospitality Management
 Journal of Convention and Event Tourism
 International Journal of Hospitality Management
 Cornell Hotel & Restaurant Administration Quarterly
 Mintel at www.mintel.com (ask at Learning Centre for password)
 Travel and Tourism Intelligence (TTI)
 Travel Weekly
 Travel Trade Gazette
 Wanderlust
 Tourism and Hospitality Research
 Tourism Management
 Annals of Tourism Research

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1314	MODULE TITLE: Developing Research and Practice
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CREDITS: 20	FHEQ Level: 4	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR: This module is designed to enable students to demonstrate that they have all the qualities and transferable skills necessary for relevant employment requiring the exercise of responsibility and decision making, including the ability to relate their professional practice to underlying theory and principles.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management.

Professional body minimum pass mark requirement :N/A

MODULE AIMS:

To enable students to develop a comprehensive portfolio of evidence that supports their career development and practice.

To enable students to demonstrate an approach to their practice that is informed by up to date and relevant theoretical perspectives.

To support students in developing as autonomous learners at HE level.

ASSESSED LEARNING OUTCOMES: (additional guidance below)

At the end of the module the learner will be expected to be able to:

1. Select examples from their practice to illustrate their understanding of the well-established principles of the area(s) of study in the programme.
2. Demonstrate the ability to work independently and in a team in a manner that meets professional requirements.
3. Demonstrate the acquisition of research related skills in the area(s) of study;
4. Demonstrate the ability to communicate in styles appropriate for a variety of professional purposes and audiences.
5. Evaluate own strengths and weaknesses, and areas requiring further development, as part of the continuing Personal Development Plan (PDP).

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
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SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF:
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SUMMARY of MODULE CONTENT

Through a series of tutorials, and specialist referral if necessary, students will be introduced to:

- Academic literacy and research conventions in their chosen field;
- The requirements of professional practice;
- Informed reflection, self-evaluation and personal action planning;
- Relevant ICT competences to support academic and professional practice;
- Information Literacy, including search strategies, identification and critical selection of quality, scholarly information.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	30	Moodle activities and research support seminar activities
Scheduled related visits	10	Assorted trips and visits subject to student demand
Work experience and/ or reflection of current practice	40	40 hours work experience/ reflection with an approved employer
Guided independent study	120	Directed weekly reading, moodle based tasks, and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Portfolio	50%	Evidence and associated informed reflection on academic and personal development. LO3 LO5. A report based on a specific area of professional practice. LO1, LO2, LO4.
		Report	50%	
		Total =	100%	

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Brotherton, B. (2008) *Researching hospitality and tourism: a student guide*. London: Sage.
 Coles, T. (2013) *Student's guide to writing dissertations and theses in tourism studies and related disciplines*. Abingdon: Routledge.
 Cottrell, S. (2008) *The Study Skills Handbook* 3rd Edition. Palgrave Macmillan, Hampshire
 Drew, S. & Bingham, R. (2010) *The Guide to Learning and Study Skills*. Gower Publishing Limited, Hampshire

Horn, R. (2012) *Researching and writing dissertations: a complete guide for business*. London: CIPD.

Pears, R and Shields, G. (2013) *Cite Them Right. The Essential Referencing Guide*. 9th Edition. Palgrave Macmillan, Hampshire

Veal, A.J. (2011) *Research Methods For Leisure, And Tourism: A Practical Guide*. 4th ed. Harlow: Financial Times Prentice Hall.

Veal, A.J. (2006) *Research Methods For Leisure, And Tourism: A Practical Guide*. Available at: <http://www.myilibrary.com?id=60111>

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1315	MODULE TITLE: Hospitality and Event Operations
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CREDITS: 20	FHEQ Level: 4	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR

The module provides the opportunity to gain an understanding of food and beverage and event planning operational theory and apply it into a series of practical work experiences.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

The module aims to provide an introduction to the practical knowledge and expertise involved in elementary food and beverage service, food preparation and event planning and operations. There is an emphasis on practical training and skills, planning and the need to comply with current legislation.

ASSESSED LEARNING OUTCOMES:

1. Demonstrate a range of practical skills associated with food and beverage production, service and event planning and operations
2. Describe the key components of food production, food service, bar service and event planning systems
3. Plan and supervise a themed event
4. Discuss the attributes, processes and resources required to run an event
5. Describe legislation governing food and beverage and events organisations

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only): Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF: David Wells

SUMMARY of MODULE CONTENT

Preparation and production of simple menu items; Preparation, operation and clear down of a food service facility; Bar routines and techniques; Food service methods; Food production methods; Range of beverage operations; Menu compilation; Conceptualising events and development of concepts; Strategic planning; Feasibility studies, proposals and bids; Risk management, legislation and security; Acquiring resources, sponsorship and financial management; Event venue and site selection.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions Guided event planning	75	2.5 hours per week for 30 weeks Students to plan events
Scheduled Related visits	10	Assorted trips and visits subject to student demand
Guided independent study	115	Directed weekly reading, moodle based tasks, and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Portfolio	60%	Two portfolios which evidence planning and operational skills for specific themed events. LO1,3,5 A report which reflects on attributes, processes and resources required to supervise an event describing key food and beverage and event planning systems used. LO2,4
		Report	40%	
		Total	= 100%	

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Bowdin, G.A.J; Allen, J; O'Toole, W; Harris, R and McDonnell, I. (2011) *Events Management*. 3rd ed. Oxford: Elsevier Butterworth-Heinemann.
 Davis, B. & Lockwood, A, Alcott, B and Pantelidis, I (2012) *Food and Beverage Management*. 5th ed. Oxon: Routledge
 Foskett, D., Ceserani, V. & Kinton, R. (2007) *The Theory of Catering* 11th ed. Hodder & Stoughton, London.

Getz, D. (2005) *Event Management and Event Tourism*. 2nd ed. New York: Cognizant Communication Corporation.
Lillicrap, D., Cousins, J. & Smith, R. (2010) *Food and Beverage Service*. 8th ed. Hodder
Caterer & Hotelkeeper
Event
Event Management
International Journal of Contemporary Hospitality Management
Journal of Convention and Event Tourism

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1316	MODULE TITLE: Tourism Operations
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CREDITS: 20	FHEQ Level: 4	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

This module will enable students to develop an understanding of tourism operations in the global market. Transport systems, tour operations and patterns of distribution will be explored to give an overview of the management of this dynamic sector.

COURSEWORK		PRACTICE	
C1	50 %	P1	50%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module aims to equip students with the knowledge of the complex interaction between the supply, sales, distribution and delivery of tourism products and services.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Discuss the inter-relationships between various tourism sectors
2. Evaluate tourism supply channels
3. Discuss the transport infrastructure in a tourism context
4. Evaluate the impact of current trends on tourism supply

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only):Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Deirdre Makepeace	OTHER MODULE STAFF:
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SUMMARY of MODULE CONTENT

Tourism sectors: attractions, accommodation, intermediaries, public sector and policies, destinations
 Transportation Systems – aviation and surface transport
 Tour operations
 Travel retailing – traditional and digital
 Horizontal and vertical integration
 Sales, ticketing, distribution channels, scheduling
 Legislation

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	75	2.5hours a week over 30 weeks
Scheduled related visits	10	Assorted trips and visits subject to student demand
Guided Independent study	115	Use of moodle related exercises, assignment development and related reading.
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Case Study	100% Total = 100%	A Case study of a tourism supply channel and the impact of current trends upon this channel LO2,4
Practice	P1	Presentation	100% Total = 100%	A presentation discussing the interrelationships between two tourism sectors and transport infrastructure implications to these sectors. LO1,3

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Columbus Travel (2006) *World Travel Guide 2006-7*. Columbus Travel
 Cooper, C. et al (2013) *Tourism: principles and practice*. 5th edition. Harlow, Pearson.
 Ed. By Costa, C, Panyik, E. and Buhalis, D. (2013) *Trends in European tourism planning and organisation*. Bristol, Channel View

Dickinson, B. and Vladimir, A. (2007) *Selling the Sea: An Inside Look at the Cruise Industry*. 2nd ed. New York, USA: John Wiley

Hanlon, P. (2007) *Global Airlines: Competition in a Transnational Industry*. 3rd ed. Oxford: Butterworth-Heinemann

Holloway, J.C. and Humphreys, C. (2012) *The business of tourism*. 9th edition. Harlow, Pearson

Inkson, C. and Miinaert, L. (2012) *Tourism management: an introduction*. London, Sage.

Page, S.J. and Connell, J. *Tourism: a modern synthesis*. Andover, Cengage (new edition due March 2014)

Page, S.J. (2011) *Tourism management: an introduction* 4th edition. Oxford, Elsevier

Page, S. (2009) *Transport And Tourism: Global Perspectives*. 3rd ed. Harlow: Pearson Prentice Hall.

Pender, L. (2001) *Travel Trade and Transport: An Introduction*. London: Continuum

Peyre, M. (ed.) (2005) *World Travel Guide*. London: Columbus Travel

Sing, H. (2012) *Tourism supply chain management: advances in tourism*. Abingdon, Routledge.

. Periodicals/Journals

- Tourism & Hospitality Research
- Tourism Management

Internet Learning Resources

- www.itravelnews.com
- www.marketingweek.co.uk
- www.travelmole.com
- www.travelweekly.co.uk
- www.abta.org
- www.visitbritain.org.uk
- www2.unwto.org
- www.wwtc.org
- www.tmi.org.uk
- www.tourismsociety.org

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1317	MODULE TITLE: Dimensions of Tourism
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CREDITS: 20	FHEQ Level: 4.	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

This module explores the many facets of one of the world's growing industries. It will investigate national and global dimensions of sub-sectors evolving on the basis of changing visitor demands.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module provides detailed understanding of the components of the industry and the themes and trends that have shaped and continue to shape their development.

ASSESSED LEARNING OUTCOMES: (additional guidance below)

At the end of the module the learner will be expected to be able to:

1. Describe the global tourism industry
2. Analyse the various components of the industry
3. Analyse significant trends in tourism from the demand perspective

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only): Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Deirdre Makepeace	OTHER MODULE STAFF: Karen Dorow
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SUMMARY of MODULE CONTENT

Historical perspectives
Inbound, outbound and domestic sectors
Urban, rural and coastal tourism
The global tourism market place
Measuring the impacts of tourism
Emerging destinations in the global marketplace
Tourist typologies
The management of visitors
Special interest tourism
Alternative tourism
Responsible travel
Cruise tourism
Sustainability in the tourism industry context
Roles of public private and voluntary sectors in tourism

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	75	2.5 hours a week for 30 weeks.
Related enrichment activities	10	Assorted visits and trips subject to student demand
Guided independent study	115	Directed weekly reading, revision and assessment development
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Report	50%	Report analysing components of the global tourism industry LOs 1&2 Investigate and analyse significant trends in the industry LO 3
		Podcast	50%	
			Total = 100%	

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Cooper, C. et al (2013) Tourism: principles and practice. 5th edition. Harlow, Pearson.

Ed. By Costa, C, Panyik, E. and Buhalis, D. (2013) Trends in European tourism planning and organisation. Bristol, Channel View

Holloway, J.C. and Humphreys, C. (2012) The business of tourism. 9th edition. Harlow, Pearson

Inkson, C. and Miinaert, L. (2012) Tourism management: an introduction. London, Sage.

Page, S.J. (2011) Tourism management: an introduction 4th edition. Oxford, Elsevier

Page, S.J. and Connell, J. Tourism: a modern synthesis. Andover, Cengage (new edition due March 2014)

Sing, H. (2012) Tourism supply chain management: advances in tourism. Abingdon, Routledge.

. Periodicals/Journals

- Tourism & Hospitality Research
- Tourism Management

Internet Learning Resources

- www.itravelnews.com
- www.marketingweek.co.uk
- www.travelmole.com
- www.travelweekly.co.uk
- www.abta.org
- www.visitbritain.org.uk
- www2.unwto.org
- www.wwtc.org
- www.tmi.org.uk
- www.tourismsociety.org

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1318		MODULE TITLE: Event Design & Production	
CREDITS: 20	FHEQ LEVEL: 4	JACS CODE: N801	
PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes	
SHORT MODULE DESCRIPTOR: This module introduces students to design processes and communication tools, basic visual history and production techniques to enable the student to effectively use creativity, design and designers within the events, tourism, and hospitality service sector.			
.COURSEWORK			
C1	100%		
SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events.			
Professional body minimum pass mark requirement: N/A			
MODULE AIMS: To develop an understanding of the application of design related to the service sector To develop an awareness of visual culture in the experience economy To recognise the importance of design communication for the events sector To become aware of the technical and practical considerations of their events			
ASSESSED LEARNING OUTCOMES: (additional guidance below) At the end of the module the learner will be expected to be able to: 1. Analyse the potential of design in an experience economy 2. Apply creativity to events in the service sector 3. Communicate effectively with designers and technicians 4. Implement appropriate themed events in tourism and hospitality			
DATE OF APPROVAL: 03/04/2014		FACULTY/OFFICE: Academic Partnerships	
DATE OF IMPLEMENTATION: 2014-2015		PARTNER: South Devon College	
DATE(S) OF APPROVED CHANGE: Click here to enter a date.		TERM: AY.	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Tony Weaver	OTHER MODULE STAFF:
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Summary of Module Content

Students will be introduced to the idea of a managed creative process. Strategies for initiating design solutions, the development of ideas and the frameworks that underpin design work, will be covered. From initial stimuli the students will be encouraged to develop design ideas for event themes. Their toolbox will include drawing, reflexive sketch development, 2D and 3D modelling and prototyping and an awareness of digital management and visualisation processes. An awareness of the historical aspects of visual culture and the technical, practical constraints of events will also be covered.

SUMMARY OF TEACHING AND LEARNING		
Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	75	2.5 hours per week for 30 weeks
Scheduled Related visits	10	Assorted trips and visits subject to student demand
Guided independent study	115	Directed weekly reading, moodle based tasks, and assessment development/revision
Total	200	

Category	Element	Component Name	Component weighting	Comments <i>Include links to learning objectives</i>
Coursework	C1	Portfolio	100 %	LO1,2,3,4 to include a notebook, sketchbook and presentation of design tasks.

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD1319	MODULE TITLE: Front Office and Facilities Design
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CREDITS: 20	FHEQ Level: 4	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

This module introduces the combined function of the front office, accommodation service and facility operation within the context of hospitality and tourism businesses. The systems and procedures required for routine management of the rooms division are identified and underpinned by the need for quality of provision and high standards of customer care.

WRITTEN EXAMINATION		COURSEWORK	
T1 (in-class test)	25%	C1	75%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

To provide the student with the knowledge and understanding of the technical operations, legal requirements and systems applicable to rooms division within a range of hospitality and tourism contexts. To enable the student to gain an understanding of the planning, organisation and management necessary to achieve a quality service and deliver customer satisfaction.

ASSESSED LEARNING OUTCOMES: (additional guidance below)

At the end of the module the learner will be expected to be able to:

1. Understand, and describe the organisational structure of rooms division.
2. Perform key procedures used in front office and facilities and comprehend the application of policies and documentation used within rooms division.
3. Understand the importance of customer care and social skills in the delivery of customer service, and the implication of legislation relevant to the rooms division.
4. Understand the selection and maintenance criteria for interior surfaces furnishings, fixtures and fittings, and their role in interior design.
5. Understand the importance and measures of quality within accommodation services.

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only):[Click here to enter text.](#)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF:

SUMMARY of MODULE CONTENT The function/roles and responsibilities of the rooms' division department. Market segments, customer requirements and trends in demand for services. Classification and grading systems. The guest cycle, procedures and documentation. Computerised technology for rooms' division operations and procedures. Customer service objectives, communication methods, complaint handling. Legislation and the application and implications for rooms' division management. Interior design and the selection and maintenance of surfaces, fixtures and fittings. Standard operating procedures, quality control and specifications for in-house or contract service operations. Revenue management strategies.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities		Hours	Comments/Additional Information	
Scheduled Lecturers/seminars/formative tutorial/student directed sessions		75	2.5 hours per week for 30 weeks	
Scheduled Related visits		10	Assorted trips and visits subject to student demand	
Guided independent study		115	Directed weekly reading, moodle based tasks, and assessment development/revision	
Total		200		
Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Test	T1	In Class Test	25% Total = 100%	Students to be assessed on completing procedures on a property Management System. LO2
Course work	C1	Project	75% Total = 100%	Students to complete a hospitality consultancy project to include investigatory report of a rooms division department and a design portfolio regarding the interior design and quality management processes involved in hospitality facilities LO1, 3,4, 5.

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Bardi, J.A. (2010) *Hotel Front Office Management*. 5th ed. John Wiley & Sons.
 Casado, M.A. (2012) *Housekeeping Management* 2nd Ed.. John Wiley & Sons, New York.
 Martin, W.B. (2003) *Providing Quality Service*. Prentice Hall.
 Rutherford, D.G. & O'Fallon, M.J. (2010) *Hotel Management & Operations*. 5th ed. John Wiley & Sons

Sloan, P., Legrand, W. & Chen, J.S. (2012) *Sustainability in the Hospitality Industry: Principles of Sustainable Operations*. 2nd Ed. Routledge, London.

Tewari, J.R (2009) *Hotel Front Office Operations and Management*. OUP India, India.

Annals of Tourism Research

Caterer & Hotelkeeper

Cornell Hotel and Restaurant Administration Quarterly

Insights

International Journal of Contemporary Hospitality Management

International Journal of Hospitality Management

Lodging Hospitality

Scandinavian Journal of Hospitality and Tourism

Tourism and Hospitality Research

Tourism Management

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE:	SOUD1386	MODULE TITLE:	Operational Skills for Hospitality Practice
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CREDITS: 20	FHEQ Level: 4	JACS CODE: N800
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR: *(max 425 characters)*

This module develops technical and professional skills within the various functions of the hotel operation. Students are developed to apply effective teamwork and to understand its importance in delivering service excellence to the guest.

PRACTICAL		COURSEWORK	
P1	50 %	C1	50%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

To enable students to develop a range of work based competencies to support their career development and professional practice.
To enable students to demonstrate their ability to work with customers and staff members to provide a quality service experience.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Demonstrate the ability to act within role boundaries whilst performing specified work based competencies in a safe and effective manner.
2. Demonstrate the ability to perform given tasks within various functions of the hotel operation.
3. Demonstrate the ability to work effectively as a team member to provide a quality service experience for the guest.
4. Reflect on the ability to perform given tasks and work effectively within a hotel operation.

DATE OF APPROVAL:	TBC	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	09/15	SCHOOL/PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:		TERM/SEMESTER:	AY

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF: Sarah Pilnick
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SUMMARY of MODULE CONTENT

- Service quality
- Roles, responsibilities and boundaries
- Operational competencies that ensure safe practice
- Operational competencies specific to service area
- Work based competencies

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled virtual learning Environment	25	Moodle activities and research support activities
Guided Independent Study	25	Wider reading and engagement in assessment tasks
Scheduled related visits	10	Assorted trips and visits subject to student demand
Work based learning	140	140 Hours
Total	<u>200</u>	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Practical	P1	Competency Portfolio	100%	Achievement of all competencies identified in portfolio assessed in the workplace. Pass/Fail LO 1,2,3
Coursework	C1	Reflective Report	100%	A reflective report based on a given scenario within a hotel department. LO 4

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

O'Fallon, M.J and Rutherford, D.G. (2011) *Hotel Management and Operations*. 5th Edition. New Jersey: John Wiley & Sons.

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD2263	MODULE TITLE: Special Project
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N801
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PRE-REQUISITES: NA	CO-REQUISITES: NA	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

This module is aimed at developing the student's research and investigation skills, which are essential features within the parameters of academic study, and in the industrial vocational workplace. Students will plan and implement a small-scale research project to practice research skills.

ELEMENTS OF ASSESSMENT *Use HESA KIS definitions*

COURSEWORK	
C1	100 %

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module aims to develop the students' competence in applying research to solve problems and to encourage the student to apply logical reasoning, critical argument and analysis to solve such problems. In this process the students will be encouraged to think strategically and to exercise effective evaluation in decision making.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Apply appropriate principles and concepts to the development of a project
2. Demonstrate competence in the selection and application of appropriate tools of analysis
3. Identify gaps in secondary research to form the basis of primary methods
4. Propose appropriate solutions and recommendations based on research and literary review
5. Present findings in an appropriate report format and oral presentation.

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only):Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF: Alastair Wilson Sarah Pilnick
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SUMMARY of MODULE CONTENT

This is a largely learner led module where staff will be available for supervision and consultation at every stage of the project. It will be delivered alongside research methods with theoretical content being delivered through the research methods module, allowing time for support in special project.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	45	1.5 Hours per week for 30 weeks
Scheduled related visits	10	Assorted trips and visits subject to student demand
Guided independent study	145	Directed weekly reading, Moodle based tasks and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Research Project	100%	Conduct a research project conforming to specific academic requirements including literature review, ethical protocol and final project and dissemination. LO1, LO2, LO3, LO4, LO5.

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Brotherton, B. (2008) *Researching hospitality and tourism: a student guide*. London: Sage.
 Coles, T. (2013) *Student's guide to writing dissertations and theses in tourism studies and related disciplines*. Abingdon: Routledge
 Creswell, J. W. (2009) *Research design: qualitative and quantitative approaches*. 3rd ed. London: Sage Publications.
 Gray, D. E. (2009) *Doing research in the real world*. 2nd ed. London: Sage
 Strauss, A. & Corbin, J. (2013) *Basics of qualitative research: techniques and procedures for developing ground theory*. 3rd ed. London: Sage.
 Veal, A. J. (2011) *Research methods for leisure and tourism: a practical guide*. 4th ed. Essex: Pearson Education Limited.
 Veal, A. J. (2006) *Research Methods for leisure, and tourism: A Practical Guide*. Available at: <http://www.myilibrary.com?id=60111>

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD2264	MODULE TITLE: Digital Communication and Strategy
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N801
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PRE-REQUISITES: NA	CO-REQUISITES: NA	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

Through this module you will acquire a range of skills, and understanding of the impact of emerging digital technologies and the ability to apply marketing, communications and public relation frameworks to interactive environments. This module will also promote work based skills in the use and application of digital media

COURSEWORK	
C1	100 %

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: NA

MODULE AIMS:

To develop students understanding and application of digital communication and strategies that underpin choices.

ASSESSED LEARNING OUTCOMES: (additional guidance below)

At the end of the module the learner will be expected to be able to:

1. Evaluate a range of business and digital strategies
2. Develop a digital communication campaign
3. Evaluate digital campaign impact

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
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Additional notes (for office use only):Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Deirdre Makepeace	OTHER MODULE STAFF:
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SUMMARY of MODULE CONTENT

Digital platforms, (FB, Twitter, LinkedIn, Youtube, Instagram, Peer 2 Peer review sites)
Web development and culture, Segmentation, targeting and positioning, Competitor analysis
and social media audits, privacy, data analytics, channel metrics, impact of social media
Website development and the creative media

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	45	1.5 Hours per week for 30 weeks
Scheduled related visits	10	Assorted trips and visits subject to student demand
Guided independent study	145	Directed weekly reading, Moodle based tasks and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Podcast and infographic	40%	Evaluate the changing role of digital media in achieving organisational aims LO 1
		Plan	60%	Preparation of an integrated marketing campaign using a range of digital media.
			Total =100%	LOs 2 & 3

Updated by: Deirdre Makepeace	Date: 19.08.16	Approved by: Bob Tapp	Date: 19.08.16
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Recommended Texts and Sources:

Core:

Chaffey, D. and Ellis-Chadwick, F. (2015) *Digital Marketing: strategy, implementation and practice*. 6th ed. Harlow: FT Prentice Hall

Ryan, D. and Jones, C. (2014) *Understanding digital marketing*. 3rd ed. London: Kogan Page

Additional reading:

Bratton, S. and Evans, D. (2012) *Social media marketing: an hour a day*. 2nd ed. Indianapolis, Wiley Publishing.

Brown, E. (2012) *Working the crowd: social media marketing for business*. 2nd ed. Swindon, British Informatics Society Ltd.

Chaffey, D. and Smith, P. (2012) *eMarketing eXcellence: planning and optimising your digital marketing*. 4th ed. Abingdon: Routledge

Flores, L. (2014) *How to measure digital marketing: metrics for assessing impact and designing success*. Basingstoke. Palgrave MacMillan.

Kapferer J-N, (2012) *The new strategic brand management*. 5th ed. London: Kogan Page.

Meerman Scott, D. (2015) *The new rules of marketing and PR: how to use social media, online video, mobile applications, blogs, news releases and viral marketing to reach buyers directly*. 5th ed. Hoboken, John Wiley & sons

Rogers, C & Rowles, D (2012) *Complete Guide to Search Engine Optimization*. Kindle.

Ryan D. (2014) *The best digital marketing campaigns in the world: mastering the art of customer engagement*. 2nd ed. London: Kogan Page.

Scott, D.M. (2013) *The new rules of marketing and PR: how to use social media, online video, mobile applications, blogs, news releases and viral marketing to reach buyers directly*. 4th ed. Chichester: John Wiley & Sons.

Young, A. (2011) *Brand media strategy: integrated communications planning in the digital era*. US: Palgrave Macmillan.

Periodicals/Journals:

Journal of Interactive Marketing
Journal of Marketing
Journal of Marketing Management
Journal of Consumer Marketing
Journal of Direct, Data and Digital Marketing

Online:

www.brandrepublic.com
www.campaignlive.com
www.thdrum.com
www.marketingweek.co.uk
www.cimmarketingexpert.co.uk
www.marketingdonut.co.uk
www.smartinsights.com
www.digitalmarketingmagazine.co.uk
www.mashable.com
www.dmnews.com

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD2265	MODULE TITLE: Consumer Experience
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

Analysing the business environment and its trends and challenges. Understanding the principles of marketing and using business environment analysis as a foundation for successful marketing planning. An exploration of the many aspects that define service and service quality for tourism, hospitality and events organisations.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module will give candidates a better understand what makes consumers behave as they do and how organisation can manage the customer experience to achieve success. It will examine the issues which are integral to the supply of service quality in the hospitality, tourism and events sectors.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Evaluate the factors that shape consumer behaviour
2. Discuss what motivates consumers and the way that they perceive themselves
3. Analyse the consumer buying process in context.
4. Define the concepts of service and service quality across the tourism, hospitality and event industries
5. Develop a service quality process and measurement procedures for service sector organisations

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Deirdre Makepeace	OTHER MODULE STAFF: Sarah Pilnick
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SUMMARY of MODULE CONTENT

The principles of consumer behaviour. Consumer behaviour shaped by the business and national/international environment. Social, cultural and demographic influences on consumer behaviour. The consumer decision making process.

Definitions of quality and its application in the service sector, Hospitality Assured, IIP, TQM, Measuring Service Quality, Nature of customer service and communications, problem solving and complaint handling techniques, gap theory and service excellence, training for service quality, standards of performance, standard operating procedures.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	45	1.5 hours x 30 weeks
Related enrichment activities	10	Assorted visits and trips subject to student demand
Guided independent study	145	Directed weekly reading, revision and assessment development
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Essay	50%	Learners to write an essay stating how consumer behaviour shapes trends in tourism, hospitality and/or event industries LO1, LO2, LO3 Students will be required to define how a specific organisation delivers and maintains concepts of service quality to its customers and to design standard operating procedures that can be used by organisations to train in an aspect of service quality LO4, LO5
		Report	50%	
		Total	=	
			100%	

Updated by: Deirdre Makepeace	Date: 19.08.16	Approved by: Bob Tapp	Date: 19.08.16
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Recommended Texts and Sources:

Core Texts:

Solomon, M.R. et al (2010) *Consumer Behaviour; a European Perspective*. 4th ed. Harlow: Pearson

Buswell, J, Williams, C, Donne, K, and Sutton, C. (2016) *Service Quality in Leisure, Events, Tourism and Sport*. 2nd ed. CABI

Additional reading:

Blythe, J. (2013) *Consumer Behaviour*. 2nd edition. London, Sage

Ford, R, Sturman, M and Heaton, C. (2011) *Managing Quality Service in Hospitality: How organisations achieve excellence in the guest experience*. Cengage Learning

Lyons A (1997) *Customer service in leisure and tourism*. Sevenoaks: Hodder

March, R. and Woodside, A.G. (2009) *Tourism behaviour: travellers decisions and actions*.

Martin W B (2003) *Providing quality service: what every hospitality service provider needs to know*. Hemel Hempstead: Prentice-Hall.

Swarbrooke, J. (2007) *Consumer behaviour in tourism*. 2nd ed. Oxford: Butterworth Heinemann

Tum, J, Norton, P and Wright, J. (2006) *Management of Event Operations*. Oxford, Butterworth Heinemann.

Williams C and Buswell J (2003) *Service quality in leisure and tourism*. CAB International

Zeithaml, V.A (2009) *Delivering Quality Service*. Free Press

Periodicals/Journals

- Journal of Consumer Behaviour
- Journal of Hospitality and Leisure Marketing
- Journal of Leisure Research
- Tourism & Hospitality Research
- Tourism Management

Internet Learning Resources

- www.itravelnews.com
- www.travelmole.com
- www.travelweekly.co.uk

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD2266		MODULE TITLE: Project Management for Tourism, Hospitality and Events					
CREDITS: 20	FHEQ Level: 5	JACS CODE: N801					
PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes					
SHORT MODULE DESCRIPTOR: The principles of successful project management, using project management tools to plan and manage resources and outcomes effectively.							
<table border="1"><tr><td colspan="2">COURSEWORK</td></tr><tr><td>C1</td><td>100%</td></tr></table>				COURSEWORK		C1	100%
COURSEWORK							
C1	100%						
SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management							
Professional body minimum pass mark requirement: N/A							
MODULE AIMS: To equip students with project management knowledge and skills to support the delivery of an industry specific project.							
ASSESSED LEARNING OUTCOMES: (additional guidance below) At the end of the module the learner will be expected to be able to: <ol style="list-style-type: none">1. Identify and justify a management project2. Apply appropriate management tools to a specific project3. Analyse sustainability and corporate social responsibility in project management4. Evaluate the impacts of projects							
DATE OF APPROVAL: 03/04/2014		FACULTY/OFFICE: Academic Partnerships					
DATE OF IMPLEMENTATION: 2014-2015		PARTNER: South Devon College					
DATE(S) OF APPROVED CHANGE: Click here to enter a date.		TERM: AY.					
Additional notes (for office use only): Click here to enter text.							

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Andrew Faulkner	OTHER MODULE STAFF:
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SUMMARY of MODULE CONTENT

Working with stakeholders to agree the aim, scope and objectives for projects
Market research to inform project decisions
Risk management – analysing, evaluating and mitigating risk
Managing and leading project teams
Financial administration of projects
Marketing and sales strategies
Project management tools
Communications in a project context
Evaluation and impact assessment
Sustainability and corporate social responsibility

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers /formative tutorial/student directed sessions	45	1.5 hours per week for 30 weeks
Scheduled Related visits	10	Assorted trips and visits subject to student demand
Guided independent study	145	Directed weekly reading, Moodle based tasks, and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Structured report	50%	The application of appropriate management tools will be evidenced through a scenario based project, with analysis of how the project could be sustainable - LO2 & 3 To identify, justify and present a project plan for a specific live project, requiring the impact evaluation of the project – LO1 & 4
		Live project – project report	50%	
			Total = 100%	

Updated by: Andrew Faulkner	Date: 31/08/16	Approved by: D Makepeace	Date: 31.08.16
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Recommended Texts and Sources:**Core:**

Lock, D. (2013) *Project Management*. 10th edition. Aldershot. Gower

Recommended:

Baker, K. (2008) *Project Evaluation and Feasibility Analysis for Hospitality Operations*.

Australia: Pearson Education

Bowdin, G.A.J; Allen, J; O'Toole, W; Harris, R and McDonnell, I. (2011) *Events Management*. 3rd ed. Oxford: Elsevier Butterworth-Heinemann.

Lewis, J.P. (2007) *Mastering project management: applying advanced concepts to systems thinking, control and evaluation, resource allocation*. 2nd edition. Maidenhead, McGraw-Hill.

Watt, D. (2007) *Event Management*. 2nd ed. Harlow: Financial Times Prentice Hall

Wei, C. (2013) *Event Project Management Body of Knowledge*. Create Space Independent Publishing Platform.

Journals/Periodicals:

Event Management

International Journal of Project Management

International Journal of Managing Projects in Business

Project Management Journal

Tourism Management

Online sources:

www.apm.org.uk

www.pmi.org.uk

www.prince2.com

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD2267	MODULE TITLE: Contemporary Issues in Tourism, Hospitality and Events Management
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N801
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PRE-REQUISITES: NA	CO-REQUISITES: NA	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

This module focuses on contemporary topics and emerging themes in the competitive and wider market place and their implications for the tourism, hospitality and events sectors.

COURSEWORK	
C1	100 %

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module will enable students to monitor and evaluate current issues and emerging themes impacting on the management and development of the tourism, hospitality and events sectors. An appreciation of ethical and environmental issues will be gained along with an understanding of the challenges these issues pose for industry organisations.

ASSESSED LEARNING OUTCOMES: (additional guidance below)

At the end of the module the learner will be expected to be able to:

1. Identify and investigate current issues and emerging themes relevant to the tourism, hospitality or events industry
2. Analyse the impact of these issues (positive and negative) on organisation
3. Understand and apply the principles of ethics and environmental sustainability.

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only): Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
MODULE LEADER: Deirdre Makepeace	OTHER MODULE STAFF:

SUMMARY of MODULE CONTENT

Changes in industry structure
Inflation, exchange rate fluctuations, increase in taxes, capital investment
Natural disaster, war/terrorism, health issues
Environmental issues, pollution, climate change, habitat, changes in legislation
Digital technologies
Globalisation, competitor actions
Environmental, economic and socio-cultural impacts (both positive and negative)
Social responsibility and ethics
'Green' schemes, 'greenwash' and the responsible consumer
Innovation and entrepreneurship
Sectoral case studies

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	45	1.5 hours for 30 weeks
Visits and trips	10	Assorted trips and visits subject to student demand
Guided self-study	145	Directed weekly reading, moodle based tasks, and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Log book	60%	Log book of current issues facing the sector(s) and an analysis of their impacts LOs 1&2 Portfolio of case studies illustrating best practice. LO 3
		Portfolio	40%	
		Total = 100%		

Updated by: Deirdre Makepeace	Date: 19.08.16	Approved by: Bob Tapp	Date: 19.08.16
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Recommended Texts and Sources:

Core:

Cooper, C., Hall, C.M. (2016) *Contemporary Tourism*. 3rd ed. Oxford: Elsevier
Bowdin, G (2010) *Event Management*. 3rd ed. Routledge. London

Additional reading:

Buhalis, D (2012) *Best Practice in Accessible Tourism: disability, aging population and tourism*. Bristol. Channel View

Chaffey, D. and Ellis-Chadwick, F. (2012) *Digital marketing: strategy, implementation and practice*. 5th edition. Harlow, Pearson.

Holden, A. (2016) *Environment & Tourism*. 3rd ed. Abingdon. Routledge

Kotter, J.P, (2012) *Leading change*. Boston, Harvard Business School Press.

Martin, C. (2013) *Mobile influence: the new power of the consumer*. Basingstoke, Palgrave Macmillan.

Page, S.J. and Connell, J. (2014) *Tourism: A Modern Synthesis*. 4th Ed. London: Thomson

Edgell, D. L. Snr. (2016) *Managing Sustainable tourism: a legacy for the future*. Abingdon. Routledge.

Roper, S. and Fill, C. (2012) *Corporate reputation: brand and communication*. Harlow, Prentice Hall

Walmsley, B (2011) *Key Issues in the Arts and Entertainment Industry*. Goodfellow.

Weaver, D. (2007) *Sustainable Tourism*. Oxford: Butterworth- Heineman

Worthington, I and Britton, C. (2014) *The Business Environment*. 7th Ed. Harlow: Pearson

Online resources:

www.thetimes.co.uk
www.telegraph.co.uk
www.ft.com
www.theguardian.com
www.thetravelfoundation.org.uk
www.abta.com
www.eventindustrynews.co.uk
www.conference-news.co.uk

www.leisureweek.co.uk
www.itravelnews.com
www.travelmole.com
www.travelweekly.co.uk
unwto.org
www.visitbritain.org
www.tourismalliance.com

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD2268	MODULE TITLE: Food, Beverage and Licensed Management
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

The module explores systems of food, beverage and licensed management and their application within service sector contexts. It develops student's management and organisational skills through means of a practical exercise. Current licensing legislation will be reviewed with regards to its impact on the hospitality industry.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module aims to develop an awareness of food, beverage and licensing management. Central to this module is an awareness of trends and issues relating to current industry practice.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Analyse current licensing legislation and the implications of the law with reference to moral and social responsibilities of various stakeholders
2. Analyse trends and issues pertinent to food, beverage and the licensed trade.
3. Manage and plan for a specific food and beverage event.

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only):Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: David Wells	OTHER MODULE STAFF: Rachel Jackson
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SUMMARY of MODULE CONTENT

Objectives of F&B and types of operations. Administration and control systems for F&B operations. Purchasing, receiving, storage and 'just in time production'. The licensing process and current licensing legislation. Bar management. Trends in F&B and licensed management. Classifications of licensed premises. Choosing and appreciating wine. Banquet planning and operations.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	45	1.5 hours per week for 30 weeks
Scheduled Related visits	10	Assorted trips and visits subject to student demand
Guided independent study	145	Directed weekly reading, moodle based tasks, and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Media report	30%	Students will present a media report on the current trends and issues affecting food beverage and licensed trades. Students will analyse current licensing legislation and the implications of the law with reference to moral and social responsibilities of various stakeholders. Students will produce a portfolio to manage and plan for a specific food and beverage event.
		Poster	20%	
		Food and Beverage Portfolio.	50%	
			Total = 100%	

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

BIIAB Awarding Qualifications for Licensed Retail (2007) Handbook for the BIIAB Level 2 National Certificates for Personal Licence Holders:
Cousins J et al (2012) *Food and Beverage Services*. 8th Edition. Harlow: Hoddler Education.
Cousins J et al (2011) *Food and Beverage Management*. Third Edition: Available at: <http://lib.myilibrary.com/Open.aspx?id=327498> (Accessed on 28th September 2013)

Davis, B. & Lockwood, A, Alcott, B and Pantelidis, I (2012) *Food and Beverage Management*. 5th ed. Oxon: Routledge
Food Standard Agency (2012) *Regulations in Licensed*. Available at:
<http://www.food.gov.uk/enforcement/regulation/> (Accessed on 28th September 2013)
Foskett, D., Pennington, A., Cousins, J., (2011) *Food and Beverage Management*. 3rd Edition. London: Goodfellow Publishers Ltd.
Home office. (2012) *Alcohol Licensing Conditions*. Available
at: <http://www.homeoffice.gov.uk/drugs/alcohol/alcohol-licensing-conditions/> (Accessed on 28th September 2013)

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD2269	MODULE TITLE: Events Management
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR:

Management concepts of events and conferences are explored, and learners will be able to implement organisational skills to plan, conduct and reflect upon a live event within the service sector industry.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

The module aims to give students the opportunity to plan, execute and reflect upon core and tangential elements before, during and post event within the service sector.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Plan and execute an event or conference activity or programme
2. Analyse the conference/event development process
3. Evaluate the requirement for effective administration and organisational skills
4. Discuss the concept of control as a requisite within event or conference management

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only):Click here to enter text.

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF: Sarah Pilnick
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SUMMARY of MODULE CONTENT

Financial control and budgeting; Logistics and site planning; Event programming, scheduling, contingency and emergency planning; The event experience and quality control; Aims and objectives; People performance management; Spectator management, Waste and environmental management; Event protocol; Promotion and strategy, market research, publicity, advertising and promotion; Evaluation and reporting.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	30	2 hours per week over 15 weeks
Scheduled Related visits	10	Assorted trips and visits subject to student demand
Guided independent study	160	Directed weekly reading, moodle based tasks, and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Portfolio	50%	Students to produce an event portfolio containing the planning and management for a specific event. LO1 A briefing paper discussing concepts of control. LO4 Students to analyse and evaluate the event management process. LO2,3.
		Briefing Paper	20%	
		Reflective report	30%	
		Total = 100%		

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Bowdin, G.A.J; Allen, J; O'Toole, W; Harris, R and McDonnell, I. (2011) *Events Management*. 3rd ed. Oxford: Elsevier Butterworth-Heinemann.
 Getz, D. (2013) *Event Tourism: Concepts, International Case Studies and Research*. New York: Cognizant Communication Corporation.
 Getz, D (2012) *Event Studies: Theory, research and policy for planned events*. Oxford: Elsevier Butterworth-Heinemann.

Getz, D. (2005) *Event Management and Event Tourism*. 2nd ed. New York: Cognizant Communication Corporation.

Rogers, T (2003) *Conference and conventions: a global industry*. Oxford: Butterworth-Heinemann.

Tassiopoulos, D. (2005) *Event Management: A Professional and Developmental Approach*. 2nd ed. South Africa: Paarl Print

Van Der Wagen, L (2007) *Event Management: For tourism, cultural, business and sporting events*. Australia: Pearsons Hospitality Press.

Watt, D. (2007) *Event Management*. 2nd ed. Harlow: Financial Times Prentice Hall

Event

Event Management

Journal of convention and event tourism

Marketing Events

Conference and Exhibition Fact Finder

Conference News

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: SOUD2270	MODULE TITLE: Destination Management
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N801
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PRE-REQUISITES: N/A	CO-REQUISITES: N/A	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR: *(max 425 characters)*

Investigating the complex challenges of destination management; what makes a successful destination in the global and local contexts of the tourism industry.

COURSEWORK		PRACTICE	
C1	60 %	P1	40%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module will give candidates a better understanding how destinations are strategically and operationally managed to achieve sustainable outcomes, meeting the complex, changing and often conflicts needs of stakeholders.

ASSESSED LEARNING OUTCOMES: (additional guidance below)

At the end of the module the learner will be expected to be able to:

1. Explain the role of a destination management organisation
2. Analyse the business environment factors impacting on destinations.
3. Describe the elements of successful destination management planning
4. Evaluate destination management and marketing strategies
5. Recommend appropriate marketing and management strategies

DATE OF APPROVAL:	03/04/2014	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	2014-2015	PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM:	AY.

Additional notes (for office use only):[Click here to enter text.](#)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
MODULE LEADER: Deirdre Makepeace	OTHER MODULE STAFF:

SUMMARY of MODULE CONTENT

Tourism impacts – social, economic and environmental
Visitor management principles and practice
The role of the DMO – marketing and managing
Branding and positioning in the competitive marketplace
Challenges and trends in destination management
The impact of digital technologies
Product development
Stakeholder analysis
Governance and leadership
Urban, rural and coastal destinations

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars/formative tutorial/student directed sessions	30	2 hours per week over 15 weeks
Related enrichment activities	10	Assorted visits and trips subject to student demand
Guided independent study	160	Directed weekly reading, revision and assessment development
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Destination Report	100%	Students to evaluate the business environment and its impact on destination management using illustrative examples, 1, 2 & 3
Practice	P1	Group Presentation	100%	Students to prepare and present destination management and marketing analysis and recommendations in an appropriate format for selected stakeholders 4&5

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Core reading:

Morrison, A. (2013) *Marketing and Managing Tourism Destinations*. Abingdon: Routledge

Page, S.J. and Connell, J. (2009) *Tourism: A Modern Synthesis*. 3rd Ed. London: Thomson

Additional Reading:

Fletcher, J. Fyall, A, (2008) *Tourism Principles and Practice*. 4th Ed. Harlow: Pearson

Gunn, C.A. and Var, T. (2002) *Tourism Planning: Basics, Concepts, Cases*. 4th ed. London: Routledge

Holloway, J.C. (2012) *The Business Of Tourism*. 9th ed. Harlow, England: Financial Times/Prentice Hall.

Johnson, G. and Scholes, K. (2006) *Exploring Corporate Strategy*. 7th Ed. Harlow: Pearson

Lockwood, A. and Medlik, S. (eds.) (2001) *Tourism and Hospitality in the 21st Century*. Oxford: Butterworth-Heinemann.

Mason, P. (2008) *Tourism Impacts, Planning and Management*. Oxford: Butterworth-Heinemann

Weaver, D. (2007) *Sustainable Tourism*. Oxford: Butterworth-Heinemann

Worthington, I and Britton, C. (2009) *The Business Environment*. 6th Ed. Harlow: Pearson

Youell, R. (1998) *Tourism: an Introduction*. Harlow: Longman.

Periodicals/Journals

Current Issues in Tourism

Information Technology and Tourism

International Journal of Heritage Studies

Journal of Sustainable Tourism

Journal of Tourism Studies

Journal of Travel Research

Tourism Economics

Tourism Management

Internet Learning Resources

www.leisureweek.co.uk

www.itravelnews.com

www.travelmole.com

www.travelweekly.co.uk

unwto.org

www.visitbritain.org

www.visitengland.org

www.scotland-sdma.org.uk

www.dpuk.org.uk

www.tourismalliance.com

www.insights.org.uk

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE:	SOUD2337	MODULE TITLE:	Management Skills for Hospitality Practice
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N800
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR: *(max 425 characters)*

Students will further develop their supervisory and professional operational skills when responsible for functional areas of the hotel operations. Students will become involved in the planning and organising of teams in the delivery of products and services to customers.

COURSEWORK		PRACTICAL	
C1	50%	P1	50 %

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

To enable students to gain specific knowledge and develop a range of specialised work based competencies appropriate to specific areas of practice. To develop the skills of reflection in practice.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Demonstrate the ability to perform specified work based competencies in a safe and effective manner
2. Demonstrate the acquisition of supervisory skills relating to hotel management within the work place
3. Reflect on the acquisition of work based skills
4. Demonstrate the ability to act within role boundaries whilst observing protocols and guidelines

DATE OF APPROVAL:		FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	09/15	SCHOOL/PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:		TERM/SEMESTER:	AY

Additional notes (for office use only):

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF: Sarah Pilnick
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SUMMARY of MODULE CONTENT

- Service quality
- Roles, responsibilities and boundaries
- Supervisory competencies that ensure safe practice
- Supervisory competencies specific to service area
- Work based competencies

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled virtual learning Environment	25	Moodle activities and research support activities
Guided Independent Study	25	Wider reading and engagement in assessment tasks
Scheduled related visits	10	Assorted trips and visits subject to student demand
Work based learning	140	140 Hours
Total	200	

<i>Category</i>	<i>Element</i>	<i>Component Name</i>	<i>Component Weighting</i>	<i>Comments include links to learning objectives</i>
Coursework	C1	Reflective report	100%	A reflective report based on a given scenario within a hotel department. LO 3
Practical	P1	Competency Portfolio	100%	Achievement of all competencies identified in portfolio assessed in the workplace. LO 1,2,4

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

O'Fallon, M.J and Rutherford, D.G. (2011) *Hotel Management and Operations*. 5th Edition. New Jersey: John Wiley & Sons.

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE:	SOUD2338	MODULE TITLE:	Managing Operational Performance
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N800
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR: This module gives students the opportunity to practice management skills and apply theoretical concepts in a realistic working environment to improve the performance of a hospitality establishment.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS: To provide students with the skills and knowledge to identify best practice in hospitality operations. To analyse and interpret financial and non-financial management information on which to make informed business decisions.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Apply management tools that contribute to the success of the hospitality industry
2. Formulate solutions to a variety of operational problems
3. Evaluate information to assist in the management of processes
4. Reflect on strategies employed to improve operational performance

DATE OF APPROVAL:		FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	09/15	SCHOOL/PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	.	TERM/SEMESTER:	AY

Additional notes (for office use only): For delivering institution's HE Operations or Academic Partnerships use if required

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
MODULE LEADER: Alastair Wilson	OTHER MODULE STAFF: Rachel Jackson

SUMMARY of MODULE CONTENT

Cost Control
 Revenue generation and sales opportunities
 Key performance indicators and Performance improvement approaches
 Problem solving
 Continuous improvement
 Leading high performance teams
 Training needs analysis
 Service quality measurements
 Customer Relationship Management

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lectures/Seminars	45	1.5 Hours per week for 30 weeks
Scheduled related visits	10	Assorted trips and visits subject to student demand
Guided independent study	145	Directed weekly reading, Moodle based tasks and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Live project – project plan	50%	To identify, justify and present a project plan for a specific live project. The application of appropriate management tools throughout the project will be evidenced. A reflective report based on a given scenario within a hotel department.
		Reflective report	50% 100%	

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Harris, P. (2011) *Profit planning for hospitality and tourism*. 3rd ed. London: Goodfellows.
 O'Fallon, M.J and Rutherford, D.G. (2011) *Hotel Management and Operations*. 5th Edition. New Jersey: John Wiley & Sons

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE:	SOUD2339	MODULE TITLE:	Rooms Division Management
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N800
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR: This module focuses on the key principles of room's division management within the hospitality industry. It provides students with an insight into this dynamic hospitality sector and demonstrates to them the importance of this department as a major revenue generator with the accommodation sector. It also gives the learner's the opportunity to develop their operational and management knowledge of this key functional department.

COURSEWORK		PRACTICE	
C1	75%	P1	25%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

To provide students with the skills and knowledge to effectively manage rooms within the hospitality sector.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

1. Examine the role of revenue management and its application within the rooms division department.
2. Analyse reservation sources and distribution channels.
3. Evaluate trends and developments and the impact on guest services.

DATE OF APPROVAL:	Click here to enter a date.	FACULTY/OFFICE:	Academic Partnerships
DATE OF IMPLEMENTATION:	09/15.	SCHOOL/PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM/SEMESTER:	AY

Additional notes (for office use only): For delivering institution's HE Operations or Academic Partnerships use if required

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
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MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF:
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SUMMARY of MODULE CONTENT

Product distribution and distribution channels
 Reservation sources and channels
 Traditional and electronic distribution systems
 Forecasting
 Managing group bookings and contractual clauses
 Yield management and overbooking
 Room pricing strategies
 Rate restrictions
 Room revenue analysis
 Revenue Management
 Managing guest services
 Planning and evaluating operations
 Trends and developments in rooms division

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lectures/Seminars	45	1.5 Hours per week for 30 weeks
Scheduled related visits	10	Assorted trips and visits subject to student demand
Work based learning	45	45 hours work based learning
Guided independent study	100	Directed weekly reading, Moodle based tasks and assessment development/revision
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Report	100%	Examining the role of revenue management and its importance in rooms division and an analysis of reservation sources and distribution channels. LO1,2
Practice	P1	Presentation	100%	
				Presentation evaluating rooms division trends and developments and the impacts on the guest experience. LO3

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

Bardi, J. A. (2011) *Hotel Front Office Management*. 4th ed. New Jersey: Wiley & Sons. e-book available.

Harris, P. (2011) *Profit planning for hospitality and tourism*. 3rd ed. London: Goodfellows.
Hawkins, R. and Bohdanowicz, P. (2011) *Responsible hospitality*. London: GoodFellows.
Hudson, S. and Hudson, L. (2012) *Customer service for hospitality and tourism*. London: GoodFellows.
Hirst, R. and Tressider, C. (2011) *Marketing in food, hospitality, tourism and events*. London: Goodfellows.
Legoherele, P., Fyall, A. and Poutier, E. (2013) *Revenue management for hospitality and tourism*. London. GoodFellows.
Jones, T. (2007) *Professional management of housekeeping operations*. N. Jersey: Wiley & Sons. E-book available.
Vallen, G.K and Vallen, J.J (2013) *Check-In Check-out, Managing Hotel Operations*. 9th Ed. Pearson.

SECTION A: DEFINITIVE MODULE RECORD

MODULE CODE:	SOUD2340	MODULE TITLE:	Food, Beverage, Licensing and Events Management
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CREDITS: 20	FHEQ Level: 5	JACS CODE: N800
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PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Yes
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SHORT MODULE DESCRIPTOR: The module explores systems of food, beverage, licensing and events management and their application within service sector contexts. Management concepts are explored, and learners will be able to implement organisational skills to plan, conduct and reflect upon a live event within the service sector industry.

COURSEWORK	
C1	100%

SUBJECT ASSESSMENT PANEL Group to which module should be linked: Tourism, Hospitality and Events Management

Professional body minimum pass mark requirement: N/A

MODULE AIMS: This module aims to develop an awareness of food, beverage, licensing and events management. Central to this module is an awareness of trends and issues relating to current industry practice. The module aims to give students the opportunity to plan, execute and reflect upon core and tangential elements before, during and post event within the service sector.

ASSESSED LEARNING OUTCOMES:

At the end of the module the learner will be expected to be able to:

4. Analyse current licensing legislation and the implications of the law with reference to moral and social responsibilities of various stakeholders
5. Analyse trends and issues pertinent to food, beverage and the licensed trade.
6. Plan and execute an event or conference activity or programme
7. Analyse the conference/event development process
8. Evaluate the requirement for effective administration and organisational skills

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DATE OF IMPLEMENTATION:	09/15	SCHOOL/PARTNER:	South Devon College
DATE(S) OF APPROVED CHANGE:	Click here to enter a date.	TERM/SEMESTER:	AY
Additional notes (for office use only): For delivering institution's HE Operations or Academic Partnerships use if required			

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2017/2018	NATIONAL COST CENTRE: 134
MODULE LEADER: Rachel Jackson	OTHER MODULE STAFF: David Wells

SUMMARY of MODULE CONTENT

Purchasing, receiving, storage and 'just in time production'. The licensing process and current licensing legislation. Bar management. Trends in F&B and licensed management. Classifications of licensed premises. Choosing and appreciating wine. Banquet planning and operations. Financial control and budgeting; Logistics and site planning; Event programming, scheduling, contingency and emergency planning; The event experience and quality control; Aims and objectives; People performance management; Spectator management, Waste and environmental management; Event protocol; promotion; Evaluation and reporting.

SUMMARY OF TEACHING AND LEARNING [Use HESA KIS definitions]

Scheduled Activities	Hours	Comments/Additional Information
Scheduled Lecturers/seminars	45	1.5 hours per week for 30 weeks
Scheduled Related visits	10	Assorted trips and visits subject to student demand
Guided independent study	105	Directed weekly reading, moodle based tasks, and assessment development/revision
Scheduled event planning and management	40	Students to plan and execute a specific food and beverage event.
Total	200	

Category	Element	Component Name	Component Weighting	Comments include links to learning objectives
Coursework	C1	Media report	30%	Students will present a media report on the current trends and issues affecting food beverage and licensed trades. Students will analyse current licensing legislation and the implications of the law with reference to moral and social responsibilities of various stakeholders. Students will produce a portfolio to manage and plan for a specific event to include an evaluation of the event development process.
		Poster	20%	
		Event Portfolio	50%	
			Total = 100%	

Updated by: Rachel Jackson	Date: 15/09/15	Approved by: Bob Tapp	Date: 16/09/15
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Recommended Texts and Sources:

BIIAB Awarding Qualifications for Licensed Retail (2007) Handbook for the BIIAB Level 2 National Certificates for Personal Licence Holders:
Bowdin, G.A.J; Allen, J; O'Toole, W; Harris, R and McDonnell, I. (2011) *Events Management*.

3rd ed. Oxford: Elsevier Butterworth-Heinemann.

Cousins J et al (2012) *Food and Beverage Services*. 8th Edition. Harlow: Hoddler Education.

Cousins J et al (2011) *Food and Beverage Management*. Third Edition: Available at: <http://lib.myilibrary.com/Open.aspx?id=327498> (Accessed on 28th September 2013)

Davis, B. & Lockwood, A, Alcott, B and Pantelidis, I (2012) *Food and Beverage Management*. 5th ed. Oxon: Routledge

Food Standard Agency (2012) *Regulations in Licensed*. Available at: <http://www.food.gov.uk/enforcement/regulation/> (Accessed on 28th September 2013)

Foskett, D., Pennington, A., Cousins, J., (2011) *Food and Beverage Management*. 3rd Edition. London: Goodfellow Publishers Ltd.

Getz, D. (2013) *Event Tourism: Concepts, International Case Studies and Research*. New York: Cognizant Communication Corporation.

Getz, D (2012) *Event Studies: Theory, research and policy for planned events*. Oxford: Elsevier Butterworth–Heinemann.

Getz, D. (2005) *Event Management and Event Tourism*. 2nd ed. New York: Cognizant Communication Corporation.

Home office. (2012) *Alcohol Licensing Conditions*. Available at: <http://www.homeoffice.gov.uk/drugs/alcohol/alcohol-licensing-conditions/> (Accessed on 28th September 2013)

Rogers, T (2013) *Conference and conventions: a global industry*. 3rd Ed Oxford: Butterworth-Heinemann.

Event

Event Management

Journal of convention and event tourism

Marketing Events

Conference and Exhibition Fact Finder

Conference News