UNIVERSITY CENTRE SOUTH DEVON

PROGRAMME QUALITY HANDBOOK 2021-2022

FdSc Tourism, Hospitality and Events Management & Certificate of Higher Education

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1. Welcome and Introduction to FdSc Tourism, Hospitality and Events Management and Certificate of Higher Education

Welcome to the Foundation Degree in Tourism, Hospitality & Events Management delivered by University Centre South Devon. UCSD 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 FdSc 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

1.1. Programme Management

This programme is managed by the HE Lead Rachel Jackson.

1.2. Personal Tutor

Personal tutors are designated as a sustained and first point of reference for individual students on personal, domestic or academic matters; detailed information will be available in your teaching, learning and assessment handbooks.

Further information about personal tutoring at UCSD can be found by following this link to the Student Development policy.
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1.3. Course Contact List

Rachel Jackson – HE Lead and Lecturer – rjackson@southdevon.ac.uk

Trevor Smee – Programme Coordinator and Lecturer – tsmee@southdevon.ac.uk

Lynn Stephens – Curriculum Manager and Lecturer – lstephens@southdevon.ac.uk

Annette Harpham – Lecturer – aharpham@southdevon.ac.uk

Charlotte Jackson – Lecturer – cjackson@southdevon.ac.uk

1.4. Preparing for your programme

At UCSD, we understand that degree level study is a big step up from previous studies. To help prepare you for the degree we recommend engaging with preparatory activities. Each year UCSD organise step up to HE workshops, with a focus on supporting you to develop your research and writing skills, alongside academic techniques. For more information on the workshops and resources available, please visit our website: https://www.ucsd.ac.uk/the-first-year-at-university/.

The Student Support Hub is available throughout the duration of your programme and offers a range of services, acting as a first port of call for academic, study, wellbeing, disability, fees/funding, employability and progression support. When progressing to the next level of study of your higher education, there are also workshops and activities available to support you with progressing your graduate skills.

Preparatory reading is a great way to develop your knowledge and skills to be ready for the next level of study in higher education. Please see below some recommended reading to undertake prior to the start of your course:

Preparatory Reading

Recommended books/ebooks:

Have a look at the following e books and read the following chapters.

- Tourism Management – Chapters 1 and 2
- https://books.google.co.uk/books?id=-BnYAwAAQBAJ&printsec=frontcover&dq=editions:8fQq_VwZZZ8C&hl=en&sa=X&ved=0ahUKEwjy6_aq9JzpAhVBtXEKHQ8TCJYQ6AEIMDAB#v=onepage&q&f=false
- Hospitality Management Chapters 7 and 8
- https://books.google.co.uk/books?id=BiR0DwAAQBAJ&printsec=frontcover&dq=hospitality+management&hl=en&sa=X&ved=0ahUKEwiS5LHv9JzpAhUlRhUIHVYOAegQ6AEIRzAE#v=onepage&q=hospitality%20management&f=false

If you want to purchase some books in anticipation of starting the programme:

Human Resource Management in the Hospitality Industry. A Guide to Best Practice 10th ed. *For full time students only	Boella, M & Goss-Turner, S.	2019

The 7th edition (2014) is also fine and is available on ebay and amazon marketplace for reduced cost. Chapters 1 and 2 are a good introduction.

The Business Environment: A Global Perspective	Worthington, I. Britton, Thomson	2018, 8th Ed

The seventh edition (2014) is also fine is available on ebay and amazon marketplace for reduced cost. Chapters 1 and 2 are a good introduction.

Customer Service for Hospitality and Tourism	Hudson and Hudson	2017

The first edition (2012) is also fine is available on ebay and amazon marketplace for reduced cost. Chapters 1 and 2 are a good introduction.

Open access Journal articles:

Have a look at the Tourism and Hospitality Research Journal and select an article that interests you. Read it and try to make a summary of what the article findings were.

https://journals.sagepub.com/home/thr

Other materials:

Have a look at the following websites with industry updates.

UK Hospitality

www.visitbritain.org

Eventbrite

www.marketingdonut.co.uk

Travel industry news and job listings (travelmole.com)

https://www.wttc.org/

1.5. COVID19 Programme Planning

Covid 19 programme Planning		
General approach being undertaken	We will follow government advice on social distancing and personal safety to ensure a 'Covid secure' working and learning environment. We know that we all may need to adapt if Covid conditions change. We will continue to provide a high quality learning experience utilising technology solutions as required. We will continue to update our dedicated Covid 19 webpage if and when circumstances change. We encourage all new and returning students to review this page to better understand the approach we are taking.	
Programme Teaching and Learning changes being undertaken	Modules that required practical elements such as the work experience in Tourism Career and Progression and Development and practical events in Conference and Events Management will be undertaken as soon as practicably possible in the academic year.	
Programme Assessment changes being undertaken	N/A	
	Module title and code	Change

2. Programme Specification

2.1. Programme Details

Awarding Institution:	South Devon College
Teaching Institution:	South Devon College
Accrediting Body:	South Devon College
Language of Study:	English
Mode of Study:	Full Time/Part Time
Final Award:	FdSc Tourism, Hospitality and Events Management
Intermediate Level 4 Award:	Certificate of Higher Education
Programme Title:	FdSc Tourism, Hospitality and Events Management
UCAS Code:	N801
Benchmarks:	Foundation Degree Characteristic Statement (2020) Events, Hospitality, Leisure, Sport and Tourism (2019) QAA Quality Code
Date of Programme Approval:	8th June 2020

2.2. Brief Description of the Programme

The FdSc 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 FdSc in Tourism, Hospitality and Events Management will blend management modules with industry theoretical studies and practical operational and management components. A number of stimulating assignments including a newspaper article that discusses business accounts for sustainable operational performance; a poster evaluating marketing appproaches used by an organisation; and the planning and delivery of a live event for example are used to assess academic and vocational subject knowledge. The FdSc 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 of learners. Students will be required to complete a work placement in Tourism Career Progression and Development module. Employer engagement and projects are also crucial to the success of this qualification. 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. Historically, trips and visits have also been

embedded within these programmes and inspiring residentials to London, France, Italy and Germany have been pivotal to these programmes, and will continue subject to student demand.

The FdSc 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 FdSc will also be relevant to the local population giving them the opportunity to up skill through work related and work based and related 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.

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

N/A

2.4. Exceptions to Regulations

The Award Design, Validation and Review regulations state under design guidelines; the size of modules at all academic levels will be 20 credits. Exception to regulations required due to inclusion of 10, 30 and 40 credit modules within the programme.

2.5. Programme Aims

The programme will provide:

1. Students who can demonstrate knowledge and understanding of the tourism, hospitality and events industries and associated functions including finance, marketing, HR and operational decision making.

2. Students who can analyse and evaluate the complexity of the tourism, hospitality and events sectors, and apply these skills to solve familiar and unfamiliar problems.

3. Students who can demonstrate a wide range of academic, personal, practical, vocational and transferable skills that will enable them to be effective through their studies and beyond

4. Students who are self-reliant and self-disciplined and are capable of working in an interdisciplinary environment.

5 Students who have develop a practical capability and a critical understanding of the skills required to be effective in related employment.

2.6. Programme Intended Learning Outcomes (ILO)

Knowledge and understanding

On successful completion graduates can:

1) Discuss the principal philosophies, values and theories of tourism, hospitality and events, business and management.

2) Describe the process by which the sectors formulates, finances, implements and evaluates operations.

3) Conceptualise existing and future issues relating to tourism, hospitality, and events management.

Cognitive and intellectual skills

On successful completion graduates should have developed:

1) The ability to evaluate arguments, assumptions and concepts in order to make judgements.

2) Analysis and critical appraisal skills, and the application these in evaluating sources of information.

3) Application of knowledge to present strategies to improve an operation.

Key and transferable skills

On successful completion graduates should have developed the ability to:

1) Demonstrate numerical skills within the context of the sector and use appropriate techniques in order to make judgements.

2) Communicate coherently and concisely in a variety of formats.

3) Be able to work independently and as a team to meet a given purpose.

4) Plan and undertake research.

Employment related skills

On successful completion graduates should have developed:

1) Industry research utilising relevant methodologies embracing the appropriate information technology.

2) The ability to lead a team either individually, or with others.

3) An understanding of health and safety issues pertinent to the sector.

4) An awareness of issues of social responsibility and sustainability.

Practical skills

On successful completion graduates should have developed:

1) The ability to creatively plan, design, lead, manage and execute practical activities using appropriate techniques and procedures.

2) Confidence and competence in the use of informational technology including working effectively and safely in online environments.

3) Appropriate ethics, values and beliefs for working with customers, employees and employers including anti-discriminatory practice and equality of opportunity.

2.7. Progression Route(s)

Students who successfully complete this programme can apply to progress on to:

BA (Hons) Leadership and Management – South Devon College
BA (Hons) Hospitality, Tourism and Events Management – University of Plymouth

Progression opportunities for further study and career prospects will be discussed with all students as part of the ongoing tutorial delivery throughout the academic year. Guidance will be provided for students individually to secure progression opportunities with alternative Higher Education providers.

Admissions Criteria

All applicants must have GCSE (or equivalent) Maths and English at Grade 4 or above (C or above) for the FdSc Programme. Higher apprentices can achieve level 2 English and Maths alongside their programme on a non traditional entry-route.

Entry Requirements for FdSc Tourism, Hospitality and Events Management	
A-level/AS-level	Normal minimum entry requirements are 48 UCAS points at A-level
BTEC National Diploma/QCF Extended Diploma	National Certificate/Diploma in a related subject
Access to Higher Education at level 3	Pass grade achieved.
Welsh Baccalaureate	24 points from WB
Scottish Qualifications Authority	48 points minimum from Higher Certificate
Irish Leaving Certificate	48 points minimum from Higher Certificate plus Ordinary Level Grade 4 Maths and English
International Baccalaureate	24 Points If overseas and not studying English within IB, must have IELTS 6.0 overall with 5.5 in all other elements.
Admissions criteria for higher level apprentices	Relevant apprenticeship admissions criteria and funding rules will apply to this programme, with the exception of English and Maths. Level 2 English and Maths can be achieved alongside this qualification on a non-traditional entry route.

2.8. Programme Structure *FdSc Tourism, Hospitality and Events Management*

Level 4					
Module Code	Module Title	Credits	Year of Delivery*	Semester/Term of Delivery	Core/Optional
UCSD1044	Developing Business and Management Skills	30	1	All Year	Core
UCSD1045	Talent Management and Leadership	20	1	All Year	Core
UCSD1046	Consumer Experience in Tourism, Hospitality and Events	20	1	All Year	Core
UCSD1047	Tourism Career Progression and Development	20	1	All Year	Core
UCSD1048	Digital Business and Enterprise	20	1	All Year	Core
UCSD1049	Conference and Events Management	10	1	All Year	Optional
UCSD1050	Food and Beverage Service Management	10	1	All Year	Optional

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Level 5					
Module Code	Module Title	Credits	Year of Delivery*	Semester/Term of Delivery	Core/Optional
UCSD2062	Consumer Behaviour and Tourism	20	2	All Year	Core
UCSD2063	Dimensions of Tourism, Hospitality and Events Management	20	2	All Year	Core
UCSD2064	Developing Business Practice	20	2	All Year	Core
UCSD2065	Contemporary Issues in Tourism, Hospitality and Events	20	2	All Year	Core
UCSD2066	Events Management	20	2	All Year	Core
UCSD2067	Research Project	20	2	All Year	Core

Programme Structure Part Time

Level 4					
Module Code	Module Title	Credits	Year of Delivery*	Semester/Term of Delivery	Core/Optional
UCSD1044	Developing Business and Management Skills	30	1	All Year	Core
UCSD1045	Talent Management and Leadership	20	2	All Year	Core
UCSD1046	Consumer Experience in Tourism, Hospitality and Events	20	1	All Year	Core
UCSD1047	Tourism Career Progression and Development	20	1	All Year	Core
UCSD1048	Digital Business and Enterprise	20	2	All Year	Core
UCSD1049	Conference and Events Management	10	1	All Year	Optional
UCSD1050	Food and Beverage Service Management	10	1	All Year	Optional

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Level 5

Module Code	Module Title	Credits	Year of Delivery*	Semester/Term of Delivery	Core/Optional
UCSD2062	Consumer Behaviour and Tourism	20	3	All Year	Core
UCSD2063	Dimensions of Tourism, Hospitality and Events Management	20	2	All Year	Core
UCSD2064	Developing Business Practice	20	3	All Year	Core
UCSD2065	Contemporary Issues in Tourism, Hospitality and Events	20	2	All Year	Core
UCSD2066	Events Management	20	3	All Year	Core
UCSD2067	Research Project	20	3	All Year	Core

Programme Structure Certificate of Higher Education

September – January (16 month delivery)

Level 4					
Module Code	Module Title	Credits	Year of Delivery*	Semester/Term of Delivery	Core/Optional
UCSD 1044	Developing Business and Management Skills	30	1	All Year	Core
UCSD 1046	Consumer Experience in Tourism, Hospitality and Events	20	1	All Year	Core
UCSD 1045	Talent Management and Leadership	20	1	All Year	Core
UCSD 1051	Professional Practice	40	2	First Semester	Core
UCSD 1049	Conference and Events Management	10	2	First Semester	Optional
UCSD 1050	Food and Beverage Service Management	10	2	First Semester	Optional

2.10 Exposition and Mapping of Learning Outcomes, Teaching & Learning and Assessment

Core Modules		Award Learning Outcomes contributed to (for more information see Section 8)																				Compensation Y/N	Assessment Element(s) and weightings [use KIS definition] E1- exam E2 – clinical exam T1- test C1- coursework A1 – generic assessment P1 - practical
		Knowledge & understanding				Cognitive & intellectual skills				Key & transferable skills				Employment related skills				Practical skills					
		1	2	3		1	2	3		1	2	3	4	1	2	3	4	1	2	3			
Level 4	Developing Business and Management Skills	/	/	/		/	/	/		/	/		/	/			/			/		Y	100% Coursework C1
	Talent management and Leadership	/	/	/		/	/	/			/		/	/		/	/			/		Y	100% Coursework C1
	Consumer Experience in Tourism, Hospitality and Events	/	/	/		/	/	/			/		/	/		/			/	/		Y	100% Coursework C1
	Digital Business and Enterprise	/	/	/		/					/	/	/	/		/	/	/	/	/		Y	50% Practical P1 50% Coursework C1
	Tourism Career Progression and Development		/								/	/		/		/	/	/		/		Y	100% Coursework C1
Level 5 LOs		/	/	/		/	/	/		/	/	/	/	/		/	/	/	/	/			
Level 5	Consumer Behaviour and Tourism	/	/	/		/	/				/		/	/		/	/					Y	100% Coursework C1
	Dimensions of Tourism, Hospitality and Events Management	/		/		/	/			/	/		/	/			/		/			Y	50% Practical P1 50% Coursework C1
	Developing Business Practice	/	/	/		/	/	/			/	/	/	/		/	/		/	/		Y	100% Coursework C1
	Event Management		/	/		/	/	/		/	/	/	/	/	/	/	/	/	/	/		Y	100% Coursework C1
	Research Project	/	/	/		/	/	/			/		/	/					/	/		Y	100% Coursework C1
	Contemporary Issues in Tourism,	/	/	/			/				/		/	/		/	/			/		Y	100% Coursework C1

	Hospitality and Events																						
Level 5 LOs		/	/	/		/	/	/		/	/	/	/	/	/	/	/	/	/	/			
Confirmed Award LOs		/	/	/		/	/	/		/	/	/	/	/	/	/	/	/	/	/			

ELECTIVE MODULES: tick those Award Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.

Elective Modules		Award Learning Outcomes contributed to (for more information see Section 8)																				Compensation Y/N	Assessment Element(s) and weightings [use KIS definition] E1 - exam E2 - clinical exam T1 - test C1 - coursework A1 - generic assessment P1 - practical
		Knowledge & understanding				Cognitive & intellectual skills				Key & transferable skills				Employment related skills				Practical skills					
		1	2	3		1	2	3		1	2	3	4	1	2	3	4	1	2	3			
Level 4	Conference and Events Management		/							/	/	/		/	/	/	/	/	/	/		Y	100% Coursework C1
	Food and Beverage Service Management		/							/	/	/		/	/	/	/	/	/	/		Y	100% Coursework C1
Level 4 LOs			/							/	/	/		/	/	/	/	/	/	/			
Confirmed Award LOs			/							/	/	/		/	/	/	/	/	/	/			

Cert HE Year 1	Lynn Stephens	Rachel Jackson	Trevor Smee	Trevor Smee	Trevor Smee	Trevor Smee
	Module 1 Developing Business and Management Skills	Module 2 Talent Management and Leadership	Module 3 Consumer Experience	Module 4 Professional Practice	Module 5 Conference and Events Management	Module 6 Food and Beverage

						Service Management
Core (2 resources)	Atrill, P. and McLaney, E. (2018) Accounting and Finance for Non-Specialists. 11th ed. London: Financial Times Prentice Hall	Boella, M & Goss-Turner, S. (2019) Human Resource Management in the Hospitality Industry. 10th ed. Oxford: Elsevier Butterworth-Heinemann	Kotler, et al (2017) Marketing for Hospitality and Tourism. 7th Edition. Pearson. New Jersey	Evans, N. (2019) Strategic Management For Tourism, Hospitality and Events. 3rd ed. Oxon: Routledge.	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 (2018) Food and Beverage Management. 6th ed. Oxon: Routledge
	Worthington, I. (2018) The Business Environment: A Global Perspective	Mullins, L.J. (2019) Management and Organisational Behaviour in The Workplace. 12th ed. Harlow: Pearson.	Pennington, (2016) The Customer Experience Book: How to design, measure and improve customer experience in your business. Pearson.	Jones, P. and Robinson, P (2019) Operations Management. 2nd Ed Oxford, University Press.	Shone, A & Parry, B. (2019) Successful Event Management. A Practical Handbook. 5th ed. Cengage Learning.	Cousins et al (2019) Food and Beverage Management 5th ed.Goodfellow.
Further	Guilding, C. (2014) Accounting Essentials for Hospitality Managers. Routledge.	Nickson, D. (2013) Human Resource Management for the Hospitality and Tourism Industries 2nd Ed. Oxford: Elsevier Butterworth-Heinemann	Hudson and Hudson (2017) Customer Service for Hospitality and Tourism. Goodfellow.	As other modules.	Bladen,C., Kennell, J., Abson, E and Wilde, N. (2017). Events Management: An Introduction. 2nd ed. Oxon: Routledge.	Cousins, J; Lillicrap, D, & Weekes, S.(2014) Food and Beverage Service. 9h ed. Hodder – E book

	Burgess, C.(2014) Essential Financial Techniques for Hospitality Managers : A Practical Manual. 2nd ed Oxford : Goodfellow Publishers Ltd. E Book	Horner, S. (2016) Talent Management in Hospitality and Tourism. Goodfellow.	Ramm, G. (2015) Celebrity Service: Discover the Gap in Your Service Your Never Knew Existed. Creative Juice Publishing.		Getz, D. (2005) Event Management and Event Tourism. 2nd ed. New York: Cognizant Communication Corporation.	

FdSc Year 1

Year 1	Module 1 Developing Business and Management Skills	Module 2 Talent Management and Leadership	Module 3 Consumer Experience	Module 4 Tourism Career Progression and Development	Module 5 Conference and Events Management	Module 6 Food and Beverage Service Management	Module 7 Digital Business and Enterprise
Core (2 resources)	Atrill, P. and McLaney, E. (2018) Accounting and Finance for Non-Specialists. 11th ed. London: Financial Times Prentice Hall	Boella, M & Goss-Turner, S. (2019) Human Resource Management in the Hospitality Industry. 10th ed. Oxford: Elsevier Butterworth-Heinemann	Kotler, et al (2017) Marketing for Hospitality and Tourism. 7th Edition. Pearson. New Jersey	Firth, M. (2020) Employability and Skills Handbook for Tourism, Hospitality and Events Students. Routledge, Oxon.	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 (2018) Food and Beverage Management. 6th ed. Oxon: Routledge	Chaffey, D., Hemphill, T. and Edmondson-Bird, D (2019) Digital Business & E-Commerce Management, 7th Edition. Pearson: London

	Worthington, I. (2018) The Business Environment: A Global Perspective	Mullins, L.J. (2019) Management and Organisational Behaviour in The Workplace. 12th ed. Harlow: Pearson.	Pennington, (2016) The Customer Experience Book: How to design, measure and improve customer experience in your business. Pearson.	Cottrell, S. (2015) Skills for Success. 3rd Ed. London: Palgrave.	Shone, A & Parry, B. (2019) Successful Event Management. A Practical Handbook. 5th ed. Cengage Learning.	Cousins et al (2019) Food and Beverage Management 5th ed. Goodfellow.	Bones, C. & Hammersley, J. (2015) Leading Digital Strategy. Kogan Page: London
Further	Guilding, C. (2014) Accounting Essentials for Hospitality Managers. Routledge.	Nickson, D. (2013) Human Resource Management for the Hospitality and Tourism Industries 2nd Ed. Oxford: Elsevier Butterworth-Heinemann	Hudson and Hudson (2017) Customer Service for Hospitality and Tourism. Goodfellow.	Belbin, R,M. (2010) Team Roles at Work 2nd Edition, Butterworth Heinemann.	Bladen,C., Kennell, J., Abson, E and Wilde, N. (2017). Events Management: An Introduction. 2nd ed. Oxon: Routledge.	Cousins, J; Lillicrap, D, & Weekes, S. (2014) Food and Beverage Service. 9th ed. Hodder – E book	Sacolick, I. (2017). Driving Digital: The leaders guide to business transformation through technology. New York: Amacom. ISBN: 9780814438602
	Burgess, C.(2014) Essential Financial Techniques for Hospitality Managers : A Practical Manual. 2nd ed Oxford : Goodfellow Publishers Ltd. E Book	Horner, S. (2016) Talent Management in Hospitality and Tourism. Goodfellow.	Ramm, G. (2015) Celebrity Service: Discover the Gap in Your Service Your Never Knew Existed. Creative Juice Publishing.	Innes, J. (2012) The Cover Letter Book 2nd Edition, Pearson	Getz, D. (2005) Event Management and Event Tourism. 2nd ed. New York: Cognizant Communication Corporation.		Herbert, L. (2017). Digital transformation, Build Your Organization's Future for the Innovation Age. Bloomsbury Business. ISBN: 9781472940377

							Rauser, A. (2016). Digital strategy: A Guide to Digital Transformation. CreateSpace Independent Publishing Platform. ISBN: 9781519331243

Year 2	Module 1 Contemporary Issues in Tourism, Hospitality and Events	Module 2 Developing Business Practice	Module 3 Events Management	Module 4 Dimensions of Tourism, Hospitality and Events Management	Module 5 Consumer Behaviour and Tourism	Module 6 Research Project
Core **(2 resources)**	Mowforth, M and Munt I. (2015) *Tourism and Sustainability*. 4th Ed. Oxon: Routledge.	Pears, R. (2019) *Cite Them Right*. 11th Ed. London: Red Globe Press.	Bowdin, G.A.J; Allen, J; O'Toole, W; Harris, R and McDonnell, I. (2011) *Events Management*. 3rd ed. Oxford: Elsevier Butterworth-Heinemann.	Page, S (2019) *Tourism Management* 6th Ed London: Routledge.	Solomon, M.R. et al (2016) *Consumer Behaviour; a European Perspective*. 6th ed. Harlow: Pearson	Veal, A. J. (2017) *Research methods for leisure and tourism: a practical guide*. 5th ed. Harlow: Pearson Education Limited.
	Cooper, C., Hall, C.M. (2018) *Contemporary Tourism An International Approach*. 4rd ed. Oxford: Elsevier	Ramm, G. (2015) *Celebrity Service: Discover the Gap in Your Service Your Never Knew Existed*. Creative Juice Publishing.	Shone, A & Parry, B. (2019) *Successful Event Management. A Practical Handbook*. 5th ed. Cengage Learning.	Holloway, C. (2016) *The Business of Tourism*. 10th ed. Pearson Education, Harlow LTD.	Page, S (2019) *Tourism Management* 6th Ed London: Routledge.	Brunt, P., Horner, S. and Semley, N (2017) *Research Methods in Tourism, Hospitality and Events Management*. London: Sage.

Further	Goodwin, H (2016) *Responsible Tourism:Using Tourism for Sustainable Development*. 2nd Ed Oxon: Goodfellow.	Page, S (2019) *Tourism Management* 6th Ed London: Routledge.	Bladen,C., Kennell, J., Abson, E and Wilde, N. (2017). *Events Management: An Introduction*. 2nd ed. Oxon: Routledge.	Evans, N. (2019) *Strategic Management For Tourism, Hospitality and Events*. 3rd ed. Oxon: Routledge.	Holloway, C. (2016) *The Business of Tourism*. 10th ed. Pearson Education, Harlow LTD.	Pears, R. (2019) *Cite Them Right*. 11th Ed. London: Red Globe Press.
	Edgell, D. L. Snr. (2016) *Managing Sustainable tourism: a legacy for the future.* Abingdon. Routledge.	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. (2005) *Event Management and Event Tourism*. 2nd ed. New York: Cognizant Communication Corporation.	Fletcher, J., Fyall, A., Gilbert, D., Wanhill,S. (2017) *Tourism Principles and Practice*. 6th Ed. Harlow: Pearson.	Sethna, Z and Blythe, J (2019) *Consumer Behaviour*. 4th Ed. London: Sage.	Cottrell, S. (2019) *The Study Skills Handbook*. 5th Ed. London: Red Globe Press.
	Page, S (2019) *Tourism Management* 6th Ed London: Routledge.	Davis, B. & Lockwood, A, Alcott, B and Pantelidis, I (2018) *Food and Beverage Management*. 6th ed. Oxon: Routledge	Getz, D and Page, S. (2019) *Event Studies: Theory, Research, and Policy for Planned Events*. 4th Ed. Oxon: Routledge	Bowdin, G.A.J; Allen, J; O'Toole, W; Harris, R and McDonnell, I. (2011) *Events Management*. 3rd ed. Oxford: Elsevier Butterworth-Heinemann.	Fletcher, J., Fyall, A., Gilbert, D., Wanhill,S. (2017) *Tourism Principles and Practice*. 6th Ed. Harlow: Pearson.	Greetham, B. (2019) *How to Write your Undergraduate Dissertation*. 3rd Ed. London: Red Globe Press.
	Holloway, C. (2016) *The Business of Tourism*. 10th ed. Pearson Education, Harlow LTD.	Cottrell, S. (2019) *The Study Skills Handbook*. 5th Ed. London: Red Globe Press.	Rogers, T and Davidson, R. (2015) *Marketing Destinations and Venues for Conferences, Conventions and*	Getz, D (2012) *Event Studies: Theory, research and policy for planned events*. Oxford: Elsevier	Holloway, C. (2016) *The Business of Tourism*. 10th ed. Pearson Education, Harlow LTD.	Brotherton, B. (2015) *Researching hospitality and tourism*. 2nd Ed. London: Sage.

			Business Events. 2nd Ed. Oxon: Routledge.	Butterworth-Heinemann.		
	Holden, A. (2016) *Environment & Tourism.* 3nd ed. Abingdon. Routledge	Holloway, C. (2016) *The Business of Tourism*. 10th ed. Pearson Education, Harlow LTD.	Rogers, T. (2013) *Conferences and Conventions A Global Industry*. Oxon: Routledge.	Barrows, C., Powers, T. & Reynolds, D.R. (2011) *Introduction to the Hospitality Industry*. Wiley. New York		
Journals	Tourism management	Tourism & Hospitality Research	Event Management	Tourism management	Journal of Consumer Behaviour	Tourism management
	Annals of Tourism Research	International Journal of Contemporary Hospitality Management	International Journal of Event and Festival Management	Annals of Tourism Research	Journal of Hospitality and Leisure Marketing	Annals of Tourism Research
	Journal of Hospitality and Tourism Management	Journal of Hospitality and Tourism Management	Journal of Convention and Event Tourism	International Journal of Contemporary Hospitality Management	Tourism management	International Journal of Contemporary Hospitality Management
	International Journal of Contemporary Hospitality Management	Tourism Management	Marketing Events	Journal of Hospitality and Tourism Management	Annals of Tourism Research	Journal of Hospitality and Tourism Management
Other resources	www.itravelnews.com	www.prospects.ac.uk	Eventbrite	Eventbrite	www.visitbritain.org	

	https://www.wttc.org/	https://www.citethemrightonline.com/	www.visitbritain.org	www.visitbritain.org	https://www.wttc.org/	
	www.travelmole.co.uk	Eventbrite	https://www.aeo.org.uk/	https://www.wttc.org/	www.travelmole.co.uk	

Sage Journals (Already have package at UCSD)
Journal of Hospitality and Tourism Research
Cornell Hospitality Quarterly
Tourism Economics
Journal of Travel Research
Journal of Vacation Marketing
Journal of Marketing
Journal of Marketing Research
Human Relations
Human Resource Development Review
Journal of Management
Journal of Leadership and Organisational Studies
Business Information Review
International Journal of Business Communication
Entrepreneurship Theory and Practice
Journal of Entrepreneurship
International Journal of Entrepreneurship and Innovation
Business Research Quarterly

3. Module Records

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD1049 **MODULE TITLE: Conference and Events Management**
CREDITS: 10 **FHEQ LEVEL: 4** **HECOS CODE: 100083**
PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:
This module examines the skills required to plan and implement an event to ensure best resource allocation to meet customer demand and meet stakeholder requirements.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

SUBJECT ASSESSMENT PANEL to which module should be linked: FdA Tourism, Hospitality and Events Management
Professional body minimum pass mark requirement: NA
MODULE AIMS:
The module aims to provide an introduction to the practical knowledge and expertise involved in event planning and operations. There is an emphasis on practical event planning and the need to comply with current legislation.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant award/ programme Learning Outcomes.
At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to (Cert HE)**
LO1: Manage the planning and delivery of an event LO2: Describe legislation governing conference and events management.	Knowledge and Understanding – 2 Cognitive and intellectual skills - Key and transferable skills – 1,2 Employment related skills –2,3 Practical skills – 1,2

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Trevor Smee **OTHER MODULE STAFF: David Wells**

Summary of Module Content

Event planning and implementation. Efficient resource allocation to support a variety of events including finance, human resources, food beverages and equipment. Tracking and analysing business enquiries and fulfilling customer requirements. Maintaining effective relationships with suppliers, exhibitors and other business stakeholders. Legislation governing conference and events management.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	30	Scheduled delivery and tutorials to support module content.
Guided Independent Study	50	Independent guided learning, and directed weekly reading.
Practical Event planning and delivery	20	Work based practical activity relating to planning and delivery a specific event
Total	**100**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	A 2,000 word portfolio that plans and delivers a specific event to include aims and objectives, marketing, design and theming, costings, event programme, organisation and management, catering requirements and describing legislation governing conference and events management (LO1, LO2).	100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	A 2,000 word portfolio that plans and delivers a specific event to include aims and objectives, marketing, design and theming, costings, event programme, organisation and management, catering requirements and describing legislation governing conference and events management (LO1, LO2).	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD1046 **MODULE TITLE: Consumer Experience in Tourism, Hospitality and Events**

CREDITS: 20 **FHEQ LEVEL: 4** **HECOS CODE: 100079**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:

This module will explore the customer service journey and how to meet expectations taking in account business requirements. Service recovery strategies will be investigated and the evaluation of customer feedback to improve service quality examined. Marketing and sales strategies to target promotions to customers will be considered.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*	
C1 (Coursework)	100%

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

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module aims to explore consumer experience as a pivotal way to enhance service quality. The impact of marketing and sales strategies to promote brand awareness to customers will be considered.

ASSESSED LEARNING OUTCOMES:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to Cert HE**
LO1: Describe the customer service journey and how to meet expectations LO2: Evaluate customer feedback to improve service quality and consumer experience LO3: Evaluate the impact of marketing and sales strategies to promote the brand, product and service to customers.	Knowledge and Understanding – 1,2 Cognitive and intellectual skills – 1,2 Key and transferable skills – 1,2 Employment related skills – 1 Practical skills – 2

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Trevor Smee **OTHER MODULE STAFF:**

Summary of Module Content

The customer service journey and meeting expectations. The impact of service failure and service recovery strategies. Use of customer feedback as a competitive tool. Evaluation of marketing and sales strategies and techniques. Product and service brand and market knowledge.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	60	Schedule delivery and tutorials to support module content.
Guided Independent Study	140	Independent guided learning, moodle based activity and assessment work.
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	An industry briefing paper based on a case study that describes the customer service journey and how to meet customer expectations (LO1) and evaluates customer feedback to improve service quality and consumer experience (LO2). A portfolio that evaluates the impact of marketing and sales strategies to promote the brand, product and service to customers (LO3).	60% 40% Total: 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	A report that describes the customer service journey and how to meet customer expectations (LO1), evaluates customer feedback to improve service quality and consumer experience (LO2). It will also evaluate the impact of marketing and sales strategies to promote the brand, product and service to customers (LO3).	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD1044 **MODULE TITLE: Developing Business and Management Skills**

CREDITS: 30 **FHEQ LEVEL: 4** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:

This module examines the business context and its mechanisms. The module will investigate the strategies, resources and management skills in order to run a successful service sector operation.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

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

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module will enable learners to perform detailed investigation of the factors in the business affecting organisations and the skills requirement for successful management of a service sector operation. It will enable them to develop an understanding of business functions and resources required to meet business vision and objectives.

ASSESSED LEARNING OUTCOMES:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to Cert HE**
1. Discuss how to use operating models and procedures to achieve business objectives. 2. Identify how to manage finance and costs for sustainable business performance. 3. Discuss and analyse management information to drive business change. 4. Discuss factors influencing business demand and their impact on organisations.	Knowledge and Understanding – 1,2 Cognitive and intellectual skills – 1,2 Key and transferable skills – 1 Employment related skills – 1 Practical skills –

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Lynn Stephens **OTHER MODULE STAFF:**

Summary of Module Content

Business vision and objectives and the relevance of operating models to support the achievement of these. Introduction of business strategy and its key competitors including the wider industry. Manage finance and minimise business costs, and identification of income streams, cost centres and areas of potential waste and loss within business. Understand and analyse management information to drive business change. Understand standard operating procedures and the management of products and services. Identify demand in business levels and use of forecasting as a tool to operate effectively. Development of contingency plans to meet business standards and requirements. Understand how technology supports the delivery of products and services in hospitality businesses. Understand environmental, legislative and social responsibilities and their impact within business.

SUMMARY OF TEACHING AND LEARNING *[Use HESA KIS definitions]*		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	90	Scheduled delivery, seminars and student tutorials.
Guided Independent Study	170	Completion of weekly reading, moodle based tasks and assessment work.
Case study	40	Analysis of management information systems and data to drive business change
Total	**300**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Staff training report - discussion of business accounts and operating models to achieve sustainable business performance. LO1, LO2. Seminar paper and discussion to group members to analyse the business environment and management information to drive business change. LO3, LO4.	50% 50% Total:100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Report Discussion of business accounts and operating models to achieve sustainable business performance. An analysis of the business environment and management information to drive business change. LO1, LO2, LO3, LO4.	Total 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD1050 **MODULE TITLE: Food and Beverage Service Management**

CREDITS: 10 **FHEQ LEVEL: 4** **HECOS CODE: 100891**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:

This module examines the skills required to plan and implement effective food and beverage service management to ensure best resource allocation to meet customer demand and meet stakeholder requirements.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

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

Professional body minimum pass mark requirement: NA

MODULE AIMS:

The module aims to provide an introduction to the practical knowledge and expertise involved in food and beverage service management. There is an emphasis on planning food and beverage provision and the need to comply with current legislation.

ASSESSED LEARNING OUTCOMES:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to Cert HE**
LO1: Manage the planning and delivery of food and beverage service. LO2: Describe legislation governing food and beverage service management.	Knowledge and Understanding – 2 Cognitive and intellectual skills – Key and transferable skills – 1,2 Employment related skills – 2,3 Practical skills – 1,2

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Trevor Smee **OTHER MODULE STAFF:**

Summary of Module Content

Food preparation, cooking and serving methods and styles. Key ingredients, allergens and terminology used on menus. Food and beverage matching. Menu design and sales maximisation through promotional and themes for profit maximisation. Legislation governing food and beverage service management. Management and maintenance of food service equipment, accompaniments and drinks products.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	30	Scheduled delivery and tutorials to support module content.
Guided Independent Study	50	Independent guided learning, and directed weekly reading.
Practical Event planning and delivery	20	Work based practical activity relating to planning and delivery of food and beverage service.
Total	**100**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	A 2,000 word portfolio that plans and delivers key components of food and beverage service management, describing legislation governing this specialist function (LO1, LO2).	100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	A 2,000 word portfolio that plans and delivers key components of food and beverage service management, describing legislation governing this specialist function (LO1, LO2).	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD1051 **MODULE TITLE:** Professional Practice

CREDITS: 40 **FHEQ LEVEL: 4** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:

This module requires students to undertake professional practice within an organisation. Students must identify opportunities for the business, making recommendations to management to improve business performance.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

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

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module aims to explore business opportunities or challenges through research, within an agreed organisation and present solutions or proposals to improve business performance.

ASSESSED LEARNING OUTCOMES:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to Cert HE**
LO1: Evaluate operations within the organisation to identify a business opportunity or to improve procedures. LO2: Apply research skills to propose recommendations to improve business performance. LO3: Describe legislative requirements governing new proposals. LO4: Discuss costs relevant to suggested proposals	Knowledge and Understanding – 1,2 Cognitive and intellectual skills – 1,2 Key and transferable skills – 1 Employment related skills – 1 Practical skills –2

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Trevor Smee **OTHER MODULE STAFF: David Wells**

Summary of Module Content

Operational challenges. Business vision and objectives. Operational improvement strategies. Stakeholder engagement and consultation. Analysis of costs and commercial viability. Application and analysis of research.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	45	Schedule delivery and tutorials to support business project.
Guided Independent Study	155	Independent guided learning, securing work placement and directed weekly reading.
Professional Practice	200	Work based learning.
Total	**400**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	Synopsis that outlines the problem, challenge or opportunity for the organisation. Report focussing on an opportunity to improve the business based on their professional practice. The project must examine how the operations of a particular department (eg events and conference) can be improved as part of the wider organisation, making recommendations for improvement.	20% 80% Total: 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	A synopsis and report focussing on an opportunity to improve the business based on their professional practice. The project must examine how the operations of a particular department (eg events and conference) can be improved as part of the wider organisation, making recommendations for improvement.	Total: 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD1045 **MODULE TITLE: Talent Management and Leadership**

CREDITS: 20 **FHEQ LEVEL: 4** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:

This module examines the skills required to effectively lead inclusive teams within tourism and hospitality. It will consider human capital required for an organisation and the planning to meet the business needs.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

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

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module will enable learners to recognise the processes and procedures involved in talent management that align with business goals and objectives. Learners will develop their knowledge of management and leadership styles and skills to add value to the organisational brand and improve diversity management.

ASSESSED LEARNING OUTCOMES

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to Cert HE**
LO1: Discuss how to create a people strategy that effectively recruits, inducts and develops individuals. LO2: Explain the responsibilities of an employer and the parameters the business works within. LO3: Identify how to consistently communicate and engage with people and teams that demonstrates social inclusion. LO4: Evaluate management and leadership styles and skills required in a business environment.	Knowledge and Understanding – 1,2 Cognitive and intellectual skills – 1,2 Key and transferable skills – 1 Employment related skills – 1 Practical skills – 2

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Rachel Jackson **OTHER MODULE STAFF: Trevor Smee**

Summary of Module Content

Understand how to create a people strategy and how to effectively manage, recruit, induct and develop people to deliver business objectives. Targeted succession planning and managing the risks to people and the business that effect business performance. Consistently communicate and engage with people and teams. Understand the responsibilities of the employer and the parameters the business works within. Understand management and leadership styles required in the business environment. Change management, diversity and social inclusion.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	60	Scheduled delivery and tutorials to support module content.
Guided Independent Study	100	Independent guided learning, securing work placement and directed weekly reading.
Case Study	40	Work based study reflecting on leadership and management styles and communication styles.
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**

Coursework	A report discussing how to create a people strategy that effectively recruits, inducts and develops individuals (LO1) and explains the responsibilities of an employer and the parameters the business works within (LO2) A case study that evaluates management and leadership styles and skills required in a business environment (LO4) It will also Identify how to consistently communicate and engage with people and teams that demonstrates social inclusion (LO3).	50% 50% Total: 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	A report discussing how to create a people strategy that effectively recruits, inducts and develops individuals (LO1) and explains the responsibilities of an employer and the parameters the business works within (LO2) It will also evaluate management and leadership styles and skills required in a business environment (LO4), Identifying how to consistently communicate and engage with people and teams that demonstrates social inclusion (LO3).	Total: 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD1048 **MODULE TITLE: Digital Business and Enterprise**

CREDITS: 20 **FHEQ LEVEL: 4** **HECOS CODE: 100738**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:

The emergence of the digital economy has unlocked new enterprise opportunities for entrepreneurs, leading to the creation of new business models, innovations and value in data driven sectors. This module will consider opportunities where digital business models can be utilised to enable them to become digital entrepreneurs.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*				
	C1 (Coursework)	50%	**P1** (Practical**)**	50%

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

Professional body minimum pass mark requirement: NA

MODULE AIMS:

The aim of this module is for students to be able to:

- Develop an understanding of how organisations have embraced new digital technologies to create competitive advantage.
- Identify a range of digital business models exploring how social media has become a key element in the business world.
- Present an insight into the use of digital technologies within new enterprises, embedding a wider use of digital concepts, models and the resources needed to develop successful ventures.

ASSESSED LEARNING OUTCOMES:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to FdSc**
LO1: Identify and discuss how competitive advantage is gained from the Digital World, including the use of social media as a business enabler. LO2:Discuss key concepts of a digital organisation, including a range of digital based models. LO3:Identify the wider use of digital concepts and the resources needed to develop successful ventures. LO4:Demonstrate and evidence a variety of transferable skills including: communication skills; showing initiative; working independently; working with others and self-management	Knowledge and Understanding – 1,2,3 Cognitive and intellectual skills - 1 Key and transferable skills – 2,3,4 Employment related skills – 1 Practical skills – 2

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Annette Harpham **OTHER MODULE STAFF:**

Summary of Module Content

How organisations implement digital business (inc. early adopters and late movers). Digital models. Website design and security. Identify and discuss how competitive advantage is gained from the digital world (inc. advertising). The use of social media as a business enabler. Laws affecting digital businesses. Information & Customer Relationship Management systems within organisations. Digital innovations within the business world.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled Delivery/ Seminars/ Formative Tutorials / Student directed sessions	60	Scheduled delivery including lectures, student support, seminars and tutorials.
Guided independent study	140	Research, directed weekly reading, Moodle based tasks, and assessment development
Total	**200**	**(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	**Report (LO: 1 & 2)** An report which discusses how competitive advantage can be gained through the use of digital technologies and social media.	100%
Practical	**Presentation (LO: 3 & 4)** A presentation where students will develop a basic concept for a digital enterprise and as part of a team, present this as part of a business pitch for 'potential' funding.	100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	**Report (LO: 1 & 2)** An report which discusses how competitive advantage can be gained through the use of digital technologies and social media.	100%
Practical	**Presentation (LO: 3 & 4)** A presentation where students will develop a basic concept for a digital enterprise and present this as part of a business pitch for 'potential' funding.	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD.

MODULE CODE: UCSD1047 **MODULE TITLE: Tourism Career Progression and Development**
CREDITS: 20 **FHEQ LEVEL: 4** **HECOS CODE:**
PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**
SHORT MODULE DESCRIPTOR:

This module is designed to enable learners to self-assess and analyse current vocational skills, experience and practices – including links to current industry and job market within the courses parameters.

The module also aims to develop work based learning and personal job related vocational skills.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

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

Professional body minimum pass mark requirement: NA
MODULE AIMS:

- To enable students to develop the ability to research and apply (in both traditional and electronic based formats) for industry related positions
- To enable students to demonstrate vocational roles and responsibilities related to current practice
- To support students in developing as autonomous learners at HE level in vocational development and progression.

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to FdSc**
LO1: Select career possibilities and complete varied application formats related to industry requirements and standards LO2: Discuss current vocational skills, qualifications, experience and abilities linked to industry needs and expectations LO3: Demonstrate the ability to work independently and in a team in a manner that meets professional requirements. LO4: Evaluate work based performance and produce personal development plans	Knowledge and Understanding – 2 Cognitive and intellectual skills - Key and transferable skills – 2,3 Employment related skills – 3, Practical skills – 1,3

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**

DATE(S) OF APPROVED CHANGE: XX/XX/XXXX

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Charlotte Jackson **OTHER MODULE STAFF:**

Summary of Module Content

CV compilation and cover letters for specific positions. Job description and person specifications in Tourism, Hospitality and Events Management. Electronic vocational profile (such as LInkedin). Interview performance and skills. Personal SWOT analysis and career action planning. Skills, experience, personal qualities and professional standards needed for career development in Tourism, Hospitality and Events Management. Team working and personal development plans.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	60	Scheduled delivery and tutorials to support module content.
Guided Independent Study	100	Independent guided learning, securing work placement and directed weekly reading.
Work Placement	40	Work placement relating to identified career opportunity.
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	Career Portfolio – Compilation of documents that supports employability and career development. LO1, LO2 Employability Review – Log book and report – A review of job roles and responsibilities based on work based learning and professional standards to include a personal development plan. LO3, LO4.	50% 50% Total: 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Digital Portfolio that includes documentation for career planning and development, and a reflection on work based learning in line with professional standards, to include a personal development plan. LO1, LO2, LO3, LO4.	Total: 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD2062 **MODULE TITLE: Consumer Behaviour and Tourism**

CREDITS: 20 **FHEQ LEVEL: 5** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

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. Consumer buying behaviours and perceptions as an integral part of this will also be examined.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

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

Professional body minimum pass mark requirement: NA

MODULE AIMS:

This module provides detailed understanding of the components of the industry from a demand and product development perspective and the themes and trends that have shaped and continue to shape their development. Factors that shape consumer buying behaviour from a sociological and psychological perspective will also be examined.

ASSESSED LEARNING OUTCOMES:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to FdSc**
LO1: Analyse the various components of the tourism industry LO2: Evaluate tourist destinations and their appeals. LO3: Evaluate the factors that shape consumer behaviour LO4: Discuss what motivates consumers and the way that they perceive themselves LO5: Analyse the consumer buying process in context.	Knowledge and Understanding – 1,2,3 Cognitive and intellectual skills – 1,2 Key and transferable skills – 2,4 Employment related skills – 1,2 Practical skills – 3

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Rachel Jackson **OTHER MODULE STAFF:**

Summary of Module Content

Inbound, outbound and domestic sectors. Urban tourism. Rural and mountain tourism. Sports tourism. Cruise tourism. Gastronomy and wine tourism. Spa and wellness tourism. Shopping tourism. Volunteer tourism. Religious tourism. Film and literary tourism. Dark tourism. Visitor attractions and management. Emerging and established destinations in the global marketplace and appeals. The role of destination management organisations and tourism policy and planning. 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.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	45	Scheduled delivery and tutorials to support module content.
Guided Independent Study	155	Independent guided learning, and directed weekly reading.
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	Destination Guide analysing a particular destination and evaluating its' appeals LO1,2. Briefing paper analysing how consumer behaviour shapes trends in tourism, hospitality and/or event industries LO3,4,5.	50% 50% Total: 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Report analysing a particular destination and evaluating its' appeals. It will also analyse how consumer behaviour shapes trends in tourism, hospitality and/or event industries LO1,2,3,4,5.	Total: 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD2065 **MODULE TITLE: Contemporary Issues in Tourism, Hospitality and Events**

CREDITS: 20 **FHEQ LEVEL: 5** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

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.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

SUBJECT ASSESSMENT PANEL to which module should be linked: FdA 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:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to FdSc**
LO1: Identify and investigate current issues and emerging themes relevant to the tourism, hospitality or events industry LO2: Analyse the impact of these issues on an organisation LO3: Understand and discuss the principles of social responsibility and sustainable tourism	Knowledge and Understanding – 1,2,3 Cognitive and intellectual skills – 1,2 Key and transferable skills – 2,4 Employment related skills – 1,3,4 Practical skills – 3

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Rachel Jackson **OTHER MODULE STAFF: Charlotte Jackson**

Summary of Module Content

Changes in industry structure and sharing economy, inflation, exchange rate fluctuations, increase in taxes, natural disaster, war/terrorism and political issues, security, health issues, crime, risk management environmental issues, pollution, climate change, changes in legislation, digital technologies, innovation and social media, globalisation, labour shortage and staff turnover, seasonality.

Environmental, economic and socio-cultural impacts, social responsibility and ethics, 'Green' schemes, 'greenwash' and the responsible consumer, ethical sourcing, inequality in the developing world, sectoral case studies in tourism, hospitality and events.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	45	Scheduled delivery and tutorials to support module content.
Guided Independent Study	155	Independent guided learning, and directed weekly reading.
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	Log book of current issues affecting industries and their impacts (LO1,2) Sustainability Portfolio – portfolio of cases illustrating best practice in ethical and environmental sustainability. (LO3).	60% 40% Total: 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Report of current issues affecting industries and their impacts (LO1,2) and discussion of social responsibility and sustainable tourism (LO3).	Total: 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD2064 **MODULE TITLE: Developing Business Practice**

CREDITS: 20 **FHEQ LEVEL: 5** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:

Students will explore their current skill set and where that fits in line with professional standards. They have the opportunity for clearer understanding of how a section of the tourism or hospitality industry functions on a day to day basis and reflect on their learning. This will build students confidence and provide a clearer idea of their own strengths and weaknesses, better equipping them for full time employment.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

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

Professional body minimum pass mark requirement: NA

MODULE AIMS:

To enhance the student's practical skills and understanding of specific work based learning environments. Students will have the opportunity to understand more clearly how a section of the tourism, hospitality or events industries functions on a day to day basis and the opportunity to reflect on their learning. They will be asked to apply their knowledge and skills gained from their academic studies and apply this in a work based situation. Students will be able to improve their practical skills, knowledge, understanding and employability, appreciating the skills they need to develop to help them gain post-graduate employment.

ASSESSED LEARNING OUTCOMES:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to FdSc**
LO1: Analyse current role within the organisation and the role the organisation holds within the sector LO2: Evaluate aspects of the organisation agreed with your tutor LO3: Evidence self-awareness and reflection on own practice linking with work placement LO4: Evaluate own practice and development in line with professional standards	Knowledge and Understanding – 1,2,3 Cognitive and intellectual skills – 1,3 Key and transferable skills – 2,3,4 Employment related skills – 1,3,4 Practical skills – 1,3

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Charlotte Jackson **OTHER MODULE STAFF:**

Summary of Module Content

The module gives students an opportunity to link academic study with work experience; enhancing employability while also delivering assessed coursework that reflects on the development students make.

The module will provide you with a basic toolkit for identifying and securing appropriate work experience. However, it is up to you to find, apply for and secure your own work experience opportunities. Individual work opportunities, whether paid or unpaid, must be agreed with the module leader before you can proceed. This is to ensure that the work experience can be related to relevant areas or aspects of the tourism, hospitality or event industries.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery, seminars and tutorials	30	Block delivery and tutorials to support work based learning
Independent	90	Independent guided learning, securing work placement and directed weekly reading.
Placement	80	Work based learning
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**

Coursework	Report (1500) that applies knowledge to a specific work based situation. LO2 Portfolio that includes a summary of critical reflections of time on work experience (2500), an evaluation of industry standards and an action plan for areas for improvement from these. LO1, LO3, LO4	40% 60% Total 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Portfolio that addresses a work-based situation and includes a summary of critical reflections of time on work experience, an evaluation of industry standards and an action plan for areas for improvement from these. LO1, L02, LO3, LO4	Total: 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD2066 **MODULE TITLE: Events Management**

CREDITS: 20 **FHEQ LEVEL: 5** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

SHORT MODULE DESCRIPTOR:

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

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

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

Professional body minimum pass mark requirement: NA

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:

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to FdSc**
LO1: Plan and execute an event activity or programme LO2: Analyse the event development process LO3: Evaluate the requirement for effective administration and organisational skills LO4: Analyse event trends and innovations to meet consumer demand and improve consumer experience	Knowledge and Understanding – 2,3 Cognitive and intellectual skills – 1,2,3 Key and transferable skills – 1,2,3 Employment related skills – 2,3,4 Practical skills – 1,2,3

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Charlotte Jackson **OTHER MODULE STAFF:**

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; digital advancements; event trends and innovations in practice; event legacy.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	45	Scheduled delivery and tutorials to support module content.
Guided Independent Study	100	Independent guided learning, and directed weekly reading.
Practical Event planning and delivery	55	Work based practical activity relating to planning and delivery a specific event
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	A portfolio that plans and delivers a specific event (LO 1) A reflective report that analyses the event development process, recommending appropriate event innovations to improve consumer experience (LO2,3,4)	60% 40% Total: 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	A portfolio that plans and delivers a specific event, analyses and evaluates the event development process and recommends appropriate event innovations to improve consumer experience (LO1,2,3,4)	Total: 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD2067 **MODULE TITLE: Research Project**

CREDITS: 20 **FHEQ LEVEL: 5** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

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 within industry. Students will plan and implement a small-scale research project to practice research skills.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	100%		

SUBJECT ASSESSMENT PANEL to which module should be linked: FdA 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:

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to FdSc**
LO1: Apply appropriate principles and concepts to the development of a project LO2:Demonstrate competence in the selection and application of appropriate tools of analysis LO3:Identify gaps in secondary research to form the basis of primary methods LO4:Propose appropriate solutions and recommendations based on research and literary review LO5: Present findings in an appropriate report format and presentation.	Knowledge and Understanding – 1,2,3 Cognitive and intellectual skills – 1,2,3 Key and transferable skills – 2,4 Employment related skills – 1 Practical skills – 2,3

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Rachel Jackson **OTHER MODULE STAFF:**

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 though the research methods module, allowing time for support with a research project.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	45	Scheduled delivery and tutorials to support module content.
Guided Independent Study	135	Independent guided learning, securing work placement and directed weekly reading.
Primary Research Investigation	20	Design and execution of primary research methodologies
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	Production of a literature review in relation to an academic field of study (LO3) Conduct a research project conforming to specific academic requirements including ethical protocol, primary research, final project and dissemination.LO1, LO2, LO4, LO5.	30% 70% Total: 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Conduct a research project conforming to specific academic requirements including literature review, ethical protocol, primary research, final project and dissemination.LO1, LO2, LO3, LO4, LO5.	Total: 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021

South Devon College Module Record

SECTION A: DEFINITIVE MODULE RECORD. ***Proposed changes must be submitted via the HE Faculty Office Procedures for approval and issue of new module code.***

MODULE CODE: UCSD2063 **MODULE TITLE: Dimensions of Tourism, Hospitality and Events Management**

CREDITS: 20 **FHEQ LEVEL: 5** **HECOS CODE:**

PRE-REQUISITES: None **CO-REQUISITES: None** **COMPENSATABLE: Y**

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.

ELEMENTS OF ASSESSMENT *[Use HESA KIS definitions] – see Definitions of Elements and Components of Assessment*					
		C1 (Coursework)	50%	**P1** (Practical**)**	50%

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

Professional body minimum pass mark requirement: NA

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:

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

Assessed Module Learning Outcomes	**Award/ Programme Learning Outcomes contributed to FdSc**
LO1: Discuss elements of the history of tourism, hospitality or events LO2: Examine the volume and value of the UK tourism, hospitality and event industries and the interrelationship between the sectors LO3: Analyse key industry trends LO4: Discuss tourist motivations and determinants of tourist demand	Knowledge and Understanding – 1,2,3 Cognitive and intellectual skills – 1,2 Key and transferable skills – 2,4 Employment related skills – 1,4 Practical skills – 3

DATE OF APPROVAL: 08/06/2020	**AWARDING BODY:** South Devon College
DATE OF IMPLEMENTATION: 01/09/2020	**SEMESTER: All Year**
DATE(S) OF APPROVED CHANGE: XX/XX/XXXX	

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2021/2022 **NATIONAL COST CENTRE: 134**
MODULE LEADER: Charlotte Jackson **OTHER MODULE STAFF:**

Summary of Module Content

Market size and structure and the importance of the sectors to the UK economy. Types and sizes of events. Market trends and forecasts. The global context. Event tourism. Development and history of Tourism and Hospitality and events. The structure and organisation of tourism hospitality and events industries. Elements and determinants of tourism demand. Theoretical approaches to tourist motivation, tourist typologies.

SUMMARY OF TEACHING AND LEARNING ***[Use HESA KIS definitions]***		
Scheduled Activities	**Hours**	**Comments/Additional Information (briefly explain activities, including formative assessment opportunities)**
Scheduled delivery and seminars	45	Scheduled delivery and tutorials to support module content.
Guided Independent Study	155	Independent guided learning, and directed weekly reading.
Total	**200**	**(NB: 1 credit = 10 hours of learning; 20 credits = 200 hours, etc.)**

SUMMATIVE ASSESSMENT

Element Category	**Component Name**	**Component Weighting**
Coursework	Poster examining volume and value of UK tourism/ hospitality/ events industry and an analysis of key industry trends (LO2,3).	100%
Practical	Presentation discussing the history of tourism, hospitality or events and discussing tourist motivations and determinants of tourism demand (LO1,4).	100%

REFERRAL ASSESSMENT

Element Category	**Component Name**	**Component Weighting**

Coursework	Report examining volume and value of UK tourism/ hospitality/ events industry and an analysis of key industry trends. (LO2, LO3)	100%
Practical	Presentation discussing the history of tourism, hospitality or events and discussing tourist motivations and determinants of tourism demand (LO1, LO4)	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Rachel Jackson Date: 01/07/2021	**Approved by**: Lynn Stephens Date: 01/07/2021