

**Westwood Dynamic Limited**

**Course Syllabus/Content**

**WD-UK Level 3 (UK Qualifications Framework – Hospitality Management)  
(Credits 120)**

<b>Revised Modules</b>	<b>Contact hours (Full-Time)</b>	<b>Contact hours (Part-Time)</b>	<b>Assessment</b>	<b>Teaching Methods</b>	<b>Passing Mark</b>
Introduction to Hospitality Industry	50	50	Assignment Based	Classroom Lectures & Online	50%
Food and Beverage Operations	50	50	Assignment Based	Classroom Lectures & Online	50%
Front Office Operations	50	50	Assignment Based	Classroom Lectures & Online	50%
Customer Service in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Housekeeping Operations	50	50	Assignment Based	Classroom Lectures & Online	50%

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info@wdynamic.co.uk

Basic Culinary Skills	50	50	Assignment Based	Classroom Lectures & Online	50%
Event Planning and Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Health and Safety in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Introduction to Hospitality Marketing	50	50	Assignment Based	Classroom Lectures & Online	50%
Teamwork in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%

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<b>Subject</b>	<b>Introduction to Hospitality Industry</b>								
<b>Aims and Objectives</b>	<p>Introduction to Hospitality Industry provides an overview of the various sectors within the hospitality industry, including lodging, food and beverage, tourism, and event management. Students will explore the history, current trends, and future outlook of the industry, as well as its economic, social, and environmental impacts.</p> <p><b>Aim:</b> This course aims to provide students with a comprehensive understanding of the hospitality industry, its components, and its role in the global economy.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the fundamental concepts and terminology of the hospitality industry.</li> <li>2. To examine the historical development of hospitality and its evolution into a diverse and dynamic industry.</li> <li>3. To analyze the economic, social, and environmental impacts of the hospitality industry on local and global communities.</li> <li>4. To explore career opportunities and paths within the hospitality industry.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Define key terms and concepts related to the hospitality industry.</li> <li>2. Describe the historical development and evolution of hospitality.</li> <li>3. Analyze the economic, social, and environmental impacts of the hospitality industry.</li> <li>4. Identify career opportunities and paths within the hospitality industry.</li> <li>5. Apply critical thinking and problem-solving skills to analyze challenges and opportunities within the industry.</li> <li>6. Communicate effectively and collaborate with others in a team setting.</li> </ol>								
<b>Credit Points:</b>	12 credit points								
<b>Assessment</b>	<ul style="list-style-type: none"> <li>▪ Assignment based</li> </ul>								
<b>Teaching Mode (Full-Time)</b>	<table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Lectures:</td> <td>60 hours</td> </tr> <tr> <td>Tutorials/workshop:</td> <td>30 hours</td> </tr> <tr> <td>Private Study:</td> <td>30 hours</td> </tr> <tr> <td><b>Total:</b></td> <td><b>120 hours</b></td> </tr> </table>	Lectures:	60 hours	Tutorials/workshop:	30 hours	Private Study:	30 hours	<b>Total:</b>	<b>120 hours</b>
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<b>Subject</b>	<b>Food and Beverage Operations</b>								
<b>Aims and Objectives</b>	<p>Food and Beverage Operations provides students with an in-depth understanding of the principles and practices involved in managing food and beverage services within the hospitality industry. The course covers topics such as menu planning, food production, service techniques, beverage management, and customer service.</p> <p><b>Aim:</b> The aim of this course is to equip students with the knowledge and skills necessary to effectively manage food and beverage operations in various hospitality settings.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the fundamental concepts and terminology of food and beverage operations.</li> <li>2. To provide an overview of the key components of food service management, including menu planning, food production, and service techniques.</li> <li>3. To explore the principles of beverage management, including selection, procurement, storage, and service.</li> <li>4. To develop students' understanding of customer service techniques and their importance in the hospitality industry.</li> <li>5. To foster critical thinking and problem-solving skills through case studies and real-world examples.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Explain the key concepts and terminology related to food and beverage operations.</li> <li>2. Plan and design menus to meet the needs and preferences of target customers.</li> <li>3. Demonstrate proficiency in food production techniques and kitchen management.</li> <li>4. Implement effective service techniques to deliver high-quality dining experiences.</li> <li>5. Apply principles of beverage management to select, procure, and serve beverages in a hospitality setting.</li> <li>6. Utilize customer service techniques to enhance guest satisfaction and loyalty.</li> </ol>								
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<b>Subject</b>	<b>Front Office Operations</b>								
<b>Aims and Objectives</b>	<p>Front Office Operations introduces students to the essential functions and responsibilities of front office departments in the hospitality industry. The course covers topics such as guest services, reservations, check-in/check-out procedures, revenue management, and front office technology.</p> <p><b>Aims and Objectives:</b>  <b>Aim:</b> The aim of this course is to provide students with a comprehensive understanding of front office operations and their significance in delivering exceptional guest experiences within the hospitality industry.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To familiarize students with the roles and responsibilities of front office staff in various hospitality establishments.</li> <li>2. To introduce students to the principles and practices of guest services and customer relations in the front office context.</li> <li>3. To develop students' proficiency in handling reservations, check-in, and check-out procedures efficiently and accurately.</li> <li>4. To explore the principles of revenue management and its application in front office operations.</li> <li>5. To introduce students to front office technology and its role in enhancing operational efficiency and guest satisfaction.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Describe the roles and responsibilities of front office staff in hospitality establishments.</li> <li>2. Demonstrate proficiency in providing exceptional guest services and maintaining positive customer relations.</li> <li>3. Execute reservations, check-in, and check-out procedures accurately and efficiently.</li> <li>4. Apply principles of revenue management to optimize room occupancy and maximize revenue.</li> <li>5. Utilize front office technology, such as property management systems, to streamline operations and enhance guest experiences.</li> </ol>								
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<b>Subject</b>	<b>Customer Service in Hospitality</b>								
<b>Aims and Objectives</b>	<p>Customer Service in Hospitality focuses on understanding the principles and practices of delivering exceptional customer service within the hospitality industry. The course covers topics such as customer expectations, communication skills, conflict resolution, service recovery, and building customer loyalty.</p> <p><b>Aim:</b> The aim of this course is to equip students with the knowledge and skills necessary to provide outstanding customer service in hospitality settings, thereby enhancing guest satisfaction and loyalty.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the importance of customer service in the hospitality industry and its impact on guest satisfaction and business success.</li> <li>2. To develop students' communication skills, both verbal and non-verbal, to effectively interact with guests and colleagues.</li> <li>3. To provide students with techniques for managing guest expectations and delivering personalized service experiences.</li> <li>4. To equip students with strategies for resolving conflicts and handling challenging situations with professionalism and empathy.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Explain the significance of customer service in the hospitality industry and its impact on guest satisfaction and business success.</li> <li>2. Demonstrate effective communication skills, including active listening, empathy, and clear articulation, in interactions with guests and colleagues.</li> <li>3. Identify and manage guest expectations to deliver personalized and memorable service experiences.</li> <li>4. Utilize conflict resolution techniques to address guest complaints and resolve issues in a timely and satisfactory manner.</li> <li>5. Implement service recovery strategies to turn negative guest experiences into positive outcomes and enhance guest loyalty.</li> </ol>								
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<b>Subject</b>	<b>Housekeeping Operations</b>								
<b>Aims and Objectives</b>	<p>Housekeeping Operations provides students with a comprehensive understanding of the principles and practices involved in managing housekeeping departments within the hospitality industry. The course covers topics such as cleaning techniques, laundry management, inventory control, sustainability practices, and guest room inspections.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills necessary to effectively manage housekeeping operations in hospitality establishments, ensuring cleanliness, comfort, and satisfaction for guests.</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. To introduce students to the roles and responsibilities of housekeeping staff in hospitality establishments.</li> <li>2. To provide students with an understanding of cleaning techniques and sanitation standards used in housekeeping operations.</li> <li>3. To develop students' knowledge of laundry management, including laundering procedures, stain removal, and equipment operation.</li> <li>4. To teach students inventory control methods and best practices for managing housekeeping supplies and equipment.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Describe the roles and responsibilities of housekeeping staff in hospitality establishments.</li> <li>2. Apply cleaning techniques and sanitation standards to maintain cleanliness and hygiene in guest rooms and public areas.</li> <li>3. Demonstrate proficiency in laundry management, including laundering procedures, stain removal techniques, and equipment operation.</li> <li>4. Implement inventory control methods to efficiently manage housekeeping supplies and equipment.</li> <li>5. Identify and implement sustainable housekeeping practices to reduce environmental impact and promote sustainability.</li> </ol>								
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<b>Subject</b>	<b>Basic Culinary Skills</b>								
<b>Aims and Objectives</b>	<p>Basic Culinary Skills provides students with foundational knowledge and hands-on experience in culinary techniques and principles. The course covers fundamental cooking methods, knife skills, food safety and sanitation, ingredient identification, and recipe execution.</p> <p>Aim: The aim of this course is to introduce students to the essential skills and techniques used in culinary arts, preparing them for entry-level positions in food service establishments or further culinary education.</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. To familiarize students with basic culinary terminology, tools, and equipment.</li> <li>2. To develop students' proficiency in fundamental cooking techniques, such as sautéing, roasting, and boiling.</li> <li>3. To teach students proper knife skills and safety procedures in handling kitchen equipment.</li> <li>4. To provide students with an understanding of food safety and sanitation practices in a culinary environment.</li> <li>5. To enhance students' ability to identify and select quality ingredients for recipe preparation.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate proficiency in basic culinary terminology, tools, and equipment.</li> <li>2. Apply fundamental cooking techniques, including sautéing, roasting, grilling, boiling, and baking, to prepare a variety of dishes.</li> <li>3. Utilize proper knife skills and safety procedures to efficiently and safely handle kitchen equipment.</li> <li>4. Implement food safety and sanitation practices to maintain a clean and hygienic kitchen environment.</li> <li>5. Identify and select quality ingredients for recipe preparation based on freshness, flavor, and appearance.</li> </ol>								
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<b>Subject</b>	<b>Event Planning and Management</b>								
<b>Aims and Objectives</b>	<p>Event Planning and Management introduces students to the principles, processes, and best practices involved in organizing and executing successful events across various industries. The course covers topics such as event conceptualization, budgeting, logistics, marketing, risk management, and post-event evaluation.</p> <p><b>Aim:</b> The aim of this course is to provide students with the knowledge and skills necessary to plan, organize, and manage events effectively, meeting the objectives and expectations of clients or stakeholders.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the fundamental concepts and terminology of event planning and management.</li> <li>2. To develop students' understanding of the event planning process, including needs assessment, goal setting, and concept development.</li> <li>3. To teach students how to create comprehensive event budgets, considering revenue sources, expenses, and financial feasibility.</li> <li>4. To provide students with knowledge of logistics planning, including venue selection, equipment rental, transportation, and scheduling.</li> <li>5. To familiarize students with event marketing strategies and techniques for promoting events to target audiences.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Define key concepts and terminology related to event planning and management.</li> <li>2. Conduct needs assessments and set clear objectives for event planning.</li> <li>3. Develop comprehensive event budgets that account for revenue, expenses, and financial feasibility.</li> <li>4. Coordinate logistics for events, including venue selection, equipment rental, transportation, and scheduling.</li> <li>5. Implement effective event marketing strategies to promote events and attract target audiences.</li> </ol>								
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<b>Subject</b>	<b>Health and Safety in Hospitality</b>								
<b>Aims and Objectives</b>	<p>Health and Safety in Hospitality provides students with an understanding of the principles, regulations, and best practices related to health and safety management in hospitality establishments. The course covers topics such as food safety, sanitation, fire safety, emergency preparedness, ergonomics, and regulatory compliance.</p> <p><b>Aim:</b> The aim of this course is to educate students about the importance of health and safety in hospitality operations and to equip them with the knowledge and skills necessary to maintain a safe and healthy environment for guests and employees.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the fundamental concepts and principles of health and safety management in hospitality.</li> <li>2. To provide students with an understanding of relevant regulations, codes, and standards governing health and safety in the hospitality industry.</li> <li>3. To educate students about food safety and sanitation practices to prevent foodborne illnesses and ensure compliance with hygiene standards.</li> <li>4. To teach students fire safety protocols, emergency response procedures, and evacuation plans to protect guests and employees in the event of a crisis.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Define key concepts and terminology related to health and safety management in hospitality.</li> <li>2. Identify and explain relevant regulations, codes, and standards governing health and safety in the hospitality industry.</li> <li>3. Implement food safety and sanitation practices to prevent foodborne illnesses and maintain hygiene standards in food handling and preparation.</li> <li>4. Demonstrate knowledge of fire safety protocols, emergency response procedures, and evacuation plans to ensure the safety of guests and employees.</li> <li>5. Apply ergonomic principles and practices to minimize workplace injuries and promote employee well-being.</li> </ol>								
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<b>Subject</b>	<b>Introduction to Hospitality Marketing</b>								
<b>Aims and Objectives</b>	<p>Introduction to Hospitality Marketing provides students with an overview of marketing principles and strategies as they apply to the hospitality industry. The course covers topics such as market analysis, segmentation, branding, pricing, distribution channels, promotional tactics, and customer relationship management.</p> <p><b>Aim:</b> The aim of this course is to introduce students to the fundamental concepts and practices of marketing within the context of the hospitality industry, preparing them to effectively promote hospitality services and products to target audiences.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To familiarize students with the role and importance of marketing in the hospitality industry.</li> <li>2. To provide students with an understanding of the marketing environment, including market analysis and segmentation.</li> <li>3. To educate students about branding strategies and their application in hospitality settings.</li> <li>4. To teach students pricing strategies and revenue management techniques used in the hospitality industry.</li> <li>5. To introduce students to distribution channels and their significance in delivering hospitality products and services to consumers.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Explain the role and significance of marketing in the hospitality industry.</li> <li>2. Conduct market analysis and segmentation to identify target markets and consumer preferences.</li> <li>3. Develop branding strategies to differentiate hospitality offerings and create value for customers.</li> <li>4. Apply pricing strategies and revenue management techniques to optimize profitability and demand.</li> <li>5. Evaluate distribution channels and select appropriate channels to reach target audiences effectively.</li> </ol>								
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<b>Subject</b>	<b>Teamwork in Hospitality</b>								
<b>Aims and Objectives</b>	<p>Teamwork in Hospitality focuses on developing students' teamwork and collaboration skills within the context of the hospitality industry. The course covers topics such as effective communication, conflict resolution, leadership, decision-making, and group dynamics, with a focus on practical applications in hospitality settings.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills necessary to work effectively in teams within hospitality organizations, promoting cooperation, communication, and synergy.</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. To introduce students to the importance of teamwork in the hospitality industry and its impact on guest satisfaction and organizational success.</li> <li>2. To develop students' understanding of effective communication techniques and their role in fostering collaboration and understanding within teams.</li> <li>3. To provide students with strategies for conflict resolution and problem-solving in team settings, addressing issues constructively and maintaining positive relationships.</li> <li>4. To educate students about leadership principles and styles, emphasizing the importance of leadership in facilitating teamwork and achieving common goals.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Recognize the importance of teamwork in the hospitality industry and its impact on guest satisfaction and organizational success.</li> <li>2. Demonstrate effective communication skills, including active listening, clear articulation, and constructive feedback, within team settings.</li> <li>3. Employ strategies for conflict resolution and problem-solving to address issues and maintain positive relationships within teams.</li> <li>4. Apply leadership principles and styles to facilitate teamwork, motivate team members, and achieve common goals.</li> <li>5. Utilize decision-making processes and techniques to reach consensus and make informed choices as a team.</li> </ol>								
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