

Westwood Dynamic Limited

Course Syllabus/Content

**WD-UK Level 4 (UK Qualifications Framework – Hospitality Management)
(Credits 120)**

Revised Modules	Contact hours (Full-Time)	Contact hours (Part-Time)	Assessment	Teaching Methods	Passing Mark
Hospitality Marketing and Sales	50	50	Assignment Based	Classroom Lectures & Online	50%
Hospitality Law and Ethics	50	50	Assignment Based	Classroom Lectures & Online	50%
Advanced Food and Beverage Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Rooms Division Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Hospitality Financial Management	50	50	Assignment Based	Classroom Lectures & Online	50%

Westwood Dynamic Limited

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Quality Management in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Culinary Arts and Menu Planning	50	50	Assignment Based	Classroom Lectures & Online	50%
Revenue Management in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%
Event Logistics and Coordination	50	50	Assignment Based	Classroom Lectures & Online	50%
Human Resource Management in Hospitality	50	50	Assignment Based	Classroom Lectures & Online	50%

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Subject	Hospitality Marketing and Sales								
Aims and Objectives	<p>Hospitality Marketing and Sales provides students with an in-depth understanding of marketing and sales strategies specific to the hospitality industry. The course covers topics such as market analysis, customer segmentation, branding, promotional tactics, sales techniques, and customer relationship management.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills necessary to develop and implement effective marketing and sales strategies within hospitality organizations, ultimately driving revenue and guest satisfaction.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the fundamental concepts and principles of marketing and sales within the hospitality industry. 2. To provide students with an understanding of market analysis and customer segmentation techniques to identify target markets and consumer preferences. 3. To educate students about branding strategies and their application in creating value and differentiation for hospitality offerings. 4. To teach students promotional tactics and communication channels used to market hospitality products and services to target audiences. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define key concepts and terminology related to hospitality marketing and sales. 2. Conduct market analysis and customer segmentation to identify target markets and consumer preferences. 3. Develop branding strategies to differentiate hospitality offerings and create value for customers. 4. Implement promotional tactics and utilize communication channels to effectively market hospitality products and services. 5. Apply sales techniques and strategies to generate leads, close deals, and maximize revenue. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
Teaching Mode (Full-Time)	<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>Total:</td> <td>120 hours</td> </tr> </table>	Lectures:	60 hours	Tutorials/workshop:	30 hours	Private Study:	30 hours	Total:	120 hours
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Subject	Hospitality Law and Ethics
Aims and Objectives	<p>Hospitality Law and Ethics provides students with an understanding of the legal and ethical principles governing the hospitality industry. The course covers topics such as contract law, liability issues, employment law, intellectual property rights, ethical dilemmas, and corporate social responsibility.</p> <p>Aim: The aim of this course is to familiarize students with the legal and ethical frameworks relevant to the hospitality industry and to develop their ability to apply these principles in professional practice.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the legal and ethical principles governing the hospitality industry, including contract law and liability issues. 2. To provide students with an understanding of employment law and the rights and responsibilities of employers and employees in hospitality settings. 3. To educate students about intellectual property rights and their implications for hospitality businesses, including trademarks, copyrights, and patents. 4. To explore ethical dilemmas commonly encountered in the hospitality industry and ethical decision-making frameworks for addressing them.
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain key legal principles and regulations relevant to the hospitality industry, including contract law and liability issues. 2. Identify and analyze employment law issues and their implications for hospitality employers and employees. 3. Recognize intellectual property rights and their significance in protecting hospitality businesses' assets and innovations. 4. Evaluate ethical dilemmas encountered in the hospitality industry and apply ethical decision-making frameworks to address them. 5. Discuss corporate social responsibility initiatives within the hospitality industry and their impact on stakeholders and society.
Credit Points:	12 credit points
Assessment	<ul style="list-style-type: none"> ▪ Assignment based
Teaching Mode (Full-Time)	<p>Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours</p>

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Subject	Advanced Food and Beverage Management								
Aims and Objectives	<p>Advanced Food and Beverage Management builds upon foundational knowledge of food and beverage operations to explore advanced concepts and strategies in managing food and beverage outlets within the hospitality industry. The course covers topics such as menu engineering, cost control, revenue management, service standards, innovation, and sustainability.</p> <p>Aim: The aim of this course is to provide students with advanced knowledge and skills in managing food and beverage operations, preparing them for leadership roles in the hospitality industry.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To deepen students' understanding of menu engineering principles and techniques for optimizing profitability and guest satisfaction. 2. To develop students' proficiency in cost control methods, including inventory management, pricing strategies, and waste reduction. 3. To provide students with knowledge of revenue management strategies to maximize revenue and profitability in food and beverage outlets. 4. To enhance students' ability to maintain high service standards and deliver exceptional guest experiences in food and beverage operations. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Apply menu engineering principles to design and optimize menus for profitability and guest satisfaction. 2. Implement cost control methods, including inventory management, portion control, and waste reduction strategies, to improve operational efficiency and profitability. 3. Utilize revenue management techniques to maximize revenue and profitability in food and beverage outlets, including pricing strategies and yield management. 4. Maintain high service standards and deliver exceptional guest experiences through effective staff training, supervision, and customer service initiatives. 5. Evaluate innovation trends and technologies in the food and beverage industry and their potential impact on operational management. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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Subject	Rooms Division Management								
Aims and Objectives	<p>Rooms Division Management focuses on the strategic and operational aspects of managing the rooms division within hospitality establishments. The course covers topics such as front office operations, housekeeping management, reservations, guest services, and revenue management.</p> <p>Aim: The aim of this course is to provide students with a comprehensive understanding of rooms division management principles and practices, preparing them for leadership roles in hotel operations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the roles and responsibilities of the rooms division within hospitality establishments. 2. To develop students' knowledge of front office operations, including check-in/out procedures, guest services, and cashiering. 3. To provide students with an understanding of housekeeping management, including cleaning procedures, inventory control, and quality assurance. 4. To teach students reservation systems and strategies for maximizing room revenue and occupancy rates. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Describe the roles and functions of the rooms division within hospitality establishments. 2. Demonstrate proficiency in front office operations, including check-in/out procedures, guest services, and cashiering. 3. Apply housekeeping management principles to ensure cleanliness, efficiency, and quality in guest room operations. 4. Utilize reservation systems and strategies to maximize room revenue and occupancy rates. 5. Provide exceptional guest experiences through effective communication, problem-solving, and guest service initiatives. 6. Implement revenue management techniques to optimize room revenue and profitability. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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Subject	Hospitality Financial Management								
Aims and Objectives	<p>Hospitality Financial Management provides students with a comprehensive understanding of financial principles and practices within the hospitality industry. The course covers topics such as financial analysis, budgeting, cost control, revenue management, capital investment decisions, and financial reporting.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills necessary to effectively manage financial resources within hospitality establishments, optimizing profitability and operational efficiency.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to financial principles and terminology relevant to the hospitality industry. 2. To develop students' proficiency in financial analysis techniques, including ratio analysis, trend analysis, and budget variance analysis. 3. To provide students with an understanding of budgeting processes and strategies for forecasting and controlling expenses. 4. To teach students cost control methods and techniques for optimizing operational efficiency and minimizing waste. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define key financial terms and concepts relevant to the hospitality industry. 2. Conduct financial analysis using techniques such as ratio analysis, trend analysis, and budget variance analysis to assess performance and identify areas for improvement. 3. Develop and manage budgets for hospitality establishments, including forecasting revenue and expenses and monitoring financial performance. 4. Implement cost control methods and techniques to optimize operational efficiency and control expenses. 5. Utilize revenue management strategies to maximize revenue and profitability in hospitality operations. 								
Credit Points:	12 credit points								
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Subject	Quality Management in Hospitality								
Aims and Objectives	<p>Quality Management in Hospitality focuses on the principles and practices of ensuring high-quality guest experiences and operational excellence within hospitality establishments. The course covers topics such as service quality, guest satisfaction measurement, continuous improvement, quality standards, and certification processes.</p> <p>Aim: The aim of this course is to provide students with an understanding of quality management principles and strategies specific to the hospitality industry, empowering them to deliver exceptional guest experiences and drive organizational success.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of service quality and its importance in the hospitality industry. 2. To develop students' ability to measure and evaluate guest satisfaction using quantitative and qualitative methods. 3. To provide students with knowledge of continuous improvement methodologies, such as Six Sigma and Total Quality Management (TQM), and their application in hospitality operations. 4. To teach students about quality standards and certification processes relevant to the hospitality industry, such as ISO standards and industry-specific certifications. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define service quality and its importance in the hospitality industry. 2. Measure and evaluate guest satisfaction using quantitative and qualitative methods, such as surveys, feedback analysis, and guest reviews. 3. Apply continuous improvement methodologies, such as Six Sigma and Total Quality Management (TQM), to identify and address areas for improvement in hospitality operations. 4. Understand quality standards and certification processes relevant to the hospitality industry, including ISO standards and industry-specific certifications. 5. Implement service recovery strategies to effectively address guest complaints and resolve service failures, maintaining guest satisfaction and loyalty. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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Subject	Culinary Arts and Menu Planning								
Aims and Objectives	<p>Culinary Arts and Menu Planning explores the principles and practices of culinary arts and the strategic planning of menus within the hospitality industry. The course covers topics such as culinary techniques, recipe development, menu design, food cost control, dietary considerations, and menu engineering.</p> <p>Aim: The aim of this course is to provide students with the knowledge and skills necessary to create innovative and profitable menus that meet guest preferences and dietary requirements, while showcasing culinary creativity and expertise.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to advanced culinary techniques and cooking methods used in professional kitchen environments. 2. To develop students' ability to create and modify recipes to meet quality standards, cost constraints, and dietary considerations. 3. To provide students with knowledge of menu design principles and strategies for creating well-balanced and appealing menus. 4. To teach students about food cost control methods and techniques for pricing menu items to maximize profitability. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Demonstrate proficiency in advanced culinary techniques and cooking methods used in professional kitchen environments. 2. Develop and modify recipes to meet quality standards, cost constraints, and dietary considerations. 3. Design well-balanced and appealing menus that showcase culinary creativity and expertise, while meeting guest preferences and dietary requirements. 4. Implement food cost control methods and techniques to optimize profitability while maintaining menu quality and value. 5. Identify and accommodate dietary considerations and special dietary needs, including allergens, dietary restrictions, and cultural preferences. 								
Credit Points:	12 credit points								
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Subject	Revenue Management in Hospitality								
Aims and Objectives	<p>Revenue Management in Hospitality explores the principles and strategies of optimizing revenue and profitability within hospitality establishments. The course covers topics such as demand forecasting, pricing strategies, inventory management, distribution channels, and performance measurement.</p> <p>Aim: The aim of this course is to provide students with the knowledge and skills necessary to effectively manage revenue and maximize profitability in hospitality operations through strategic pricing and inventory management.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concept of revenue management and its importance in the hospitality industry. 2. To develop students' ability to forecast demand and analyze market trends to optimize pricing and inventory decisions. 3. To provide students with knowledge of pricing strategies and tactics for maximizing revenue and profitability. 4. To teach students about inventory management techniques and strategies for maximizing occupancy and revenue per available room (RevPAR) 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Define revenue management and its significance in the hospitality industry. 2. Forecast demand and analyze market trends to make informed pricing and inventory decisions. 3. Implement pricing strategies and tactics to maximize revenue and profitability, including dynamic pricing, yield management, and discounting strategies. 4. Utilize inventory management techniques to optimize occupancy and revenue per available room (RevPAR). 5. Evaluate distribution channels and select appropriate channels to maximize revenue and profitability. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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Subject	Event Logistics and Coordination								
Aims and Objectives	<p>Event Logistics and Coordination focuses on the strategic planning and execution of events within the hospitality and event management industries. The course covers topics such as event planning, logistics management, venue selection, vendor coordination, risk management, and post-event evaluation.</p> <p>Aim: The aim of this course is to equip students with the knowledge and skills necessary to effectively plan, coordinate, and manage events, ensuring successful outcomes and memorable experiences for attendees.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the principles and processes of event planning and logistics management. 2. To develop students' ability to identify and assess event requirements, including budgeting, venue selection, and resource allocation. 3. To provide students with knowledge of logistics management techniques and strategies for coordinating event operations, including transportation, catering, and audiovisual services. 4. To teach students about vendor selection and negotiation, contract management, and vendor coordination. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Demonstrate an understanding of the principles and processes of event planning and logistics management. 2. Identify and assess event requirements, including budgeting, venue selection, and resource allocation. 3. Implement logistics management techniques and strategies to coordinate event operations effectively, including transportation, catering, and audiovisual services. 4. Select vendors, negotiate contracts, and coordinate vendor services to meet event objectives and budget constraints. 5. Apply risk management principles and practices to identify and mitigate potential risks associated with event planning and execution 								
Credit Points:	12 credit points								
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Subject	Human Resource Management in Hospitality								
Aims and Objectives	<p>Human Resource Management in Hospitality explores the principles and practices of managing human resources within the hospitality industry. The course covers topics such as recruitment, selection, training, performance management, employee relations, and legal compliance.</p> <p>Aim: The aim of this course is to provide students with the knowledge and skills necessary to effectively manage human resources within hospitality establishments, fostering a positive work environment and supporting organizational success.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the roles and functions of human resource management in the hospitality industry. 2. To develop students' understanding of recruitment and selection processes and techniques for attracting and retaining top talent. 3. To provide students with knowledge of training and development strategies to enhance employee skills and performance. 4. To teach students about performance management systems and techniques for evaluating employee performance and providing feedback. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the roles and functions of human resource management within the hospitality industry. 2. Apply recruitment and selection processes and techniques to attract and retain top talent in hospitality establishments. 3. Design and implement training and development programs to enhance employee skills and performance. 4. Utilize performance management systems and techniques to evaluate employee performance and provide constructive feedback. 5. Implement employee relations strategies to promote a positive work culture, resolve conflicts, and enhance employee engagement and satisfaction. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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